





what do we  
know about  
him?

what do we  
know about  
him?

he has lots of expensive cars





# what do we know about him?

he has lots of expensive cars  
he has lots of women





# what do we know about him?

he has lots of expensive cars  
he has lots of women  
he has lots of expensive watches





# what do we know about him?

- he has lots of expensive cars
- he has lots of women
- he has lots of expensive watches
- he has lots of mansions





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he has lots of women  
he has lots of expensive watches  
he has lots of mansions  
he has lots of money  
he has lots of muscles

lots of... EVERYTHING





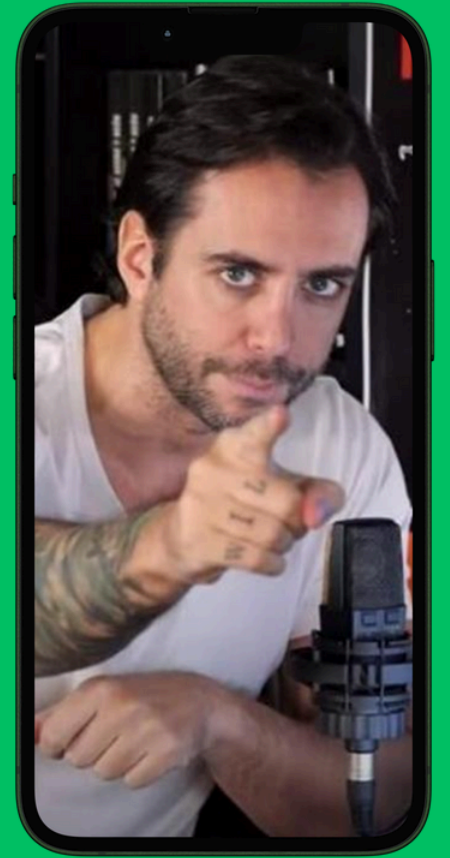
we also know  
some men  
like him...



