

## Why Matt Rife is Trying to Get Cancelled Intentionally

This here is Matt Rife, a 28-year-old comedian who despite having a sold-out world tour, and I mean performances booked all the way to the end of 2024, is in a love-hate relationship with America. Or maybe put more accurately, America hates him and he, well, he doesn't really care. And, honestly, he might not have a reason to care as of yet. Why? You might ask. Well, because he is killing it! ([Clip of Matt joking and crowd applauding](#)). In the last few years, all thanks to TikTok, he has grown to command an insanely large audience ([clip – scrolling through his TikTok](#)). Something that, if we are being honest, a lot of comedians out there are struggling to do. And, we are talking big numbers here because he's currently at just a little over 27.3 million combined followers across his social media. Though a majority of that is from [TikTok](#) where he has about 18.2 million followers. And by the way, there is a good reason why Matt is popular on TikTok, and I think that would be a great place to start for a video explaining why he doesn't care about getting cancelled. It turns out that though initially reluctant to join the platform, and on the verge of giving up comedy altogether, he might have joined TikTok just at the right time; the height of Covid-19. I mean, Covid-19, I'm pretty sure no one would really forget this, was the historical peak in boredom with all the lockdowns. Which then means that a lot of people just ended up being online as a pastime. Matt, who got on TikTok in 2020, in an interview with The New York Times regarding posting there, [said](#) that he thought to himself, "This is so stupid. Why am I even doing this?" He was specifically referring to [this](#) clip; an arguably hilarious crowdwork involving a lady who thought her ex, who worked in an emergency room, "didn't do anything". Matt titled it "The Lazy Hero", and within 2 to 3 days of posting, under the push of his friend, it did about 20 million views. It was a pleasant surprise. He clearly had broken into an audience that he and his manager might not have known existed before. At the time, it was being [reported](#) that TikTok users, mainly Gen Z and Millennials, had increased their usage of the TikTok app by 41% since 2020. Again, a great time to capture a very ripe audience. Now, that one viral video became a defining moment because according to him, it set off a "massive chain reaction" that would see all his videos go viral. People who saw it went back and watched all the content he had been posting since joining the platform. Oh, and they were interacting with it too, leaving comments like [these](#). Now, I don't know but I think that very last comment might have caught your eye. [This](#) one. Which would then also be suggestive of an answer as to why Matt got so big online; you know, besides Covid timing. And, I am not framing this as another reason based off of just that one comment, nope. That kind of comment, fans drooling over him, is really in every single one of his posts. ([Clip of comments about his looks – hot, sexy, etc](#)). Literally, every single one. So, there is no denying that while he went viral for a really well executed crowdwork [moment](#), what added fuel to that fire were his looks. I mean, how many times have you come across a comedian that is super attractive and yet better than average in his performances? Those chiseled jaws, abs, perfect hair, and everything else in-between have no place in comedy. We all know that male comedians who are killing it look like [this](#), or [this](#), or [this](#), or [this](#). No shade intended by the way. That's just what they really look like. But seriously though, you have to agree that they've got nothing on [this](#) guy. Matt is supermodel-level of attractiveness. Which then allows it to make sense why he is at 18.2 million TikTok followers, right? And, unsurprisingly, a lot of that fanbase is female. Yep, girls became his dominant fans, which, interestingly, has been disappointing for him. Although being disappointed has not stopped him from capitalizing on the attention. For instance, realizing that these fans were searching "Matt Rife Only Fans" a lot on the Google, he made a [YouTube special](#), his first ever on the platform, and named it "Only Fans". A clearly clickbaity title that worked. That special, running for about 1 hour, has garnered over 12 million views in the 2 years that it has been up. And, this is not the only time he has used his advantage to get more eyeballs. As I mentioned earlier in the video, his TikTok is just like a mashup of viral content. it's like he simply blew up and decided

