

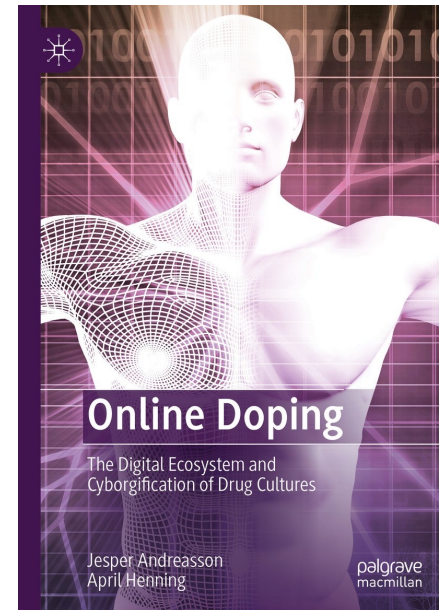
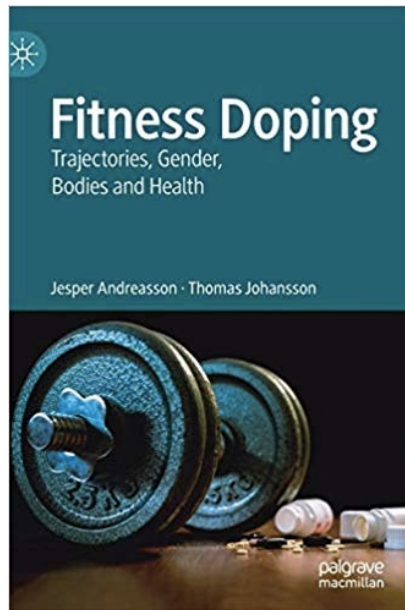
Online risk, offline harm

Jesper Andreasson, Professor, Department of Sport Science

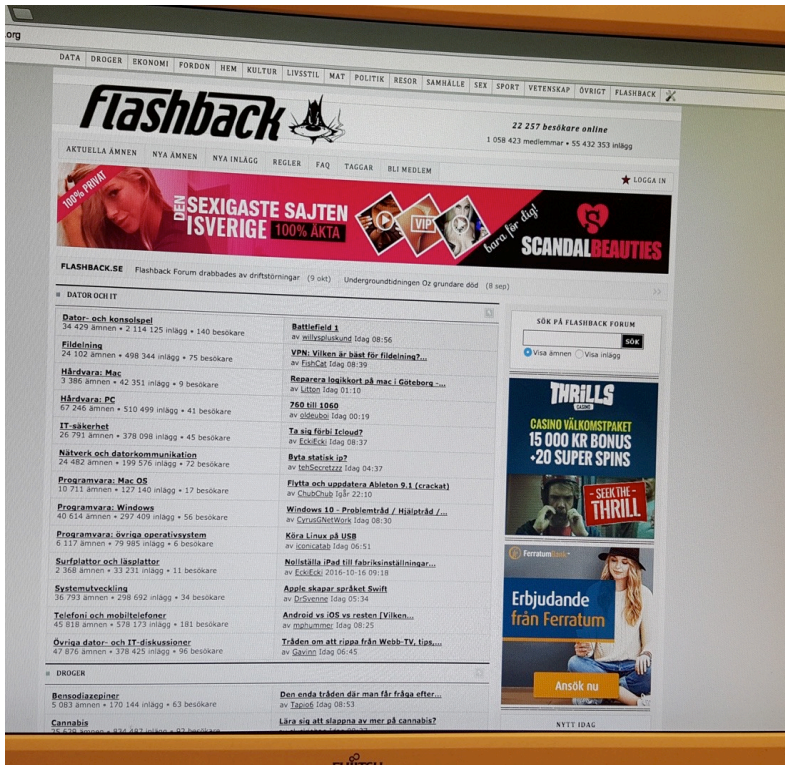


Background

- Digitalisation of everyday life
- From bazaar to the digital doping ecosystem



Method, data and the digital doping ecosystem



- Netnography
- Online domains/communities (Flashback; MESO-Rx; Zyzz fandom)
- Different roles (peers/forum users, experts, moderators, influencers, distributors etc.)
- Gender and power dynamics produce (different) social consequences



Zyzz fandom



My end goal is not to be some massed up freak, but rather to have a physique that can be looked as art; streamlined, tapered, and universally appealing. /.../ Originally, it started out innocently enough, I wanted to get bigger so I wasn't so skinny, and have a bit of a build on me to impress girls. I'd look at pictures of shredded guys and tell myself, that's going to be me. 4 years into my training, I can safely say that my motivation to train goes far beyond that of merely impressing people, it is derived from the feeling of having set goals and achieving them and outdoing myself in the gym. (Zyzz)

The self-proclaimed father of body aesthetics



“I am Aziz. Zyzz is a person that took over who I am. I am Az, Zyzz is a fucking spirit. Zyzz took over me.”

