



# “Bisexuals Are Just Greedy!”: Developing the Bisexual Myths Scale and Testing its Preliminary Psychometrics in Heterosexual and Bisexual + Samples

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## Abstract

**Introduction** Bisexual myths refer to misconceptions, prejudices, and stereotypes about bisexuality and the relationships of bisexual+ (bi+) individuals. Research on these myths has been limited, partly due to the absence of a measurement tool. This study aimed to develop and validate the Bisexual Myths Scale (Bisex-M), a standardized instrument for assessing both bisexual myths held by heterosexual individuals and internalized bisexual myths among bisexual individuals.

**Methods** Across three independent studies, we evaluated the psychometric properties of the Bisex-M. Study 1 used a predominantly heterosexual sample to conduct an exploratory factor analysis. Studies 2 and 3, using heterosexual and bisexual samples respectively, tested the factor structure through confirmatory factor analyses and examined concurrent validity indicators.

**Results** In Study 1, exploratory factor analysis revealed a two-factor structure consisting of Bisexual Identity (nine items, eigenvalue = 8.995; 59.97% variance) and Bisexual Relationships (six items, eigenvalue = 1.536; 10.24% variance). Participants who had bisexual acquaintances endorsed fewer myths, while religiosity, conservatism, and negative attitudes toward gay and lesbian individuals were positively associated with myth endorsement. The two-factor structure was confirmed in Study 2 using a primarily heterosexual sample and again in Study 3 using an entirely bisexual sample. In Study 3, higher levels of internalized bisexual myths were also associated with increased psychological intimate partner violence perpetration.

**Conclusions** The findings suggest that the Bisex-M is a reliable and valid instrument for measuring both externally held bisexual myths within heterosexual samples and internalized bisexual myths among bisexual individuals. The scale demonstrated consistent psychometric strength across diverse samples.

**Policy Implications** The Bisex-M provides researchers, clinicians, and educators with a practical tool for identifying and addressing myth-related biases. Its use may support interventions aimed at reducing bisexual stigma and inform policies that promote the social and relational well-being of bi+ populations.

**Keywords** Bisexual myths · Bisexual+ individuals · Internalized bisexual myths · Scale development · Non-WEIRD samples

Myths are widespread but erroneous beliefs that distort our understanding of reality. On the other hand, attitudes are deeply ingrained ways of thinking or feeling about certain topics, often influenced by these myths. While myths represent inaccuracies, attitudes reflect predispositions shaped by these misconceptions. Given that attitudes are influenced by myths, addressing myths may significantly aid in changing attitudes (e.g., Schwarz et al., 2016). In this context, combating bisexual myths plays a crucial role in addressing the negative attitudes bisexual+ (bi+) individuals face.

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## Bi + Sexuality and Bisexual Myths

The term bi+ encompasses a broad range of non-monosexual identities defined by attraction to more than one gender, which may differ in its direction, intensity, or expression (Önder, 2021). This inclusive term covers identities such as bisexual, pansexual, polysexual, omnisexual, and others that fall outside monosexual categories (Flanders et al., 2017; Galupo et al., 2016). Research suggests that challenging bi+ myths can help reduce stigma and promote greater inclusion by improving access to healthcare, mental well-being, education, and broader societal participation (e.g., Brewster & Moradi, 2010). Supporting this, a study by Toplu-Demirtaş and Akçabozan-Kayabol (2018) demonstrated that integrating content on lesbian, gay, bisexual, transgender, and intersex (LGBTI+) myths into a mental health curriculum in Türkiye led participants to critically reflect on their own biases and develop greater awareness. Additionally, various initiatives, including mental health training programs and NGOs, have already implemented interventions to challenge these myths and raise awareness (e.g., Kaos, 2018; SPoD, 2023); Safe Zone Project, 2013). However, these initiatives lack standardized tools to evaluate the effectiveness of the interventions, whether they changed myths on bi+ individuals and their relationships. Therefore, this study focuses on (internalized) bisexual myths and aims to develop a reliable and valid scale to support both research and practice in this area.

### Conceptualization of Bisexual Myths

In the literature, the terms binegativity (or biphobia) and bisexual erasure are used to describe negative attitudes toward bi+ individuals and the denial or invisibility of their identities within cultural or institutional settings, often based on monosexist norms (Xavier Hall et al., 2023). These concepts are typically studied at different levels, such as social exclusion (Balsam & Mohr, 2007) and structural invisibility (Yoshino, 2000). Conceptually, binegativity and bisexual erasure differ from related constructs: Prejudice is a dislike based on a faulty and inflexible generalization that can be felt or expressed toward a group or an individual as a member of that group (Allport, 1954), whereas stereotypes are more specific, descriptive beliefs about a group's attributes that can be positive, negative, or mixed (Fiske et al., 2002). To give an example, statements such as "I wouldn't date a bisexual person" express prejudice, while the belief that "Bisexual people are more adventurous in relationships" is a stereotype. In contrast, bisexual myths refer to commonly held, often unspoken beliefs that are repeated in everyday life without being questioned, and they are explanatory,

typically normative narratives that define who "really" defines as bi+. Because all of these concepts stem from category-based generalizations and lead to similar outcomes that undermine the visibility and legitimacy of bi+ individuals, they can overlap due to this common root, yet remain conceptually distinct from one another.

While these myths may be influenced by heteronormative ideas, where being straight is assumed to be the standard or preferred identity, heteronormativity often overlooks the unique experiences of bi+ individuals by focusing mostly on a straight vs. lesbian/gay (LG) framework (Yoshino, 2000). Bisexual myths operate in more subtle and widespread ways, shaping how bi+ people are viewed through assumptions like "bisexuality is just a phase" or "bisexual people are confused", without showing direct hostility. Because these beliefs are often perceived as usual or harmless, they can be harder to recognize and challenge. For this reason, our study utilizes the concept of bisexual myths to inform the development of a new scale designed to identify and measure these patterns. This focus provides a clearer foundation for understanding and addressing the everyday biases that bi+ individuals frequently encounter.

### Conceptualization of Internalized Bisexual Myths

Although being a sexual minority increases the risk of discrimination and victimization, the stressors experienced by bi+ individuals are distinct (Feinstein & Dyar, 2017). Bi+ individuals face various forms of social and legal discrimination and inequalities, including difficulties accessing healthcare, mental health disparities, challenges in education and employment, and social exclusion due to bisexual erasure, binegativity, bisexual myths, and stigma (Committee on Lesbian, Gay, Bisexual, and Transgender Health Issues and Research Gaps and Opportunities, Board on the Health of Select Populations, 2011; Göçmen & Yılmaz, 2017; Yılmaz & Demirbaş, 2015). Additionally, the negative attitudes toward bi+ individuals do not only come from the heterosexual majority but also from the LG community. In other words, bisexuality is not sufficiently visible in the LGBTI+ community (Welzer-Lang, 2008), and bisexual myths exist within it. Researchers have found that the majority of LG communities believe that bisexuality is a temporary condition, not a legitimate or stable sexual orientation, that bi+ individuals behave randomly, and are not monogamous (Brewster & Moradi, 2010; MacDonald, 1981; Mohr & Rochlen, 1999). Thus, bi+ individuals encounter microaggressions such as hostility, belittlement, or insults directed at their identities (Feinstein & Dyar, 2017). This limits their ability to experience their identity authentically. For example, cultural narratives that label non-monogamous, sexually active, or group-sex-inclined