Amadeo Llados



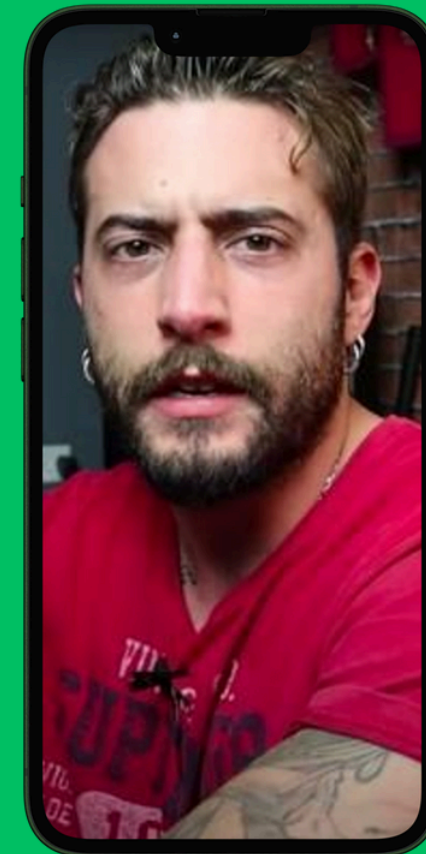
Andrew Tate



Jordi Wild



Elon Musk




Roma Gallardo



Wes Watson





# we also know some men like him...

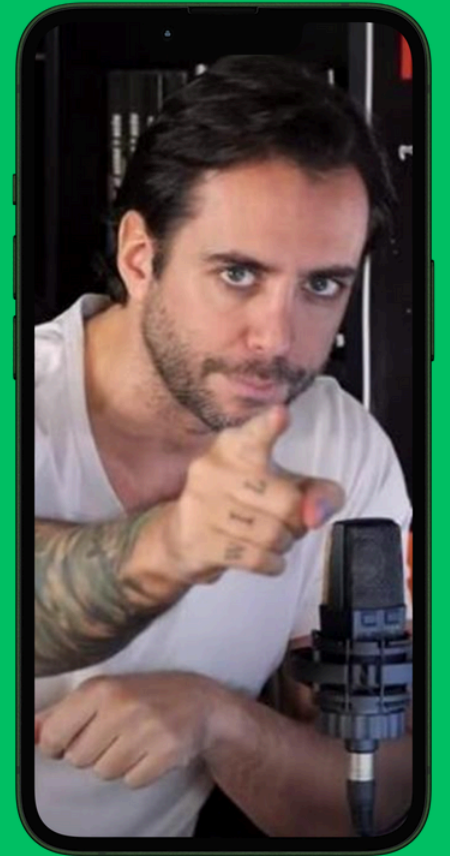
they are so-called '**manfluencers**'



Amadeo Llados



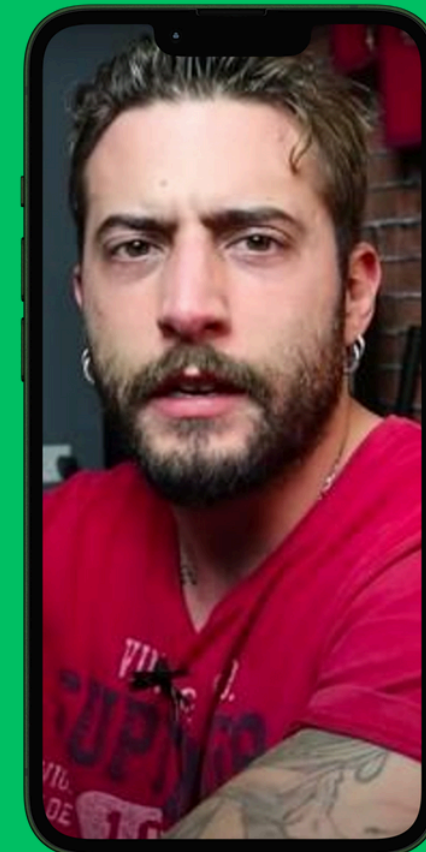
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Manosphere communities have gained mainstream attention and appeal due to the rise of the 'manfluencer culture'

This study examines the case of Spanish manfluencer Amadeo Llados, focusing on his social media platforms