”I had a girlfriend of 17, who was pretty but slightly chubby, when I was a skinny nerd, she kept pointing out how skinny I was and always looked at other guys with good bodies which was one of the reasons I wanted to start going to the gym. Needless to say when I saw her 2 years later her jaw dropped, brushing her off at that moment was probably the best feeling I have experienced in my life.”



The father of aesthetics or the pillar of incel culture?



He [Zyzz] had a body that literally made dozens of chicks wet [sexually aroused]. And how did he use it? Did he become a brainless fuck machine who hooked up with all sluts? No. He became your hero. He kept trolling every single slut in the name of his past betaness. He wanted to show every single slut how it felt to be rejected. He showed them how it felt to be told ‘sorry, you are inferior being, fuck off’. He flipped the cards. (Underwood, 2017, p. 83)

”Alphas” and ”betas”

- Domineering masculinities
- Revenge-body (incel-culture)
- Misogyny

“**Man spreading**”: describes men's occupation of space, which occurs at the expense of women and subordinate men.

-A concept that also can apply when looking at the occupation of cultural space



IPEDs, sex and relationships – fantasy vs. reality

Maybe I have a disorder and just don't know it yet, but I have been on test (and other shit) for 15 years and am constantly wanting sex. My wife isn't going to put out anymore than once-twice per week, and I don't want to get into a long discussion about that: she's a good woman but she's tired as fuck. She's fat, we have kids, it'll get better but it'll be a year or two. My question is have any of you turned to hookers, massage parlors, or escorts? Or is your sex drive under control?

Tren makes you cool with some weird shit. I convinced my wife to bang her little Asian friend together. It's hot, but honestly not what it's cracked up to be. Plus neither wanted to do anything together which is like half the fantasy. So, she gets the idea that me and a friend should double team her. We start a group chat and sext. I'm on tren so it's all gravy. Then you actually do it. And it's literally just having to watch some dude get serviced by your wife while you try to stay hard enough to also service her.



What about womens own voices?

- Forum for women and steroids does not mean that the discussions are driven by women
- Men comment, dominate the discussions. A kind of social manspreading (and also mansplaining).
- Men answer women's questions about women's bodies; men ask/discuss on behalf of women (partners)

The screenshot shows a forum interface with several categories. A red circle highlights the 'Women' section, which includes:

- Women's Steroid Experiences**: 259 Threads, 14.7K Messages. Post by Jayne Scott: "What treatment options." (Jan 22, 2022)
- Women and Steroids - Open to Everyone**: 217 Threads, 4.2K Messages. Post by Nerdrage_Hilmteam: "Peter Bond on excessive hair growth - Feb 27, 2022"

Other visible forum sections include:

- Steroid Legal Forum**: 502 Threads, 6.7K Messages
- Steroid Pictures Forum**: 1K Threads, 12.3K Messages
- Steroid News Forum**: 4.8K Threads, 11.4K Messages
- Medicine**: **Men's Health Forum** (17.4K Threads, 181.8K Messages) with a post from TRT Clinics: "Yesterday at 10:51 PM - OnTRT"
- Sport-Specific**: **Powerlifting Forum** (364 Threads, 35.1K Messages), **Bodybuilding Forum** (931 Threads, 20.5K Messages), **Endurance Forum** (52 Threads, 790 Messages), **Training Forum** (3.5K Threads, 51.2K Messages), **Nutrition / Supplements Forum** (4.4K Threads, 80K Messages)
- Discussion**: **New Member Introduction** (4.2K Threads, 36.8K Messages) with a post from MR_Midas: "Another New Guy Today at 2:27 AM", and **General Discussion** (11.8K Threads, 239.9K Messages) with a post from Ryu82: "Do most females prefer a man clean - Today at 2:27 AM"

On the right side of the screenshot, there are several advertisements:

- Hilma Biocare**: "Trust Real Supplier" with a logo and a muscular man's image.
- BECOME YOUR OWN BOSS**: "DROPSHIP WITH US TODAY" featuring images of steroid bottles and a dollar sign.
- Optitropin Somatropin**: "GMP-HATA" with a logo and website information.
- Parapharma**: "www.parapharma.org" with images of steroid bottles.
- Qtropin Human Growth Hormone**: Images of a bottle and box.
- SP Laboratory**: Images of various steroid bottles.