bi+ individuals as “bad bisexuals” can lead to internalized shame and identity conflict (Oswald et al., 2024). Similarly, Legge et al. (2017) identified institutional, interpersonal, and intrapersonal microaggressions (e.g., “greedy” narratives in mainstream, attention-seeking attributions, and concerns about monogamy, respectively) that collectively reinforce bi+ invisibility and promote identity concealment. Legge et al. (2017) further illustrated this through a participant who was in a long-term relationship with a man but felt stronger emotional and sexual connections with women, described feeling like a “hoax and a liar”, illustrating the impact of internalized bisexual myths. Bi+ individuals experience microaggressions at a rate of approximately 2% per day (Flanders, 2015), and increased microaggressions correlate with heightened anxiety, depression, suicidality, and substance use (Bostwick et al., 2021; Salim et al., 2019). The internalization of such microaggressions may cause bi+ individuals to question their identity, perceive heterosexual dating behaviors as a betrayal of their identity, and experience anxiety that they are not “queer enough” to belong to queer communities (McCole, 2025). In light of this, double marginalization from both heterosexual and LG communities (Ochs, 1996) further deepens the minority stress experienced by bi+ individuals. In other words, the double marginalization experienced by bi+ individuals leads to double minority stress.

According to minority stress theory (Brooks, 1981; Meyer, 2003), sexual minorities face distinct stigma-related stressors, including experiencing and anticipating discrimination, internalizing negative societal attitudes, and navigating the decision to disclose or conceal their sexual orientation. Bi+ individuals are particularly vulnerable to prejudice and discrimination stemming from monosexism (Eisner, 2016). In other words, they may internalize these monosexist assumptions, further exacerbating their minority stress. This internalized stigma not only affects their self-perception but also influences their relational dynamics. For example, beliefs like that bi+ individuals are incapable of monogamous relationships can be used as explanations for persistent insecurities and problems in relationships (Klesse, 2011). Thus, the internalization of bisexual myths by bi+ individuals complicates the disclosure of their sexual orientation to partners and fosters fears of being stereotyped (Isolani et al., 2024).

### Why to Develop (Internalized) Bisexual Myths Scale

As in other areas of life, bi+ individuals face limitations in research contexts. Specifically, existing studies often either group bi+ individuals with other minority groups, such as LG individuals, or exclude them entirely. Consequently,

misconceptions about bi+ individuals are less studied compared to those about other groups. For example, the scale developed by Mohr and Rochlen (1999), which aims to measure attitudes towards bisexuality in lesbian, gay, and heterosexual populations, was the first of its kind. This scale includes two factors: stability (10 items; e.g., “Most women who identify as bisexual have not yet discovered their true sexual orientation.”) and tolerance (8 items; e.g., “I would not be upset if my sister were bisexual.”). Following this, Mulick (1999) developed the Biphobia Scale, a 30-item instrument designed to measure negative cognitions, affect, and behaviors related to bisexuality and bisexual individuals. The most widely used version of this scale, which underwent various revisions after 1999, was updated in 2011 by Mulick and Wright. This revision included 18 additional items and adopted a more gender-neutral language. Additionally, Helms and Waters (2016) developed the Attitudes Toward Bisexual Men and Women scale, an adaptation of Herek’s (1994) scale for measuring attitudes towards LG individuals. Although these scales have undergone revisions over time and are intended for bi+ individuals, they do not comprehensively and solely address myths about bi+ individuals’ relationships as a separate factor. Additionally, these scales are often lengthy, time-consuming, and outdated. Consequently, they fall short for studies focusing on myths about bi+ individuals’ relationships, highlighting the need for a new scale. In this context, our study aims to fill the gap in the literature concerning myths about bi+ individuals’ relationships and bisexuality. We intend to develop a new scale that is shorter, more current, comprehensive, and robust, thereby facilitating further research on bisexual identity, the relationships of bi+ individuals, and related myths.

### Item Generation

The initial item pool was generated through a systematic review of the literature on attitudes toward bi+ individuals, with a focus on biphobia, binegativity, and bisexual erasure. In particular, we examined existing scales, such as the Biphobia Scale (Mulick & Wright, 2002) and the Attitudes Toward Bisexual Women Scale (Helms & Waters, 2016), as well as other instruments that assess stereotypes about bi+ individuals. From these measures, we adapted several items to reflect culturally relevant language and contemporary discourse in the Turkish context. For example, items concerning bisexuality as a transitional stage or as inherently promiscuous were directly informed by prior scales.

Additionally, we developed new items to address the gaps identified in the existing literature. Specifically, we noted that some myths frequently reported in qualitative studies (Authors et al., under review; Authors et al., under review) and social

discourse, such as the belief that bisexuality is a temporary “phase,” that bisexuals cannot form stable romantic relationships, or that bisexuality is promoted by social media, were not fully represented in existing scales. These gaps led us to generate original items that would capture underexplored aspects of binegativity. The final item pool consisted of 44 items and items reflected a wide range of bisexual myths, including: (a) denial of bisexuality (e.g., There is no such orientation as bisexuality), (b) stereotypes about instability and indecisiveness (e.g., Bisexuals are indecisive), (c) promiscuity and infidelity (e.g., Bisexuals are more likely to cheat on their partners), (d) transition or confusion (e.g., Bisexuality is a transitional stage toward coming out as lesbian or gay), (e) pathology and morality (e.g., Bisexuals are immoral), (f) community betrayal (e.g., Bisexuals betray the lesbian and gay liberation movement), (g) HIV/AIDS stigma (e.g., Bisexuals are the ones spreading HIV), (i) bisexual relationships (e.g., Bisexuals cannot have stable relationships), and (j) media/social media influence (e.g., Media/social media encourage people to become bisexual).

## Current Study

We formulated sub-aims for each study to achieve the main aim of developing a new measure. In Study 1, our sub-aim was to establish initial evidence for the construct validity, concurrent validity, and internal consistency reliability of the Bisexual Myths Scale (Bisex-M) in a mostly heterosexual sample. To demonstrate concurrent validity, we formulated the following hypotheses.

**Hypothesis 1 (H1)** Individuals who have known a bisexual person will have lower scores on bisexual myths compared to those who have not known a bisexual person.

**Hypothesis 2 (H2)** There will be a positive association between religiosity and bisexual myths.

**Hypothesis 3 (H3)** There will be a positive association between conservatism and bisexual myths.

**Hypothesis 4 (H4)** There will be a positive association between negative attitudes toward gay individuals and bisexual myths.

**Hypothesis 5 (H5)** There will be a positive association between negative attitudes toward lesbian individuals and bisexual myths.

In Study 2, our sub-aim was to validate the factor structure of the Bisex-M in a predominantly heterosexual sample. In

Study 3, our sub-aim was to first verify the factor structure of the Bisex-M in a bi+ sample. Then, to establish concurrent validity, we formulated the following hypothesis.

**Hypothesis 6 (H6)** There will be a positive association between bisexual myths and psychological IPV perpetration among bi+ individuals.

## Study 1

### Method

#### Participants

In Study 1, 289 participants from Turkiye volunteered, with two excluded for incorrect responses to an honesty check. The final sample consisted of 287 participants: 231 women (80.5%), 45 men (15.7%), and 11 non-binary individuals (3.8%), aged 18 to 63 years ( $M=28.52$ ,  $SD=10.42$ ). The majority identified as heterosexual (72.1%) and cisgender (94.1%), with a smaller proportion identifying as bi+ (17.1%) and having complex gender identities (5.9%). Most were undergraduate students (47.7%), and some held full-time jobs (34.8%). Many were in a romantic relationship (36.6%) or had been previously (31%).