## why Llados?

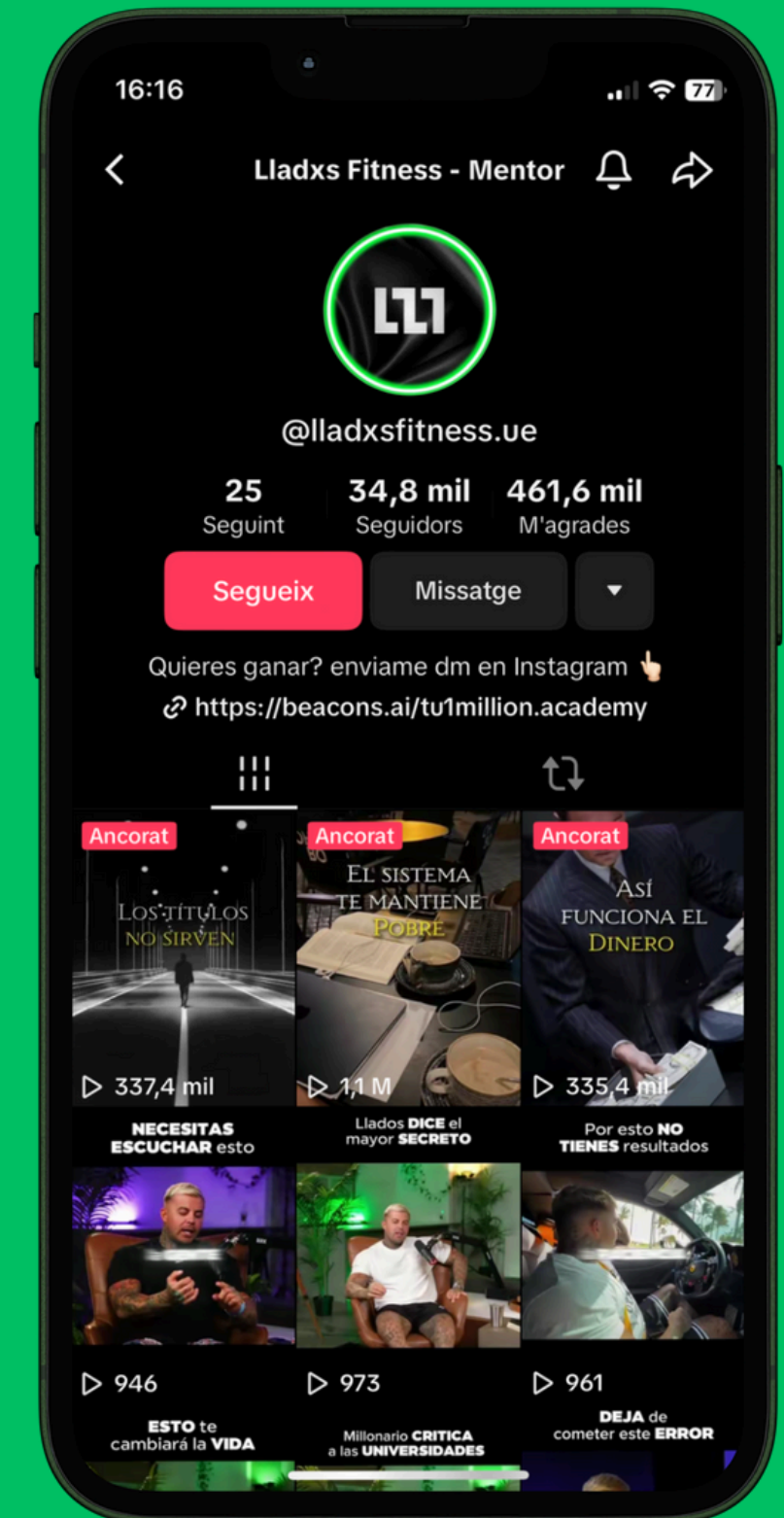
lack of research on manfluencers from Spanish-speaking contexts

short-form social media platforms




## main objective

to analyze how Llados disseminates neo-masculinist discourses and to explore the affective economies he employs to engage male audiences







# METHOD

The study employed mixed-methods approach grounded in an inductive methodology, incorporating **netnography** (Kozinets, 2020), **thematic analysis** (Braun & Clarke, 2006), and **multimodal content analysis** (Serafini & Reid, 2019).

## 500 posts

X (n=100), Telegram (n=50), Instagram (n=100), YouTube Shorts (n=50) and TikTok (n=200).

Instagram Stories and website content from *tu1million.com* were also reviewed to gain deeper insights into Llados' strategies and broader reach.

Table 1. Sample of the analyzed accounts

