# Gen Z is the most bisexual generation ever. And it's the media we have to thank.



In 1997, a watershed moment in queer representation unfolded on mainstream television when Ellen DeGeneres’s character on her show Ellen publicly declared, I’m gay. This groundbreaking event broadened the horizon for LGBTQ+ representation in media. Coinciding with this was the birth of Generation Z, the demographic cohort now known for its engagement with and acceptance of queer identities.

As Gen Z navigated their formative years, playing with iconic toys like Bratz Dolls and Tamagotchis, a transformation was unfolding in the media landscape. Shows such as The L Word and Buffy The Vampire Slayer began laying the groundwork for more inclusive narratives, culminating in the diverse portrayals of the modern era, epitomized by series like Orange Is The New Black. This evolving media representation has significantly influenced Gen Z’s understanding and acceptance of queer identities, shaping them into the most bisexual generation to date.

The advent of social media platforms like Instagram and Twitter played a crucial role in decentralizing the distribution of media content. Alongside viral memes and trends, these platforms became spaces where young people built communities and shared diverse narratives. Public figures and artists utilized these platforms to promote queer narratives, creating a visible and accessible representation of LGBTQ+ identities. Noteworthy cultural icons include Lady Gaga, who came out as bisexual in 2010, and Disney Channel stars like Miley Cyrus and Raven-Symoné, whose openness about their sexualities provided relatable role models for Gen Z.

Reflecting this, the Ipsos Pride Survey 2024 revealed that 17 percent of Generation Z identify as LGBTQIA, in contrast to 11 percent of Millennials, six percent of Generation X, and five percent of Baby Boomers. Within this, bisexuality emerged as the most prevalent queer identity, with 15 percent of Gen Zers identifying as bisexual, significantly outnumbering those identifying as lesbian, queer, or other identities.

Dr Tara Suwinyattichaiporn, a prominent relationship expert and Women’s Health columnist, attributes this rise in bisexual identification among Gen Z to the increased representation and information available in their developmental years. Recognized as the top sex educator on TikTok, Dr Suwinyattichaiporn emphasizes that the availability of diverse media portrayals and the growing acceptance of bisexuality in society have encouraged Gen Z to openly embrace and identify with their sexual orientation.

She elaborates, stating, “Gen Z grew up with so much more information about various sexual orientations on social media as well as normalisation of bisexuals as portrayed in mass media, including movies and TV shows. There has also been a higher overall acceptance towards bisexuals in modern society. All of these combined help Gen Zs feel more comfortable to identify with and come out as bi.”

The broader socio-political landscape has also contributed to this shift. Legal milestones such as the legalization of gay marriage in the UK in 2013 and the societal shift from a predominantly Christian nation in 2010 to a more non-religious populace by 2016 have fostered an environment where queer identities are more freely expressed and accepted. This societal progression has allowed the freedom experienced within the online sphere to translate into real-world acceptance and action.

As Gen Z steps into roles of leadership and parenthood, the current trajectory suggests that the acceptance and celebration of queer identities will not only persist but continue to evolve. This generation’s early exposure to diverse narratives and inclusive media has undoubtedly influenced their social psyche, fostering a more open and accepting view of sexual orientation and identity.

Source: [Noah Wire Services](https://www.noahwire.com)