#### Data Collection Procedure

For Study 1, we collected data between October 2022 and November 2022, following ethical approval from the XXX University Human Research Ethics Committee, through a convenience sample collected via Google Surveys. Participants were recruited online through social media announcements (e.g., Twitter, Instagram) that included a brief description of the study and a direct link to the online survey. These announcements were shared on personal researcher accounts targeting individuals residing in Turkiye. Participation was entirely voluntary, with no incentives provided, and there was no risk of physical or psychological harm. After giving informed consent, participants completed the survey, which took approximately 10 min to complete.

#### Data Collection Instruments

**Demographics** We developed a form to collect demographic information, including age, gender, sexual orientation, educational status, employment status, relationship status, conservatism level, religiosity level, and the presence of bisexual individuals in their close circle (1=*yes*, 2=*no*, and 3=*unsure/don't know*). Participants' religiosity was assessed using a single-item continuous scale, ranging from

1 (*not religious at all*) to 10 (*very religious*). To measure participants' level of conservativeness, a single-item continuous scale was used, ranging from 1 (*not at all conservative*) to 10 (*extremely conservative*).

**Attitudes Toward Lesbians and Gay Men Scale (Short-Form)** We assessed attitudes toward lesbian and gay individuals<sup>1</sup> using the Turkish adaptation (Duyan & Gelbal, 2004) of the Attitudes Toward Lesbians and Gay Men Scale Short Version (Herek, 1994). The scale has a single factor with a total of 10 items (5 items related to gay individuals, e.g., “Male homosexuality is a perversion”; 5 items related to lesbian individuals, e.g., “Homosexual behavior between two women is just plain wrong”). Participants indicate their response on a 5-point Likert-type scale (1 = *disagree strongly*, 5 = *agree strongly*, with items 3, 5, 8, and 10 reverse-coded). Higher scores reflect more negative attitudes towards lesbian and gay individuals (*min*=10; *max*=50). The Cronbach's Alpha was 0.79 for the gay version and 0.82 for the lesbian version.

**Bisexual Myths Scale (Bisex-M)** We developed a new scale to gauge people's beliefs, prejudices, and stereotypes regarding the sexual orientation and relationships of bisexual individuals.

**Development Process of the Instrument** In our attempt to develop a shorter, more updated, comprehensive, and robust scale, we followed DeVellis's (1991) nine-step process. First, we defined the construct to be measured: myths about bisexuals and bisexuality. Next, we generated a pool of potential items by reviewing the literature to encompass all aspects of the construct. An expert in measurement and evaluation reviewed the items for relevance and clarity, aiming to eliminate any unclear or irrelevant items. The fourth step involved cognitive interviews (Collins, 2003) with three individuals who identified as bi+ and were engaged in LGBTI+ activism and/or conducted research on bisexuality. Their perspectives were solicited to ensure the items fully captured the construct. During the cognitive interviews, one of the participants provided critical feedback on certain items, particularly those implying binary understandings of gender (e.g., “*Bisexual men are only attracted to feminine men*” or “*Bisexual women are only attracted to masculine women*”). They noted that such wording may inadvertently reinforce binary gender assumptions and not reflect the diversity of bisexual experiences. However, after discussion, we retained these items in the original form because

they represent commonly endorsed myths about bisexuality rather than our own stances.

A six-point response option [1 (*strongly disagree*) to 6 (*strongly agree*)] was selected to encourage definite responses and increase the diversity of responses (DeVellis, 1991). During pilot testing, a small sample of psychology students ( $n=25$ )<sup>2</sup> completed the scale to identify any issues with the items and administration process, leading to further refinement. Participants provided minor feedback on item clarity, for example, noting that the statement “*Bisexuals are not emotionally attracted*” was ambiguous and suggesting that adding “*romantically*” could improve comprehension. Based on such feedback, we made minor wording adjustments to enhance clarity, without adding or removing any items from the scale. We obtained expert feedback from a Turkish language teacher (as the study was conducted in Turkey) at this point. A larger dataset with the finalized 44-item version was then collected (Study 1) to statistically analyze and refine the items by eliminating poorly performing ones according to three criteria: (a) factor loadings less than 0.40, (b) at least three items per factor, and (c) no cross-loadings on more than one factor. The remaining items were combined to form the final scale, whose validity (construct and criterion-related) and reliability were evaluated through statistical analysis to ensure accurate and consistent measurement of the construct.

## Data Analysis

We checked the relevant assumptions before the exploratory factor analysis (EFA). The EFA was carried out using principal axis factoring as the extraction method (Fabrigar et al., 1999). To decide on the number of factors to retain, we utilized Kaiser's criterion (eigenvalue > 1), Cattell's scree test, and the percentage of variance explained (Conway & Huffcutt, 2003). According to Hinkin's (1998) guidelines, items were considered cross-loaded if the difference between primary and alternative factor loadings was less than 0.20. Each factor was required to have at least three items (Russell, 2002). Oblique rotation (Preacher & MacCallum, 2003) was applied to simplify the factor structure and improve interpretability, with a factor loading cutoff set at 0.40 (Tabachnick & Fidell, 2013). Following the EFA, Cronbach's alpha coefficients were calculated to assess internal consistency reliability.

Research indicates that familiarity with bi+ individuals is linked to reduced levels of anti-bi+ prejudice (e.g., Siebert et al., 2014; Toplu-Demirtaş & Akçabozan-Kayabol, 2018).

<sup>1</sup> Since there is no standardized scale in Turkish specifically developed or adapted to measure attitudes toward bisexual individuals or biphobia, a scale assessing attitudes toward gay and lesbian individuals was used to examine concurrent validity.

<sup>2</sup> At this stage of the study, we did not assess participants' sexual orientation; however, we assume the pilot sample was predominantly heterosexual.

Thus, for construct validity, we performed a one-way between-groups multivariate analysis of variance (MANOVA) to investigate acquaintance with a bi+ individual (1=*yes*, 2=*no*, 3=*don't know/unsure*) differences in the subfactors (factor 1=*myths on bisexual identity* and factor 2=*myths on bisexual relationships*). Due to our small sample size and unequal *N* values (and thus the violation of assumptions), we chose to report Pillai's Trace as it is more robust (Tabachnick & Fidell, 2013).

To establish the concurrent validity of the Bisex-M, we calculated the correlations among subfactors (myths on bisexual identity and myths on bisexual relationships), bisexual myths (summation of factors 1 and 2), attitudes towards gays and lesbians, conservatism, and religiosity. IBM SPSS Statistics 26.0 was used for descriptive, exploratory, and correlational analyses.

## Results

### The Results of the EFA

We first verified that certain assumptions were met. With 287 participants for 44 items, the sample size satisfied the 5:1 ratio criterion proposed by Gorsuch (1983). Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.914, above the recommended minimum of 0.60. Bartlett's Test of Sphericity was significant,  $\chi^2(105)=4300.626$ ,  $p<.001$ .

Then, we performed a series of EFAs to derive a suitable factor structure from the 44 items, which resulted in the deletion of 29 items overall due to the following criteria: (1) factor loadings less than 0.40, (2) at least three items per factor, and (3) no cross-loadings on more than one factor. As illustrated in Table 1, the final EFA revealed a two-factor solution: Factor 1, nine items (eigenvalue=8.995; accounting for 59.965% of the variance), and Factor 2, six items (eigenvalue=1.536; accounting for 10.240% of the variance). Together, both factors accounted for 70.205% of the total variance. Factor loadings ranged from 0.920 to 0.558 for the first factor, and from -0.915 to -0.634 for the second. The correlation between the two factors was -0.700,  $p<.001$ . Cattell's scree test also suggested a two-factor solution.