to milk out the attention as much as he could with videos like [these](#) two, being just about as viral as it gets. Now, I have hinted that he has been disappointed that a majority of his fans are female but I think that doesn't really convey the weight of it. It would be more accurate to say he has been really repulsed by the idea of being perceived as a comedian for women, to the extent that he actively disengages from them, and, as you'll see shortly, offends them. Starting with the 'repulsed bit', evidence for that is that in an interview with Variety, speaking about a Netflix special that he did (we will talk about this special later in the video), he [said](#), "I don't pander my career to women. I would argue this special is way more for guys". Really strong words that I reckon are enough to tell you where his mind is at. But then, if you are still in doubt, there's even more. Back in 2016, in a different interview, and this was way before fame found him, he [admitted](#) that looking hot was a problem for him, saying, "People don't want to laugh at physically attractive people" and "You don't want to walk on stage and people are looking at your arms rather than listening to your jokes." This meant, according to him, that he's had to work harder to shed that 'just a hot guy' perception. In 2016, he talked about the same thing. (*Clips, [this](#) and [this](#), of Matt talking of college female fans*). And, honestly, I think this is why Matt has been in such a love-hate relationship with his fanbase because the more he tries to run away from them (and the fact that he's very physically attractive) the more all of it keeps coming back at him. Because how else do you explain him having the same problem 7 years apart; in 2016 and in 2023? My theory is that this is why he doesn't mind getting cancelled. In other words, he would rather get cancelled but remain true to himself regarding the kind of audience he wants to go after. Actually, in that 2016 interview, he clearly stated his intention of not wanting to be a "male model", rather, hoping to be "just funny" and in his element. And, going back to the Netflix special, Natural Selection, could my theory explain that too? I bet. Why, well, because for starters, his response to the whole backlash that ensued revealed the true intentions behind what he did. Besides [this](#) comment, which I've already show to you, he also said, "I pride myself on making my comedy for everybody. It's not for a specific demographic". Taking the two comments together, it is clear that he used the special as an opportunity to tell the world, "Hey, look, I am Matt Rife and I can entertain more than just women on social media". Only that what he did to achieve that, respectfully phrased, was less than desirable. Now, if you have no idea what I'm talking about, you should probably Google "Matt Rife controversy or backlash" and it'll probably be the first thing that pops up. But in the meantime, here is the summary. Right at the start of the special, he makes a domestic violence joke that did not obviously sit well with a lot of people. (*Clip of lots of articles calling him out*). In the joke, he tells a story of being at a "ratchet" Baltimore restaurant with a friend and noticing that their server, a woman, has a black eye. They wonder why the restaurant wouldn't have her work in the kitchen; so that customers won't have to see the black eye. He then [jokes](#), "Yeah, but I feel like if she could cook, she wouldn't have that black eye." I have a gut feeling he knew this was a bit too far because he immediately followed it up with, "just testing the waters, seeing if y'all are gonna be fun or not." From [Reddit](#), [YouTube](#), [The News](#), to [giant](#) publications, that joke's unhinged nature spread like wildfire. Everyone was calling for him to apologize, with some even branding his jokes [misogynistic](#) and [sexist](#). Well, he did put out an apology but it wasn't what everyone was expecting. It was a fake apology on his Instagram [stories](#), and that "Tap to solve your issue" link led people to a website that sells helmets to protect against seizures, head trauma, and head banging. The caption [read](#), "If you've ever been offended by a joke I've told — here's a link to my official apology". Again, going back to my theory, this whole thing feels like Matt simply not caring what the world does as long as he gets to the audience that he wants. I should also add here that it did not help that Matt has not been a saint in the past, so to speak. For example, in 2016, at a time when he was doing collaborations with MTV, appearing severally on Wild 'N Out, some of his old tweets [came up](#) and they were blatantly [racist](#), [homophobic](#), and well, [rapey](#). Then, in 2020, he made

