How and when did the identities that we know today as “straight” or “heterosexual” come into existence? And how have those identities differed across time and space? Drawing on the academic literature, literary pieces, and representations in film and other popular media, we will examine the “invention of heterosexuality” and its transformation and diversification over the course of the 20th and 21st centuries. By paying attention to multiple definitions of heterosexuality—including those that coexist within a single historical moment and location—we will problematize the notion that heterosexuality can be simply conceived as a single, unitary sexual identity. Among other topics, we will discuss the increasingly blurring boundaries between heterosexuality and other sexual identities; heteroflexibility, sexual fluidity, and other challenges to conventional definitions of heterosexuality; the power associated with heterosexuality, masculinity, and femininity; the effects of sexual inequality; contemporary problems and issues, including hookup culture and definitions of sexual consent; and imagined futures of the notions of sexual identity and sexual orientation.