Name	Social media	Language	Followers
@iamllados	Instagram	English	44.4K
@lladosresucita	Instagram	Spanish	55.7K
@iamllados	X	English	165
@lladosfitness	X	Spanish	27.5K
Tu 1 millon   Amadeo Llados	Telegram	Spanish	16.7K
@tu1millon_g	TikTok	Spanish	70.3K
@tumejormentorr	TikTok	Spanish	38.7K
@lladxsfitness.ue	TikTok	Spanish	34.9K
@lla2millon	TikTok	Spanish	33.3K
@lladosfit	YouTube Shorts	Spanish	787K



# Dominant themes in Llados' content

Figure 1. Type of content across all platforms



Table 2. Type of content on each platform

Type of content	Instagram	X	Telegram	TikTok	YouTube
Wealth	25.5%	22.5%	11.0%	51.2%	9.0%
Mental health	37.5%	27.0%	17.0%	22.8%	13.0%
Physical/Fitness	11.0%	9.5%	36.0%	10.3%	75.0%
Faith	15.5%	24.5%	1.0%	4.0%	0.0%
Anti-system/Conspiracy	7.0%	7.5%	30.0%	6.3%	2.0%
Misogyny/Sexism	3.5%	6.0%	5.0%	4.5%	1.0%
Uncodeable	0.0%	3.0%	0.0%	1.0%	0.0%