We named the 15-item scale derived from the 44 items the Bisex-M. The first and second factors were labeled as myths on bisexual identity (e.g., "Bisexuals are just greedy." and "Bisexuals are untrustworthy.") and myths on bisexual relationships (e.g., "After a bisexual person gets married, they are not considered bisexual anymore." and "Bisexuals do have concurrent relationships with both genders at the same time."). The first and second factor assesses myths regarding bisexual identity and myths about bisexual relationships.

**Table 1** Factor loadings, means, and standard deviations of the scale items and percentages of the variances and alphas

Items	Factors	
	1	2
Bisexuals are just greedy.	<b>0.920</b>	0.098
Bisexuals are untrustworthy.	<b>0.866</b>	0.097
Bisexuals are just promiscuous.	<b>0.840</b>	-0.123
Bisexuals are more likely to cheat on their partners.	<b>0.815</b>	0.019
Bisexuals are indecisive.	<b>0.727</b>	0.049
Bisexuals are not romantically/emotionally attracted.	<b>0.703</b>	-0.161
Bisexuals are immoral.	<b>0.646</b>	-0.129
Bisexuals are polyamorous.	<b>0.626</b>	-0.093
Bisexuals are more willing to engage in kinky sex.	<b>0.558</b>	-0.260
Bisexual men are only attracted to feminine men.	-0.049	<b>-0.915</b>
Bisexual women are only attracted to masculine women.	-0.017	<b>-0.908</b>
Bisexual men became bisexual after experiencing a failed relationship with a woman.	0.112	<b>-0.831</b>
Bisexual women became bisexual after experiencing a failed relationship with a man.	0.097	<b>-0.827</b>
After a bisexual person gets married, they are not considered bisexual anymore.	-0.050	<b>-0.678</b>
Bisexuals have concurrent relationships with both genders or sexes simultaneously.	0.192	<b>-0.634</b>
Variance explained (%)	59.965	10.240
Reliability Coefficient ( $\alpha$ )	0.931	0.931

### The Results of Reliability Analysis

The internal consistency reliabilities were calculated to be 0.931 for each factor. The item-total statistics indicated that Cronbach's alpha remained unchanged upon deletion of any individual item.

### The Results of the MANOVA

There was a statistically significant difference between the groups regarding acquaintance with a bisexual person (1=*yes*,  $n=164$ ; 2=*no*,  $n=112$ ; 3=*don't know/unsure*,  $n=11$ ) on the combined variables,  $F(4, 568)=11.369$ ,  $p<.001$ , Pillai's Trace=0.148, partial eta squared=0.074. Both dependent variables—myths about bisexual identity [ $F(2, 284)=19.129$ ,  $p<.001$ , partial eta squared=0.119] and myths about bisexual relationships [ $F(2, 284)=20.271$ ,  $p<.001$ , partial eta squared=0.125]—reached statistical significance with a Bonferroni-adjusted alpha level of 0.025. Examination of the mean scores indicated that participants who had a bisexual acquaintance had lower scores on myths about bisexual identity ( $M=12.451$ ;  $SD=6.120$ ) compared to those who did not ( $M=18.776$ ;  $SD=10.892$ ). Similarly, participants with a bisexual acquaintance had lower

scores on myths about bisexual relationships ( $M=7.256$ ;  $SD=3.03$ ) compared to those without such an acquaintance ( $M=11.044$ ;  $SD=6.679$ ). Thus, H1 was supported.

## The Results of the Correlation Analysis

As depicted in Table 2, all the correlations were significant at the  $p<.01$  level. Attitudes toward gay and lesbian individuals were positively correlated with myths about bisexual identity, myths about bisexual relationships, and bisexual myths (H4 and H5). Myths about bisexual identity and myths about bisexual relationships were positively associated with each other,  $r=.709$ ,  $p<.01$ . Finally, the links from conservatism and religiosity to myths about bisexual identity, myths about bisexual relationships, and bisexual myths were all positive (H2 and H3). Thus, H2, H3, H4, and H5 were supported.

## Study 2

### Method

#### Data Collection Instruments

We solely used the 15-item Bisex-M to assess stereotypical and prejudicial beliefs about bisexual individuals, which comprises two factors: myths about bisexual identity (9 items; e.g., “Bisexuals are just greedy.”) and myths about bisexual relationships (6 items; e.g., “Bisexuals have concurrent relationships with both genders at the same time.”). The first factor evaluates commonly held misconceptions about bisexual individuals’ identities, while the second factor assesses stereotypes pertaining to their romantic and sexual relationships.

#### Participants

Study 2 involved 175 individuals aged 18 or older from Türkiye who participated voluntarily. The gender distribution

was cisgender women (78.3%), cisgender men (18.3%), nonbinary (2.3%), and not specified (1.1%). Participants’ ages ranged from 20 to 60 years ( $M=25.68$ ,  $SD=6.32$ ). Half of the participants were undergraduates (50.9%), mainly unemployed (37.7%). Sexual orientation was predominantly heterosexual (86.9%), with 9.1% identifying as bisexual+. Most participants were either currently in a relationship (53.6%) or had previously experienced multiple relationships (62.3%).

#### Data Collection Procedure

For Study 2, we collected data from February 2023 to March 2023 in Türkiye. We utilized the convenience sampling method by distributing an online survey through posters on popular social media accounts. The first page of the survey provided detailed information about the study’s objectives, stated that no incentives were offered, assured participants that they could withdraw at any time without any consequences, and obtained their consent for voluntary participation. Completing the survey took approximately 10 min. At the end of the study, participants received a thank-you message along with a detailed explanation of the study’s objectives, hypotheses, data confidentiality, and data deletion policies. Ethical approval was obtained from the XXX University Human Research Ethics Committee.

#### Data Analysis

We performed a Confirmatory Factor Analysis (CFA) to determine if the two-factor structure of the Bisex-M could be replicated in a different sample. Initially, we verified the sample size according to Hoelter’s  $N$  (Hoelter, 1983). Following Brown’s (2006) guidelines for fit indices, we used chi-square ( $\chi^2$ ) and SRMR as absolute fit indices, RMSEA as a parsimony fit index, and CFI as a comparative fit index to assess model fit. Given that  $\chi^2$  is highly sensitive to sample size, we adjusted it by dividing  $\chi^2$  by the degrees of freedom ( $df$ ).

**Table 2** Cronbach Alphas, Means, and standard deviations and intercorrelations among study variables

Variables	1	2	3	4	5	6	7
1. Myths on Bisexual Identity	1	0.709	0.961	0.652	0.630	0.385	0.299
2. Myths on Bisexual Relationships		1	0.875	0.485	0.447	0.295	0.274
3. Bisexual Myths			1	0.636	0.606	0.379	0.312
4. ATG				1	0.936	0.525	0.413
5. ATL					1	0.503	0.421
6. Conservatism						1	0.761
7. Religiosity							1
<i>M</i>	15.160	8.811	23.972	11.073	10.515	3.491	3.916
<i>SD</i>	9.094	5.177	13.276	4.917	4.985	2.357	2.641
<i>α</i>	0.931	0.931	0.948	0.790	0.819	-	-

In this study, the criteria for model fit were:  $RMSEA < 0.05$ , a close fit;  $0.05 < RMSEA < 0.10$ , a mediocre fit; and  $RMSEA > 0.10$ , a poor fit, according to the recommendation of Browne and Cudeck (1993). For SRMR, values less than 0.08 were acceptable. For the  $\chi^2/df$  ratio and CFI, we followed Schumacker and Lomax (1996), with acceptable thresholds being  $\chi^2/df < 5$  and  $CFI \geq 0.90$ . Besides fit indices, the model's acceptability was also evaluated based on the interpretability, strength, and statistical significance of parameter estimates (Brown, 2006). To assess parameter estimates, their standard errors, and significance tests for individual parameters, we employed bootstrapping with 10,000 iterations (Cheung & Lau, 2008). We utilized AMOS 22 for the CFA.

