

Queering place, adequating difference:

A rapid and anonymous survey investigating neighborhood ideology in San Francisco

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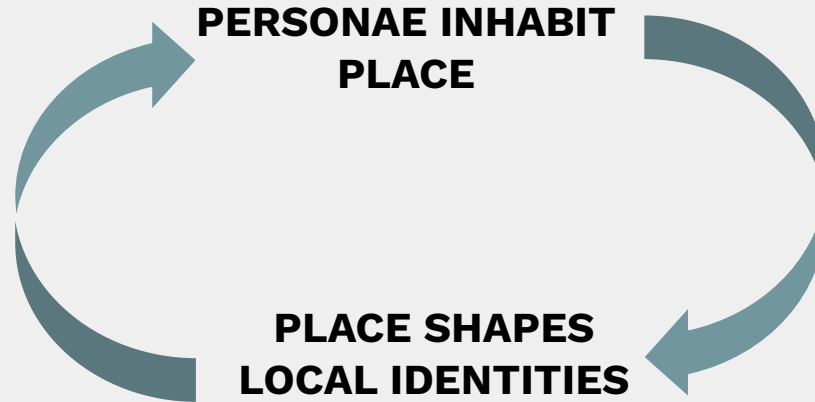
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Place and identity

Place is composed of  a physical space
the people who occupy it
physically and symbolically

Place and identity are mutually reinforcing:



Constructing Place

We can also apply **adequation** and **distinction** to the construction of place

Neighborhood A:

Urban
Working Class

Pred. Latino

Neighborhood B:

Rural
Working Class
Pred. Latino

Neighborhood C:

Rural
Wealthy

Pred. Latino

Places can become categorically marked for sexuality

- The “gayborhood” or “gay ghetto” essentialized by (non-normative) sexuality
- Other areas typically unmarked w.r.t. (normative) sexuality

How is sexuality lexically characterized relative to other social dimensions that constitute place?

Place identity does not exist in isolation

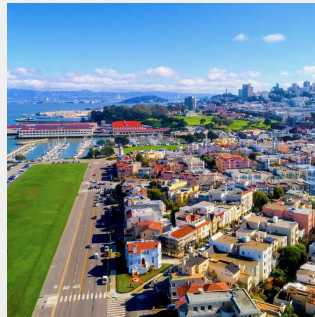
The **Castro**



The **Mission**



The **Marina**



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San Francisco Planning Department 2024

**Quick, how would you describe
_____ in one word?**

What about _____?

Reworking the rapid anonymous survey

Goal: elicit ideologies about these three neighborhoods

Elicitation Sites

- **Castro** x 2 → **gay sexuality**
 - **Residents** on weekday afternoons
 - **Visitors** on weekend nights
- **Mission** → **diverse ethnicities**
- **Marina** → **normative sexuality**