- TikTok (51.25% financial advice): Viral success despite account bans. Microinfluencers that replicate content.
- YouTube Shorts (75% fitness content): In-depth video tutorials.
- Instagram (37.5% mental health focus): Relatable personal stories and motivation.
- Telegram & X: More niche, ideological content (e.g., “conspiracy theories”).

# Algorithmic amplification on YouTube and TikTok

The data in Figures 2 and 3 emphasize the central role of TikTok and YouTube Shorts in amplifying the reach and engagement of Amadeo Llados’ content.

Figure 2. Total views per 100 publications on each platform



Figure 3. Total reactions per 100 publications on each platform



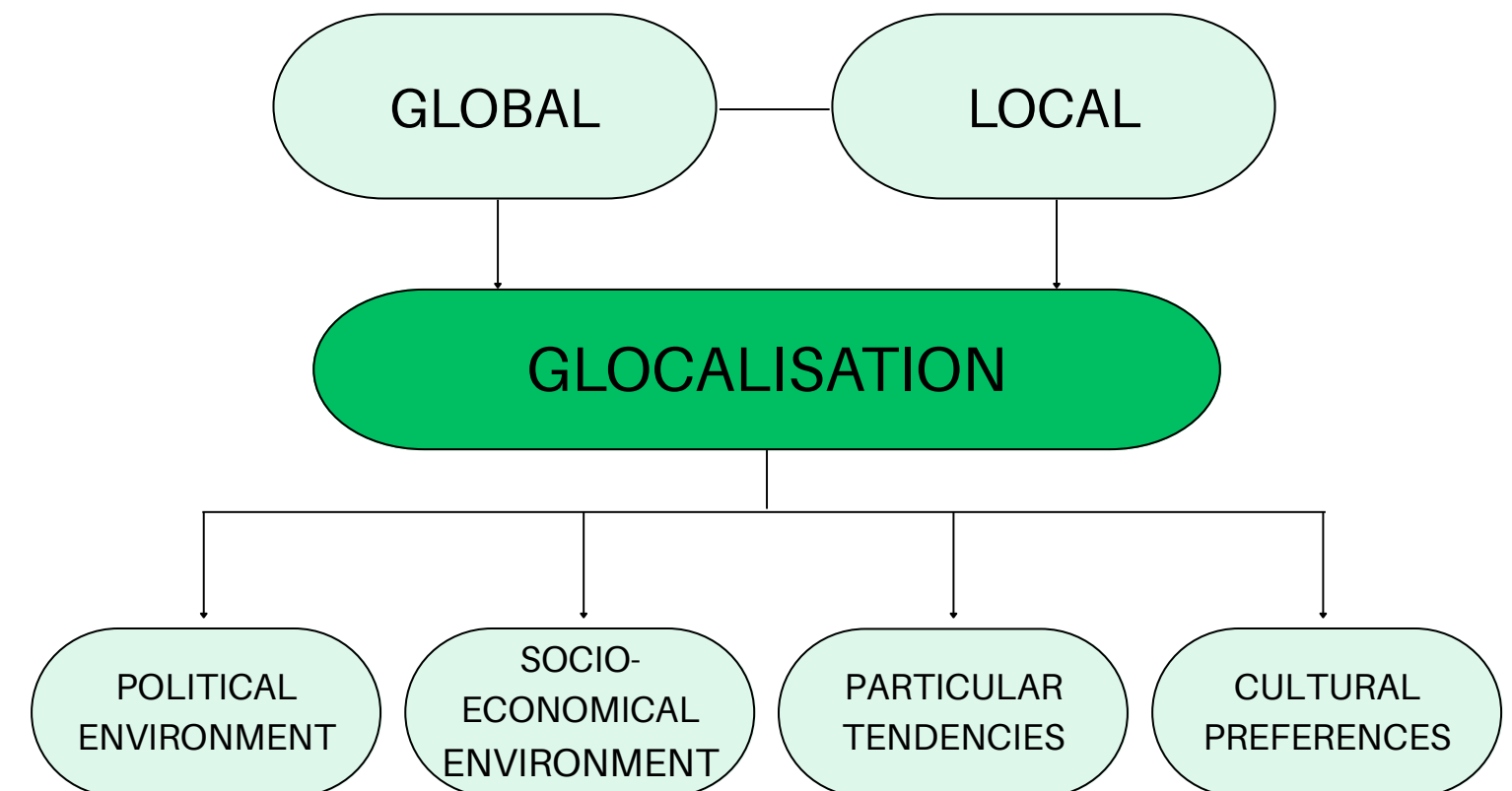
# “Lados, quiero ganar”: constructing a business model on precariousness