At the bottom of the screenshot, there is a cookie consent banner: "This site uses cookies to help personalise content, tailor your experience and to keep you logged in if you register. By continuing to use this site, you are consenting to our use of cookies." with "Accept" and "Learn more..." buttons.



Spatial and cultural manspreading

Okay so my chick is gonna do a cycle, and I was wondering, what would be more effective, and also SAFE? (In terms of sides, virilization, etc.) Our options are injectable Primobolan Acetate and nandrolone phenyl propionate. Any input is appreciated. She's trying to get stronger and build muscle, while minimizing fat/burning fat. (MRmyChick)

Hey guys, my girlfriend started her first cycle of Anavar 7 weeks ago. After about 2 weeks, she had her first period which she said was light but lasted about a week and a half. A couple days ago she began her period again and says it's very light. (PeriodConcerns)



The female body as norm – women only (?)

As for voice deepening and clit enlargement: This is a bit scary to me, so once I feel my voice crack, I'll lower the dose (if possible) or stop it. As for clit enlargement, I'm not sure how to feel it? (If that makes sense). I mean, e.g. a swelling due to increased blood circulation isn't the same as a "growing" process. (ElitaOne)

Gains are awesome but hard to keep after. Sides I experienced—voice change, facial not go back to normal after btw). Never was able to retain the gains after a cycle. I've cycled it three times and will never use again. (...) My advice if you decide to run it, if sides are too much, drop that shit. Some sides will become irreversible. Keep that in mind. And good luck!!! (SideWatch)

Females, I recommend a dose between 30 mg and 50 mg per week split into doses taken every 3 days. Run it typically 8–12 weeks. Keep your diet super clean. (IronLady)



Summary

The digital doping ecosystem – different communities where doping is debated, ideals formulated, and usage legitimized,

Cultural manspreading – men, muscles, and masculinity are prominent, a structure and culture that shape conversations and discussions. Harm-reduction for whom?

Online/offline – How can we understand the relationship between what happens online and what happens/is done offline. (Online risk-offline harm?)

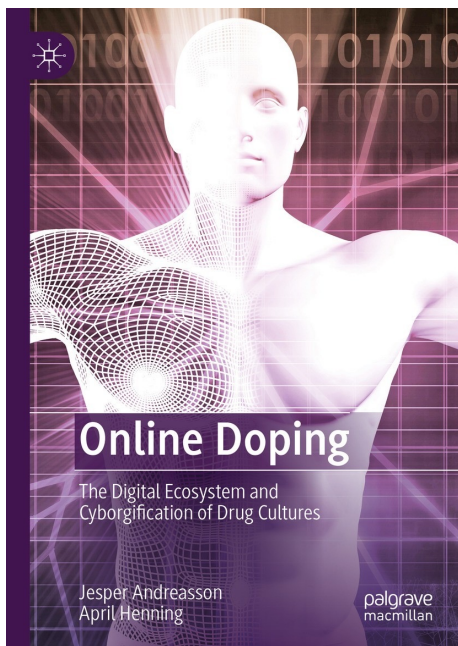


Monographs

- Andreasson, J. & Henning, A.D. (2023). *Online Doping. The Digital Ecosystem and Cyborgification of Drug cultures*. Palgrave Macmillan.
- Andreasson, J. & Henning, A.D. (2021). *Performance cultures and doped bodies. Challenging categories, gender norms and policy responses*. Common Ground.
- Andreasson, J. & Johansson, T. (2020). *Fitness Doping. Trajectories, Gender, Body Ideals and Health*. Palgrave Macmillan.

Papers

- Sverkerson, E., Andreasson, J., Henning, A.D. (2023). Women's risk assessments and the gendering of online IPED cultures and communities. *Drugs: Education, Prevention and Policy*.
- Henning, A.D. & Andreasson, J. (2022). "There's a new sheriff in town." The Rodchenkov act, anti-doping, and the hegemony of WADA in international sport. *Sport in Society*.
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- Andreasson, J. & Henning, A.D. (2019). Glocal Fitness Doping: Policy, practice and prevention in the United States and Sweden. *Journal of Performance Enhancement and Health*.
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Publications





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