## Results

### CFA of the Bisex-M

The minimum sample size requirement was met according to Hoelter's  $N$ , as our sample size of 175 exceeds the minimum required sample size of 47 (with  $p < .01$ ). After examining the modification indices, two correlated error terms were added between item 10 ("Bisexual men are only attracted to feminine men.") and item 11 ("Bisexual women are only attracted to masculine women."), as well as between item 12 ("Bisexual men became bisexual after experiencing a failed relationship with a woman.") and item 13 ("Bisexual women became bisexual after experiencing a failed relationship with a man.") within Factor 2 (bisexual relationships). These modifications were theoretically justified due to the overlapping content of the items, and they improved the model fit to an acceptable level. The normed chi-square ( $\chi^2/df$ ) was 5.141, the RMSEA was 0.098 (90% CI=0.086–0.123), the SRMR was 0.056, and the CFI was 0.901.

We conducted a post-hoc power analysis for the CFA using the RMSEA-based approach (MacCallum et al., 1996) to evaluate the adequacy of the sample size as we added additional parameters (modifications). The degree of freedom for the model was 87, with a sample size of 175. and the observed RMSEA was 0.098 (90% CI=0.086–0.123). Using  $RMSEA=0.05$  as the null hypothesis value (indicating close fit), and the observed  $RMSEA=0.098$  as the alternative hypothesis value, the noncentrality parameter ( $\lambda$ ) was calculated, and the statistical power of the model was determined. The results indicated a power of  $> 0.999$  ( $1 - \beta \approx 1.00$ ), suggesting that the study had more than adequate power to detect the observed level of misfit.

Following confirmation of sample size adequacy in light of the modifications and acceptable model fit, constructs, item loadings, standardized regression weights, and squared

multiple correlations were examined (see Fig. 1). All items showed significant loadings on their respective factors with  $p < .001$ . The standardized factor loadings ranged from 0.805 to 0.931 for myths about bisexual identity and from 0.547 to 0.879 for myths about bisexual relationships. The correlation between the factors was 0.901<sup>3</sup>.

### The Results of Reliability Analysis

The internal consistency values were 0.965 for the first factor, 0.893 for the second factor, and 0.964 for the whole scale. The item-total statistics revealed that Cronbach's alpha remained unchanged when any individual item was deleted.

## Study 3

### Method

#### Participants

In Study 3, 240 individuals from Türkiye participated, meeting criteria that included voluntary participation, being over 18 years old, self-identifying as bi+, and having prior involvement in a romantic/sexual partnership lasting at least one month. Eight were excluded for lack of previous relationship experience, and two were excluded for providing inaccurate responses during verification. Among the remaining 230 participants, the gender distribution was: 150 cis-women (65.2%), 18 nonbinary (7.8%), 16 genderfluid (7%), 14 gender-neutral or agender (6.1%), 11 cismen (4.8%), six trans men (2.6%), six genderqueer (2.6%), four two-spirit (1.7%), three trans women (1.3%), one pangender (0.4%), and one none of these categories (0.4%). Sexual orientations were predominantly bi+ (98.7%), with smaller percentages identifying as asexual or aromantic (0.8%), in addition to bisexual identity and "I describe myself as bisexual in a way that differs from the available categories" (0.4%). Within the bi+ umbrella, participants identified themselves as bisexual, pansexual, demisexual, and nocismasexual individuals. Their partners' sexual orientations were predominantly heterosexual (41.7%) and bi+ (34.8%). Participants' ages ranged from 18 to 43 years ( $M=22.88$ ,  $SD=4.49$ ); 52.6% were students, primarily undergraduates (61.3%). Most were currently (67.4%) or previously (32.2%) in a relationship, predominantly monogamous (88.3%) and stable (75.2%), often with partners of the non-same-sex (69.6%). The average duration

<sup>3</sup> To address the high correlation between the subfactors, we tested a one-factor model. Model fit was poor:  $\chi^2/df=16.443$ ,  $RMSEA=0.232$  (90% CI=0.222–0.242),  $SRMR=0.088$ ,  $CFI=0.666$ . This indicates that a unidimensional structure is not adequate, supporting the two-factor solution.