Significant cultural differences between **English** and **Spanish** content:

- Appealing to the cultural and economic particularities of countries as Spain, Mexico, Peru, Colombia or Chile.
- References to the labour realities, low wages and limited opportunities for growth. Mention of common jobs among the working class men and emigration as a solution.
- Allusions to Christian religion or faith intersecting with discipline, habits, and stoicism.
- Seeing USA or Australia as ideal countries for growing.

"It doesn't matter if you are from Colombia or the poorest country in the world, if you are watching this you have a mobile phone, and if you have a mobile phone you can afford to pay 50 quid for my classes."

"I'm a normal man, I've worked washing dishes, handing out flyers, working in the play, and here we are, living better than 99% of the best actors in Hollywood. Desire, faith, action, the right plan and the right environment."



GLOCALIZING NEO-MASCULINIST MALE SUBJECTIVITIES IN SPANISH-LANGUAGE CONTEXTS



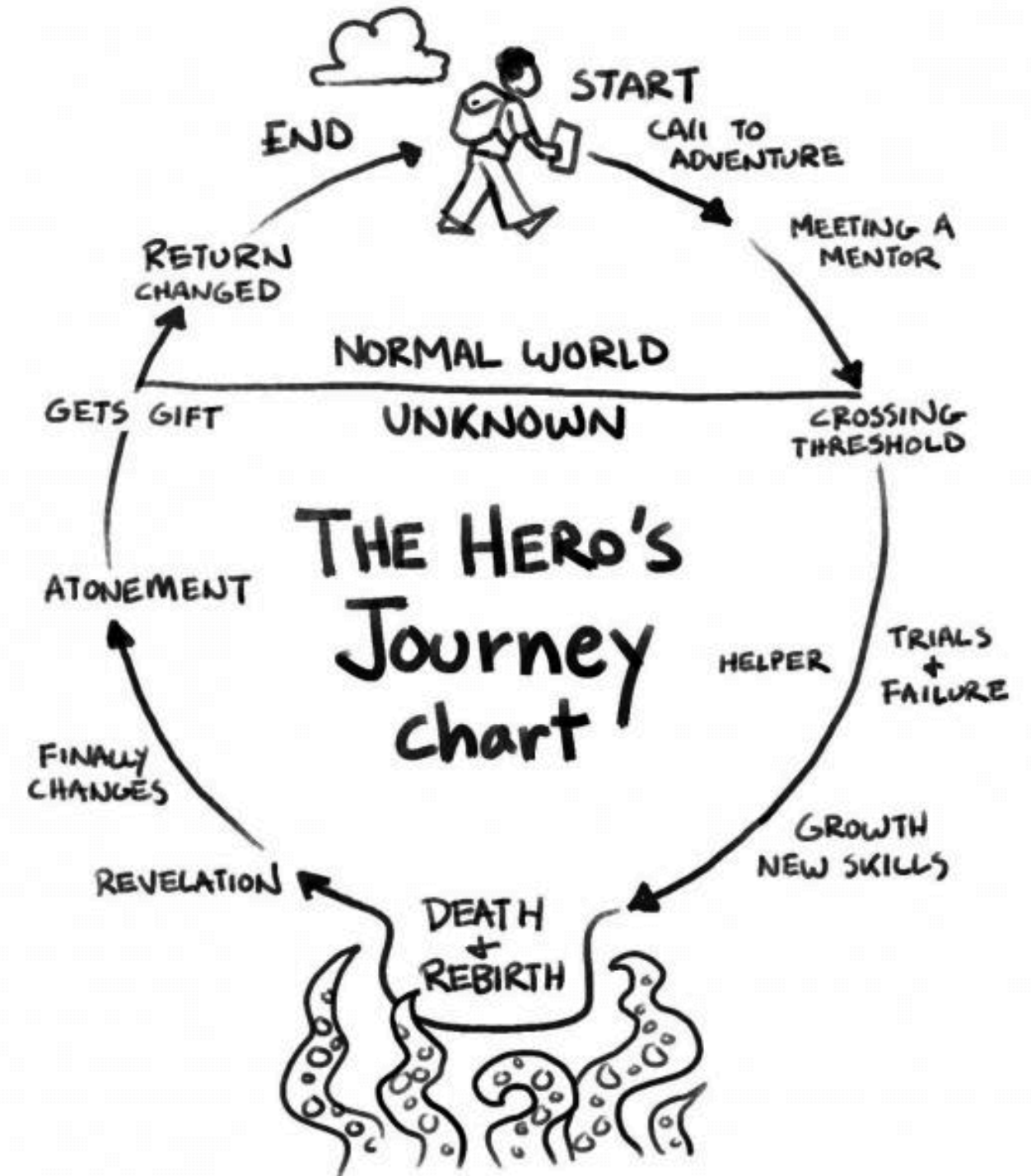
# The hero journey: from brokie to millionaire

- Llados offers a relatable story of struggle, sacrifice, and ultimate triumph that resonates deeply with his audience.
- Consistently showcases individuals who have followed his 'masterclasses' and transformed their lives, further solidifying his role as a mentor.
- Positions his platform as an alternative to traditional education.

“I went to another country and I got to be with people with my mindset, entrepreneurs, successful people who teach me things.”

Avoiding **STRUCTURAL INEQUALITIES**

**Transforms suffering into symbolic and economic capital** (Ahmed, 2004)



Campbell, 1987; Kaur, 2017

# The mindset of a self-made man: discipline, sacrifice and habits

Llados adopts a neo-stoic perspective, where happiness depends on self-discipline and taking full responsibility for one's circumstances.

