

## Expanding an Investigation of Sexual Orientation to Non-English-Speaking Countries: How Predictive Is Social Pressure Theory?

Robert Epstein ([re@aibrt.org](mailto:re@aibrt.org)) & Ashali Rajgarhia

American Institute for Behavioral Research and Technology

### Abstract

In a study published in *Frontiers in Psychology* in 2023 with more than 1.1 million participants in 215 countries and territories, Epstein, Wang, and Zankich found that scores on the ESOI, a new English-language test of sexual orientation, were roughly normally distributed. This finding was consistent with Sigmund Freud's assertion that bisexuality is the natural norm for human beings. They offered a new, formal Social Pressure Theory (SPT) of sexual orientation to explain why bisexuality is so infrequently expressed among humans, even though bisexuality is universally expressed among bonobos, with whom we share 98.7% of our genes. Both mathematical and computational models of SPT were also presented in their study. According to SPT, social pressure to be straight skews the normal distribution until it appears to break into two sections, with a large mode near the opposite-sex-inclined end of the distribution and a small mode near the same-sex-inclined end of the distribution. In a new study, we have analyzed scores on three of the non-English versions of the ESOI: Japanese, Dutch, and Spanish. We chose these translations because multiple independent measures suggest that social pressure to act on only opposite-sex inclinations is high in Japan and lowest in The Netherlands (Dutch-speaking), with intermediate values in some Spanish-speaking countries. We have developed a relatively objective composite measure of social pressure for each country in question, and SPT suggests that scores on the ESOI will be distributed differently in countries with different levels of social pressure. An analysis of our data from these countries suggests that SPT is a good predictor of the shapes of these distributions and of key measures such as Mean Sexual Orientation in each country. This study will be expanded over time to include data obtained from versions of the ESOI in German, French, Korean, Arabic, and other languages.