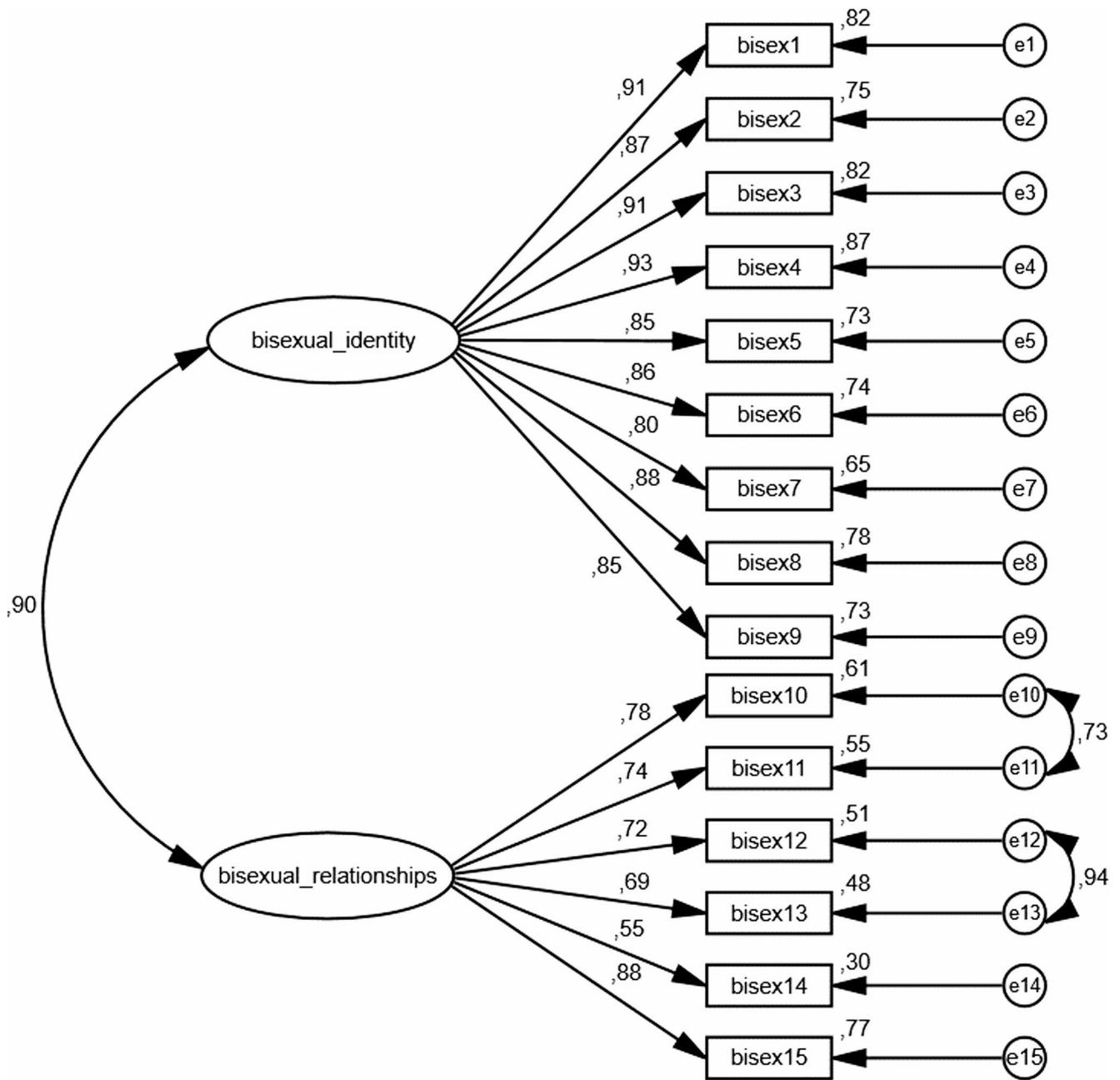


Fig. 1 Estimates of parameters of confirmatory factor analysis for study 2

of relationships was 16.69 months ( $SD=21.68$ ;  $min=1$  and  $max=144$  months).

**Data Collection Procedure**

For Study 3, following ethical approval from the XXX University Human Research Ethics Committee, we gathered data using Google Survey from October 2023 to December 2023, employing convenience sampling over two months. The research was promoted through posters on various highly followed LGBTI+ ally social media accounts. At the

outset of the survey, participants were informed about the study’s scope and assured that their involvement was voluntary, with no incentives. They could withdraw at any time without consequences. The survey required approximately 12 min to complete. Following the survey, participants received feedback on the study’s hypotheses, were assured that only the researchers would have access to their data, and were given the option to request data deletion. Additionally, participants were provided with a list of free counseling services available to LGBTI+ individuals, considering potential sensitivities related to the survey questions.

## Data Collection Instruments

**Bisex-M** We utilized the 15-item Bisex-M developed in Studies 1 and 2 to gauge internalized beliefs, prejudices, and stereotypes regarding bisexual people and bisexuality.

**Multidimensional Measure of Emotional Abuse Scale** To measure psychological aggression perpetration, we utilized the Multidimensional Measure of Emotional Abuse Short Form (MMEA-SF), a 16-item measure developed by Maldonado et al. (2020). This abbreviated version is derived from the original 28-item MMEA by Murphy and Hoover (1999). The MMEA-SF consists of four subscales, each containing four items.

The Restrictive Engulfment subscale (e.g., “I secretly searched my partner’s belongings”) assesses behaviors aimed at controlling the partner’s activities and social contacts through jealousy and possessiveness to increase their dependence. The Denigration subscale (e.g., “I called my partner ugly”) captures actions and verbal attacks intended to degrade and humiliate the partner, reducing their self-esteem and self-worth. Hostile Withdrawal (e.g., “I acted cold or distant when angry”) refers to behaviors involving emotional withdrawal during disagreements to create feelings of anxiety or insecurity about the relationship. The Dominance/Intimidation subscale (e.g., “I threatened to throw something at my partner”) encompasses actions and verbal attacks designed to instill fear and induce submission through extreme verbal aggression and property destruction. Responses are recorded on a 7-point frequency scale, ranging from 0 (never happened) to 6 (more than 20 times), with an additional option for events that did not occur in the last six months. Higher scores indicate more frequent perpetration of psychological aggression.

Cronbach’s alpha values for the various dimensions of self and partner reports of emotionally abusive behavior range from 0.67 to 0.91, for both clinical and undergraduate samples. The correlations between each MMEA-SF subscale and its corresponding subscale from the original 28-item version were exceptionally strong, all above 0.90. Toplu-Demirtaş et al. (2018) adapted the MMEA into Turkish (MMEA-TR), providing evidence of its validity and reliability as a measure of psychological violence in relationships. The internal consistency of the MMEA-TR subscales, assessed using Cronbach’s alpha, ranged from 0.68 to 0.83 for perpetration and from 0.70 to 0.86 for victimization.

In Study 3, we computed four subscales to create an index of psychological IPV perpetration and calculated a Cronbach’s alpha of 0.832.

## Data Analysis

In addition to the guidelines and procedures outlined in Study 2, we conducted a correlation analysis to evaluate the associations among myths on bisexual identity, myths on bisexual relationships, bisexual myths as a whole, and psychological IPV, providing evidence for concurrent validity. We employed AMOS 22 for the CFA and SPSS 26 for the correlation analysis.

## Results

### CFA of the Bisex-M

We performed a CFA to determine if the two-factor structure of the Bisex-M was confirmed in a sample of bisexual + individuals. The required sample size was met based on Hoelter’s  $N$ , with a minimum of 125 for  $p < .01$ . The model demonstrated an adequate fit:  $\chi^2(89, N=230)=226.255$ ,  $p < .001$ ,  $\chi^2/df=2.542$ , CFI=0.851, RMSEA=0.082 (90% CI=0.069–0.095.069.095), and SRMR=0.070 (Browne & Cudeck, 1993). Significant t-values indicated that all items were indicators of their respective latent constructs. Examination of the modification indices revealed no high values. Muthen and Muthen (2007) argue that an adequate RMSEA with a low CFI is often caused by low correlations among the variables (or items, in this case). Figure 2 demonstrates the constructs, related items, standardized regression weights, and squared multiple correlations for the Bisex-M in the bisexual sample. Standardized factor loadings ranged from 0.462 to 0.801 for the bisexual identity and from 0.218 to 0.714 for the bisexual relationships. Only one item (“Bisexuals do have concurrent relationships with both genders/sexes at the same time.”) had a factor loading below the recommended cutoff value of 0.30. The correlation coefficient between the sub-factors was 0.446.

The Cronbach alphas were 0.820 for the first factor, 0.702 for the second factor, and 0.816 for the whole scale. The item-total statistics showed that Cronbach’s alpha would increase to 0.740 when item 15 (bisex\_15) was deleted. Yet, we decided to undelete it, as it significantly contributed to the latent construct, and deleting it did not positively impact the fit indices of the model. While increasing Cronbach’s alpha is desirable, an alpha of 0.702 is still within an acceptable range, and maintaining a comprehensive and valid measurement of the construct is more critical.