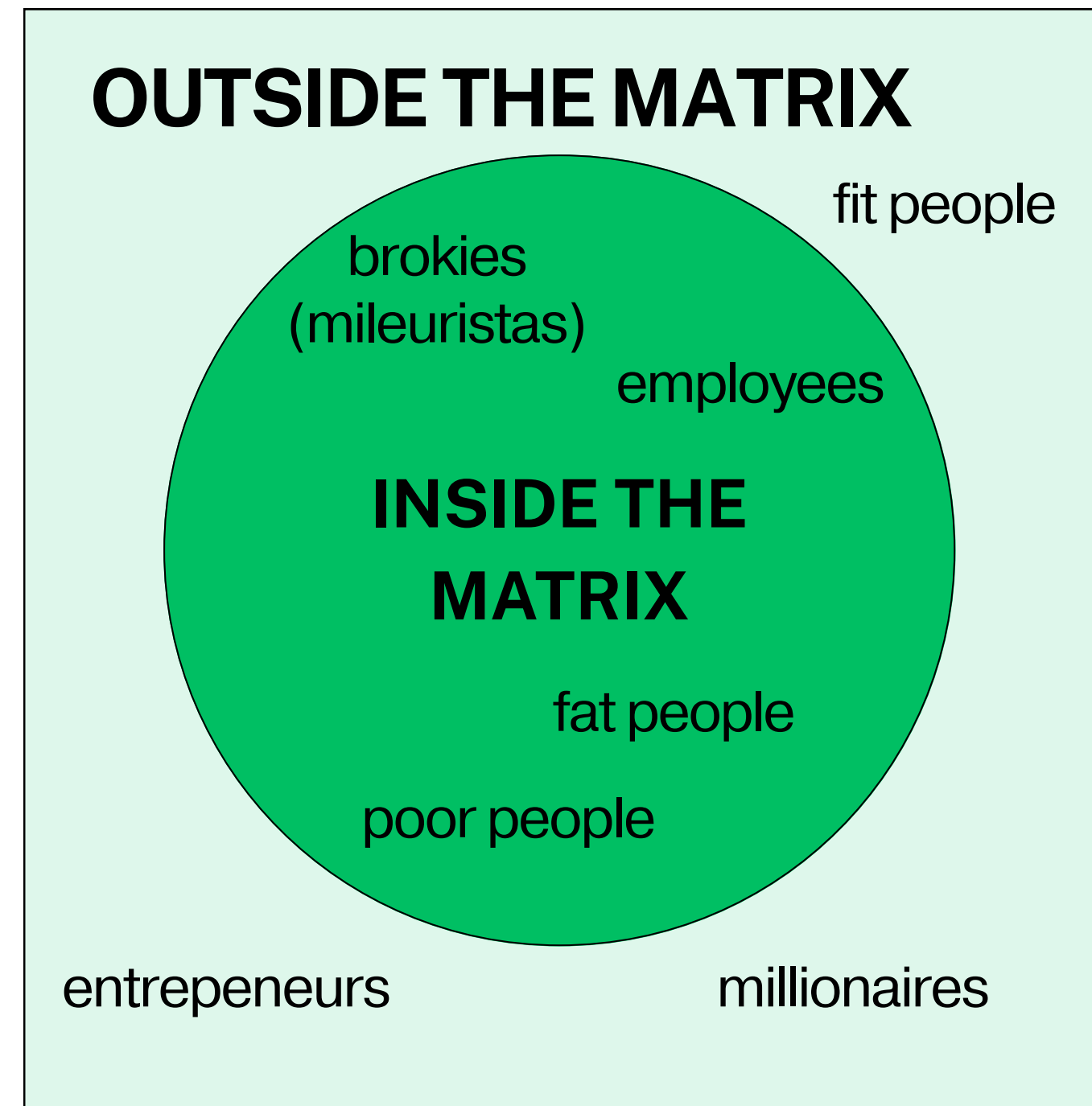
'You're primarily responsible for your own life. I keep seeing 18-25 year olds wasting their lives when they have the most energy'

Importance of generating a like-minded environment. War, unity and manhood statements.

'Let's win together. How do you win a battle alone? No, I want an army of winners' / 'I don't let poor fat people near me'.

**provides solutions**

└─ wake up calls to get out of the matrix (through its courses)





## On the construction of a... neo-manosphere?

What we see here is a 'renewed masculinity': not aggressive or explicitly anti-feminist, but conservative, neoliberal and meritocratic.

- Affects political imaginaries through personal branding.
- Competes with corporate masculinity for hegemonic status.
- Enacts a culturally glocalised ideology: global codes in local forms.



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**just to think about it:**

**How do we start to conceptualize how globalized gendered discourses touch down in local spaces?**





to conclude, again

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he has lots of ~~expensive cars~~

he has lots of ~~women~~

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he has lots of ~~muscles~~

lots of... ~~EVERYTHING~~



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he has lots of ~~money~~ ego

he has lots of ~~muscles~~ fear of irrelevance

lots of... ~~EVERYTHING~~ NOTHING



# thanks!

moltes gràcies!

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