[this](#) controversial tweet suggesting, as was maybe common then, that people of Korean, Chinese, and Japanese origins had something to do with the spread of Covid-19. Earlier on, he also had been criticized of “[touching](#) Zendaya without her permission” in an episode of Wild N Out, though he had hinted at it earlier on in an Instagram [post](#). You can the caption says he’ll be invading her “personal space”. He also got [called out](#) at the end of 2023 for apparently [telling](#) a 6-year-old that his mother bought him presents with profits from only fans. Which honestly is a despicable thing to do. This list is extensive but you get the point. So, as people ranted about his Netflix special, they bundled these past mistakes into those rants. An example is [this](#) Washington Post [article](#) that included his past “twitter sins” while talking about the backlash. Recapping so far, before we take a look at more of Matt’s history, I want you to have what we’ve covered in mind. He was a struggling comedian, got famous from one viral TikTok video, made three successful online specials, and has sold out a world tour. All that while the internet has been trying to cancel him! I mean, can you see why he would honestly try and get cancelled some more? I’d not be surprised if he does something else worse than the last only for him to end up selling out even bigger venues. Oh, and that sold-out world tour is [titled](#) “Problematic world tour” and its promotional [graphic](#) sort of proves my point; it’s like he’s enjoyed being cancelled a little too much. He sees himself as Matt the “problematic” one. I think. Which I guess is better than being Matt the entertainer of women? Right? Or maybe not because I believe there’s a lot more money in having a female audience. I don’t know. I’m just thinking out loud here. Anyway, getting back to his past. What’s really interesting is that though a white boy hailing [from](#) North Lewisburg, Columbus, Ohio, Matt was the farthest thing from living a “white life” or even being a white comedian. Why? Well, because for a majority of the 11 years he claimed to have been struggling as a stand-up comedian, he has acted black, or rather, he has been [accused](#) of acting black. He denied these accusations in a 2022 [tweet](#) but there’s a whole lot of evidence backing it up. For example, [this](#) picture on his Facebook from 2015 captioned, “Just your average black teenager, trying to look marketable....” Another example is when he [admitted](#) that, though unintentional, he would find himself in the black audience scene, and market in general, because black comedians were the only ones more open to sharing a spotlight. They were the only ones willing to help him out as he struggled to come up. There is also the fact that he [said](#) he looked up to Dave Chappelle as one of his greatest influences. There’s probably no getting blacker in terms of comic delivery than Chappelle. I should also throw in here that Matt talked of Chappelle being a large influence on him while sharing the best advice Chappelle had given him. ([Clip of advice](#)). That suggests that it pays to be careful when trading opportunities for money. Which anyone who knows Chappelle’s story would agree with. Anyway, going back to Matt’s association with black audiences, he’s actually worked with a lot of black comedians and influential figures to get where he is. At just 14 years old, for instance, having decided to become a comedian after attending a Dave Cook show in the mid-2000s, he was discovered by his manager Garret Abdo while arguing with the legendary D. L. Hughley, a black comedian. I should also mention that merely existing in the environment he did, Atlanta, he had picked up a lot of black mannerisms in the way of talking. (Remember that was part of his defense when accused of speaking “black”). (Some have called this a [Blaccent](#), terming it wrong). His mentor, Eric Griffin actually confirms that Matt was probably as step away from being black [here](#). Matt would then go on to be a host of the very short live [TRL Reboot](#), a show honestly directed at MTV’s predominantly black audience. I could also say the same about his appearance on Wild N Out’s Season 7, which happened after Nick Cannon discovered him in 2014. Wild N Out airs to predominantly black audiences and that specific season, Season 7, set a record, premiering with [4.4 million](#) viewers. Now, the reason I am mentioning all of this, besides highlighting a unique side to Matt, is to show you that he had built a significant black audience before the viral TikTok shoved him right into a whole new audience. What insane though is that despite having worked so hard to get inroads

in the black community, Matt took a piss at that audience too. (*Clip of him dissing Atlanta*). I mean, he performed in Atlanta for close to 11 years and really had no fun? It is no wonder that a section of black twitter came after him with tweets like [this](#) one and [this](#) one. Also, I believe he knows this because his current world tour, ProbleMattic World Tour, skips Atlanta altogether. Oh, and there's also [this](#) crowdwork that he did interrogating an interracial couple that became sort of controversial in the black community, sort of, for the umpteenth time, proving my point. This [here](#) for example, is an excerpt of an [article](#) criticizing him for trying to suggest an "assumed understanding" of what it means to be black. I don't know if you can already see a pattern here. First, he cozies to the black audiences, even though he claims it was unintentional, becomes comfortable enough to stir controversies (using racial slurs and all), and then right at the height of it, shuns that audience and moves on. He then picks up a female audience and from 2020 to 2023, rides their wave really hard only for him to, again, shun them very controversially and move on. Is it then no wonder that some, like [this](#) Mother Jones' article, have suggested that probably men will be the next victims? That article actually goes through some of the implications of Matt being trying so hard to please his male audience. Using his [appearance](#) in a Jordan Peterson podcast as an example, the article claims that Matt could just as well be following the path of parroting right-wing talking points. That he might just be compared to the likes of Ben Shapiro, but with more harm because some women still feel the obligation to listen to him. Or just maybe Matt has found his audience, maybe all along he wanted to be cancelled so that he could land on, as this Redditor [claims](#), a "straight, while, republican" male fanbase. There is actually some theories floating around on [Reddit](#), like this one, that suggest that intentionally seeking to be cancelled is a way to position an entertainer who is struggling with talent. All these theories of course stem from that Jordan Peterson interview and Matt's history that is perceived as misogynistic. This article [here](#) for instance calls the mere appearance on that podcast as Matt's "giant fuck you" to his female fans. So, what do you think? Has Matt been trying to get cancelled intentionally? Also, as I end this video, just like I did at the beginning, I must say this is a love-hate relationship because while all the hate has been flowing, especially since that Netflix special, the love has been coming in probably in equal measure. For example, going through his Twitter feed, there are tweets like [this](#), [this](#), and [this](#), and many more, that are all in praise of the guy for killing it on his new world tour! I mean, how about that?

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