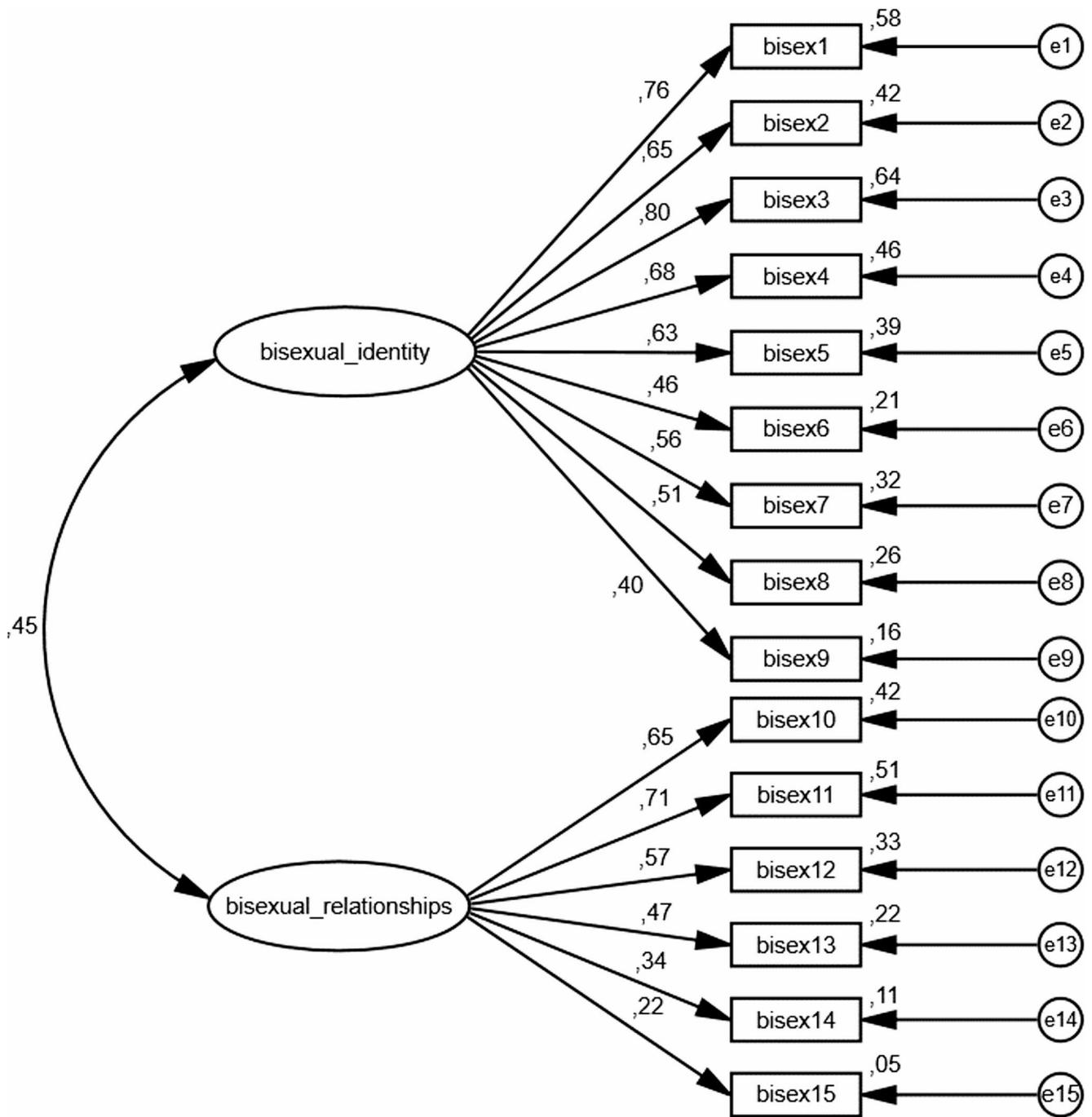


Fig. 2 Estimates of parameters of confirmatory factor analysis for study 3

**Correlation Analysis**

Table 3 indicates that correlations from myths on bisexual identity, myths on bisexual relationships, and psychological IPV were all significant and positive. For instance, bisexual myths and psychological IPV,  $r = .265, p < .01$ , were positively associated with each other. Thus, H6 was supported.

**Discussion**

The primary goal of this study was to develop a novel and standardized comprehensive tool for measuring bisexual myths and to test its psychometric properties. To achieve this, we collected two sets of predominantly heterosexual and one set of bi+ samples and designed three studies utilizing these datasets. In Study 1, we first conducted an EFA

**Table 3** Cronbach alphas, means, and standard deviations and inter-correlations among study variables

Variables	1	2	3	4
1. Myths on Bisexual Identity	1	0.388	0.959	0.250
2. Myths on Bisexual Relationships		1	0.634	0.177
3. Bisexual Myths			1	0.265
4. Psychological IPV perpetration				1
<i>M</i>	11.730	6.721	18.452	12.778
<i>SD</i>	4.390	1.613	5.232	10.283
$\alpha$	0.820	0.702	0.816	0.886

to establish a robust factor structure for the scale. Then, we provided evidence of further construct and concurrent validity in a primarily heterosexual sample. In Study 2, we confirmed this factor structure again in a sample predominantly composed of heterosexual individuals. In Study 3, we demonstrated the construct and concurrent validity of our newly developed scale in a bi+ sample.

In Study 1, the EFA identified a robust two-factor structure, with the first and second factors comprising nine and six items, respectively, and collectively accounting for 70.205% of the total variance. The factors were entitled as myths concerning (1) bisexual identity and (2) bisexual relationships. All items demonstrated strong loadings onto their respective factors, with factor loadings exceeding 0.50. The Cronbach's alpha coefficients were 0.931 for the first and second factors, and 0.958 for the whole scale, which were entirely above the recommended minimum of 0.70 (Nunnally, 1978).

In Study 1, we also formulated five different hypotheses. The H1 posited that individuals who knew a bisexual person would score lower on bisexual myths compared to those who did not. Our finding confirmed H1 and is consistent with the literature, indicating that personal interactions with bisexual individuals may dispel stereotypes and challenge negative assumptions, fostering a more nuanced and accurate perception of bisexuality (Rubinstein et al., 2013; Toplu-Demirtaş & Akçabozan-Kayabol, 2018). These findings highlight the importance of the visibility and representation of bisexual individuals. Increased visibility of bi+ individuals can enhance contact, leading to reduced societal stigma and more accurate perceptions of bisexuality, thereby helping to diminish bisexual myths. Secondly, we hypothesized a positive relationship between religiosity and bisexual myths. Our findings supported H2, revealing that individuals who identified as religious tended to have higher bisexual myths. As mirrored in the literature, religious teachings may reinforce heteronormative views, leading to the neglect or rejection of bisexual identities (e.g., Wurthmann & López Ortega, 2025). Religious communities

may often endorse heteronormative ideologies and thus perpetuate biases against non-heterosexual identities. This can manifest in the internalization of myths that invalidate or diminish the legitimacy of bisexuality, further entrenching stigmatizing beliefs within both religious and broader societal contexts. Thirdly, we hypothesized a positive relationship between conservatism and bisexual myths, and our findings confirmed this, demonstrating that individuals with more conservative beliefs were more likely to endorse such myths, consistent with existing literature linking conservatism to negative attitudes towards bisexuality and bi+ individuals (e.g., Feinstein et al., 2016; Mohr & Rochlen, 1999). The positive link between conservatism and bisexual myths may stem from traditional conservative values, which often emphasize binary views of gender and sexuality. These values may reject the fluidity inherent in bisexuality, leading to the endorsement of myths that delegitimize bisexual identities and relationships. Conservatism might also foster resistance to recognizing and accepting non-heteronormative sexual orientations. This resistance can manifest as support for stereotypes that portray bisexual individuals as confused, promiscuous, or less committed in relationships.

For the fourth and fifth hypotheses, we predicted a positive relationship between attitudes toward gay people (H4) and attitudes toward lesbian people (H5) and bisexual myths. Our findings provided support for these hypotheses, revealing that individuals with negative attitudes towards gay and lesbian individuals were more prone to embrace bisexual myths. Although the current literature notes some differences in negative attitudes toward LG individuals and bi+ individuals, it recognizes that approaches toward LG individuals are related to behaviors toward bi+ individuals (e.g., Eliason, 1997; Garelick et al., 2017; Nagoshi et al., 2023). The negative attitudes directed at LG individuals may stem from broader heteronormative beliefs and biases that also encompass bisexuality. This suggests that the prejudice and misconceptions associated with LG identities can extend to bisexual identities, reinforcing a generalized negative outlook toward all non-heterosexual orientations. The persistence of such myths may reflect deeper societal patterns of stigmatization, where diverse sexual orientations are subjected to similar prejudices rooted in heteronormativity.

In Study 2, we cross-validated the factor structure in a separate and primarily heterosexual sample using CFA. The proposed two-factor solution fitted the data sample well after two modifications. All items were loaded appropriately on the relevant constructs with factor loadings exceeding 0.55. The CFA findings provided additional evidence for the construct validity of the Bisex-M. The Cronbach's alpha coefficients for the internal consistency were 0.965 for the first factor, 0.893 for the second factor, and 0.964 for the whole scale.

In Study 3, we hypothesized a positive relationship between bisexual myths and psychological IPV perpetration among bi+ individuals. Our findings confirmed this hypothesis (H6), demonstrating that bi+ individuals who believed in bisexual myths were more inclined to perpetrate psychological IPV. This finding is consistent with the literature, suggesting that myths perpetuating negative assumptions about bi+ identities and relationships facilitate psychological IPV perpetration by reinforcing monosexism and bisexual erasure (e.g., Authors et al., under review; Xavier Hall et al., 2023; Zurnacı & Toplu Demirtaş, 2025). For instance, bi+ individuals who internalize these myths may struggle with feelings of jealousy, which can in turn manifest as controlling or abusive behaviors towards their partners as a misguided attempt to cope with their insecurities or assert control (Zurnacı & Toplu Demirtaş, 2025). Similarly, a recent qualitative study with 26 LGB participants in Türkiye, grounded in Minority Stress Theory, (Meyer, 2003) identified a separate theme of *bisexual myths/stereotypes*, suggesting that such stereotypes (e.g., promiscuity, unfaithfulness) may undermine trust and contribute to jealousy, which in turn may increase the risk of psychological abuse within relationships (Authors et al., under review).

Overall, the Bisex-M offers several key advantages over existing measures of negative attitudes toward bisexual individuals. First, unlike earlier scales such as the Attitudes Regarding Bisexuality Scale (Mohr & Rochlen, 1999), the Biphobia Scale (Mulick, 1999; Mulick & Wright, 2011), and the Attitudes Toward Bisexual Men and Women Scale (Helms & Waters, 2016), the Bisex-M explicitly differentiates between myths about bisexual identity and myths about bisexual relationships, an aspect largely overlooked in the literature. This distinction provides a more nuanced understanding of the unique myths bisexual individuals face, particularly in the context of romantic and sexual relationships. Second, the Bisex-M is substantially shorter and more user-friendly than many of its predecessors (e.g., the 48-item version of the Biphobia Scale), reducing participant burden and improving feasibility for use in diverse research settings. Third, the scale is both contemporary and inclusive, reflecting updated terminology and culturally relevant content. Importantly, the Bisex-M also assesses internalized myths among bisexual individuals as well as externally held myths among heterosexual individuals, making it uniquely versatile for use in both between-group and within-group research designs. This dual applicability positions the Bisex-M as a psychometrically sound and practically efficient tool that addresses critical gaps in the measurement of bisexual stigma, particularly in relation to relational myths, and enhances the potential for more precise and theory-driven investigations in this under-researched area.

## Limitations

The present study is not without limitations. Firstly, data across all studies were collected via self-report and convenience sampling, which compromises the generalizability of the findings. In Studies 1 and 2, the sample sizes were relatively small and exhibited imbalances in terms of gender, gender identity, and sexual orientation. Specifically, the samples predominantly consisted of young, cisgender women and undergraduate students. The overrepresentation of cisgender women in our sample may have influenced the findings. A recent meta-analysis (Manalastas et al., 2025) demonstrated that women generally report lower levels of binegativity than men, which could have resulted in an underestimation of bisexual myth endorsement in our data. Moreover, heterosexual participants were the majority in Studies 1 and 2. While this may have ensured sensitivity to bisexual myths commonly encountered in heteronormative contexts, it may have limited the ability of the scale to fully capture myths and prejudices emanating from LGBTI+ communities, particularly LG individuals. Furthermore, we utilized cross-sectional data, precluding causal inferences. Another limitation of the present research is that we were unable to strengthen the validity evidence with more theoretically grounded and parsimonious tests. Lastly, all studies lacked predictive validity, meaning they need to provide evidence that the results are consistent over time or that the measures used can predict future outcomes.

## Implications for Further Research

We offer several recommendations for future research. Firstly, the factor structure identified in this study should be re-evaluated with larger, more representative, and diverse samples to ensure balance and generalizability. We also recommend validating the factor structure by examining its measurement invariance across diverse socioeconomic statuses, races, ethnicities, languages, nationalities, genders, gender identities, sexual orientations, religions, geographic locations, abilities, and age groups. Moreover, we advocate for gathering evidence on the instrument's cross-cultural applicability, particularly by including both Western and non-Western samples, to bolster the construct validity of the findings. Another avenue for future research is to strengthen the validity evidence of the Bisex-M through more theoretically grounded and parsimonious tests. Further research utilizing the Bisex-M is needed to establish its predictive validity among both heterosexual and LGBTI+ populations. While these were beyond the scope of the current studies, such approaches would provide additional support for the construct and criterion-related validity of the scale.

## Implications for Practice

The findings of this study highlight the importance of having a valid and reliable scale to assess bisexual myths. The Bisex-M can be a useful tool for practitioners who aim to better understand and address the misconceptions surrounding bi+ individuals. In clinical practice, mental health professionals working with bi+ individuals may use the scale to identify internalized myths that could be affecting their clients' well-being, self-image, or relationship satisfaction. Addressing these internalized beliefs may be an important step in reducing minority stress and improving therapy outcomes. The scale may also help practitioners reflect on their own biases and assumptions, contributing to more affirming and inclusive care. In educational settings, especially in the training of psychologists, counselors, and social workers, the Bisex-M can be integrated into course content on diversity, sexuality, or gender. For example, it may be used in class discussions, reflection assignments, or training evaluations to raise awareness about bi+ myths among students.

## Concluding Comments

Despite its limitations, this study made a substantial contribution to the emerging literature on myths surrounding bisexuality and bisexual individuals by introducing the Bisex-M, a newly developed, up-to-date, and standardized measure that can be used to assess these myths. To the best of our knowledge, Bisex-M's contributions to the literature are as follows: (1) The first brief, standardized instrument specifically designed to assess myths about bisexuality and bi+ relationships, (2) The first tool to distinguish myths from similar concepts, such as prejudice, stereotypes, biphobia, and bisexual erasure, and to make myths functional for a precise measurement, (3) Dual-use application that assesses external myths in non-bi+ populations and internalized myths among bi+ individuals, and (4) It fills a long-standing measurement gap in this field by enabling practitioners and evaluators to track myth levels over time and assess intervention effects. Thus, the Bisex-M has the potential to lay the groundwork for future research to investigate bisexual myths within both bi+ and non-bi+ individuals.

**Author Contributions** B.Z. and E.T.D. conceptualized the study. B.Z. developed the methodology. E.T.D. conducted formal analysis and investigation. B.Z. and E.T.D. wrote the original draft. E.T.D. reviewed and edited the manuscript. Supervision was provided by E.T.D. No funding was acquired, and no external resources were used. All authors reviewed the final manuscript.

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**Data Availability** Data is not publicly available but can be obtained upon a reasonable request.

## Declarations

**Competing interests** The authors declare no competing interests.

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