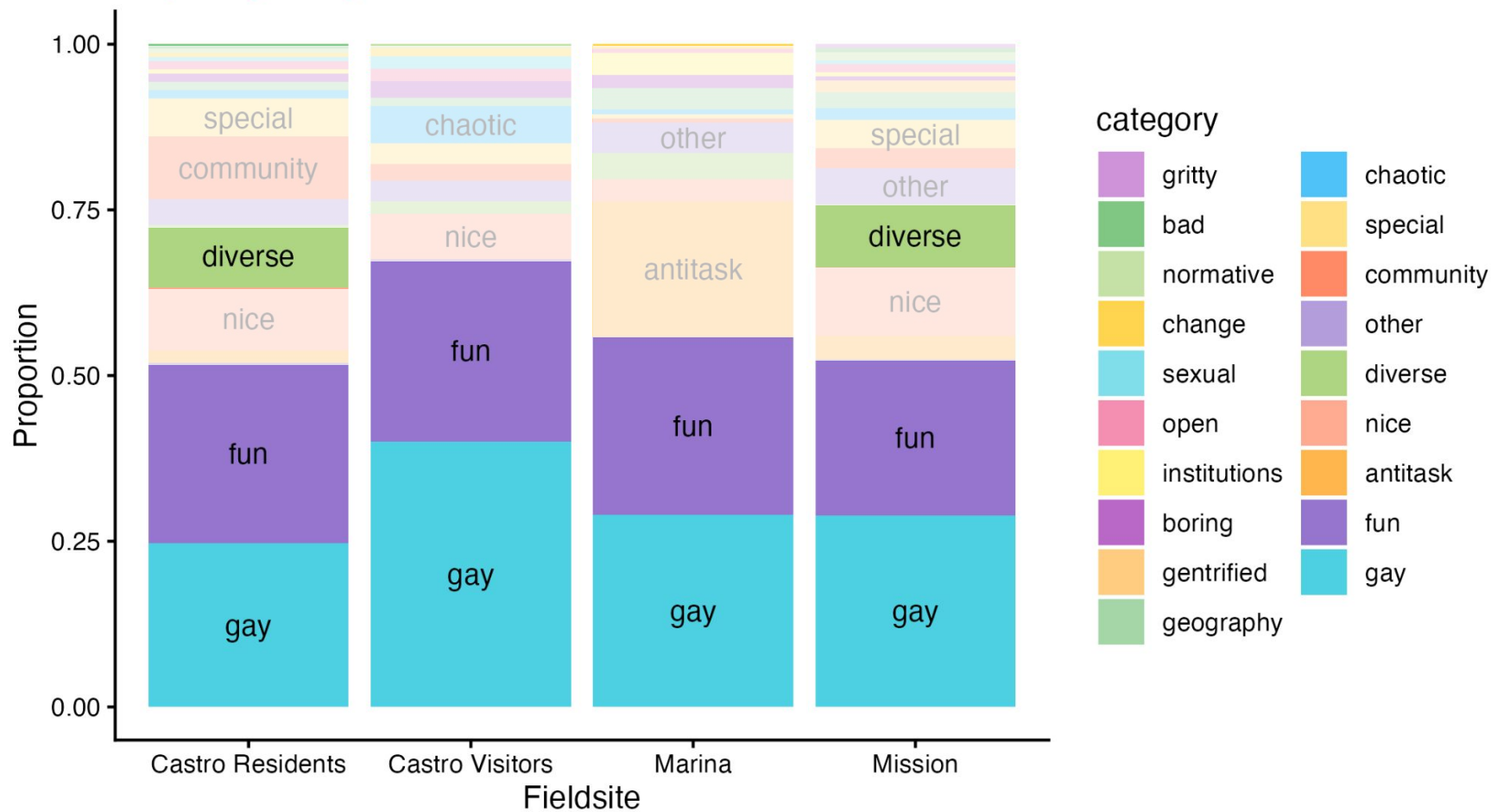
638 participants

1276 responses

24 categories

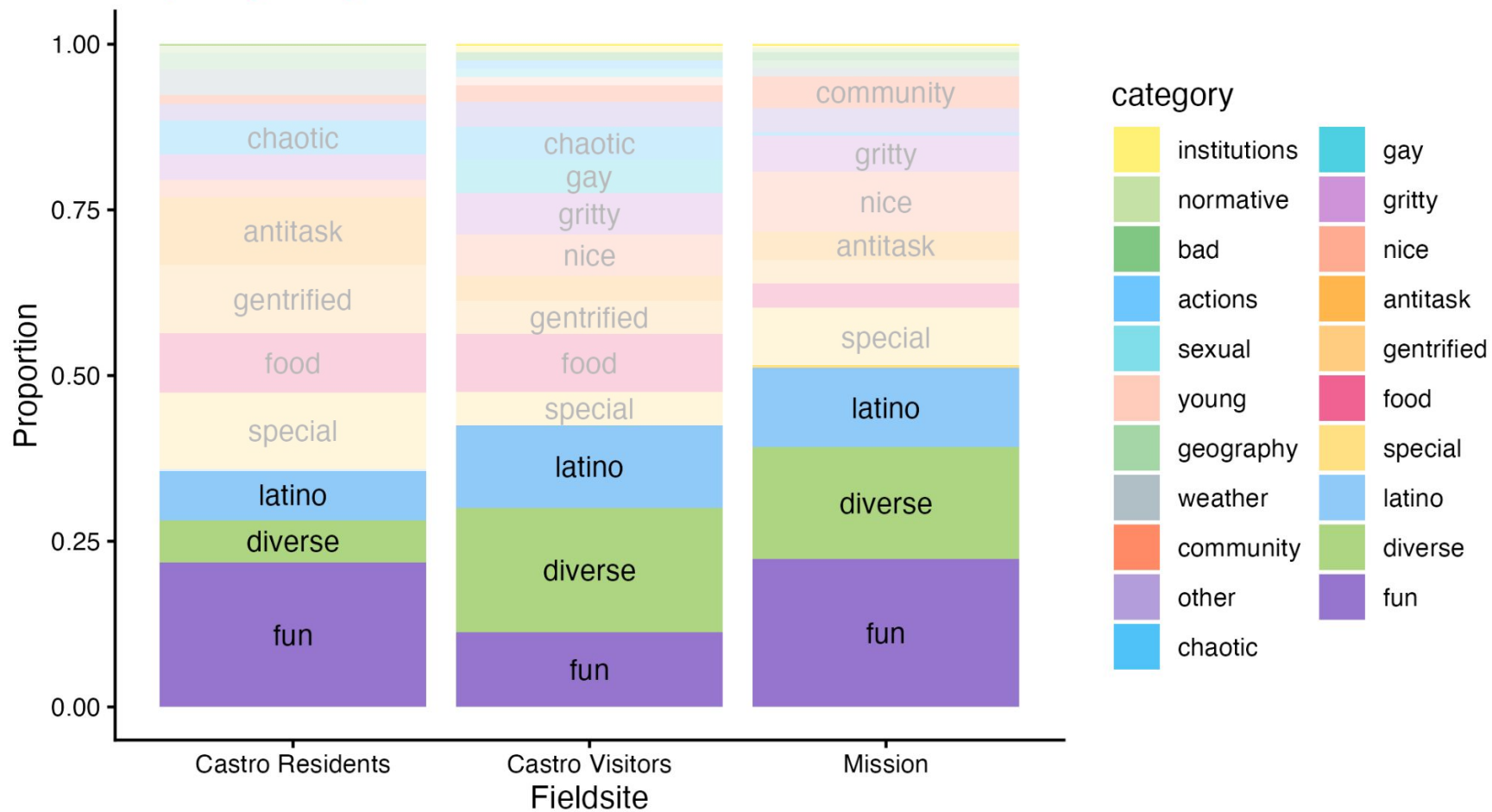
Castro Responses by Fieldsite

Only categories greater than 4% receive labels



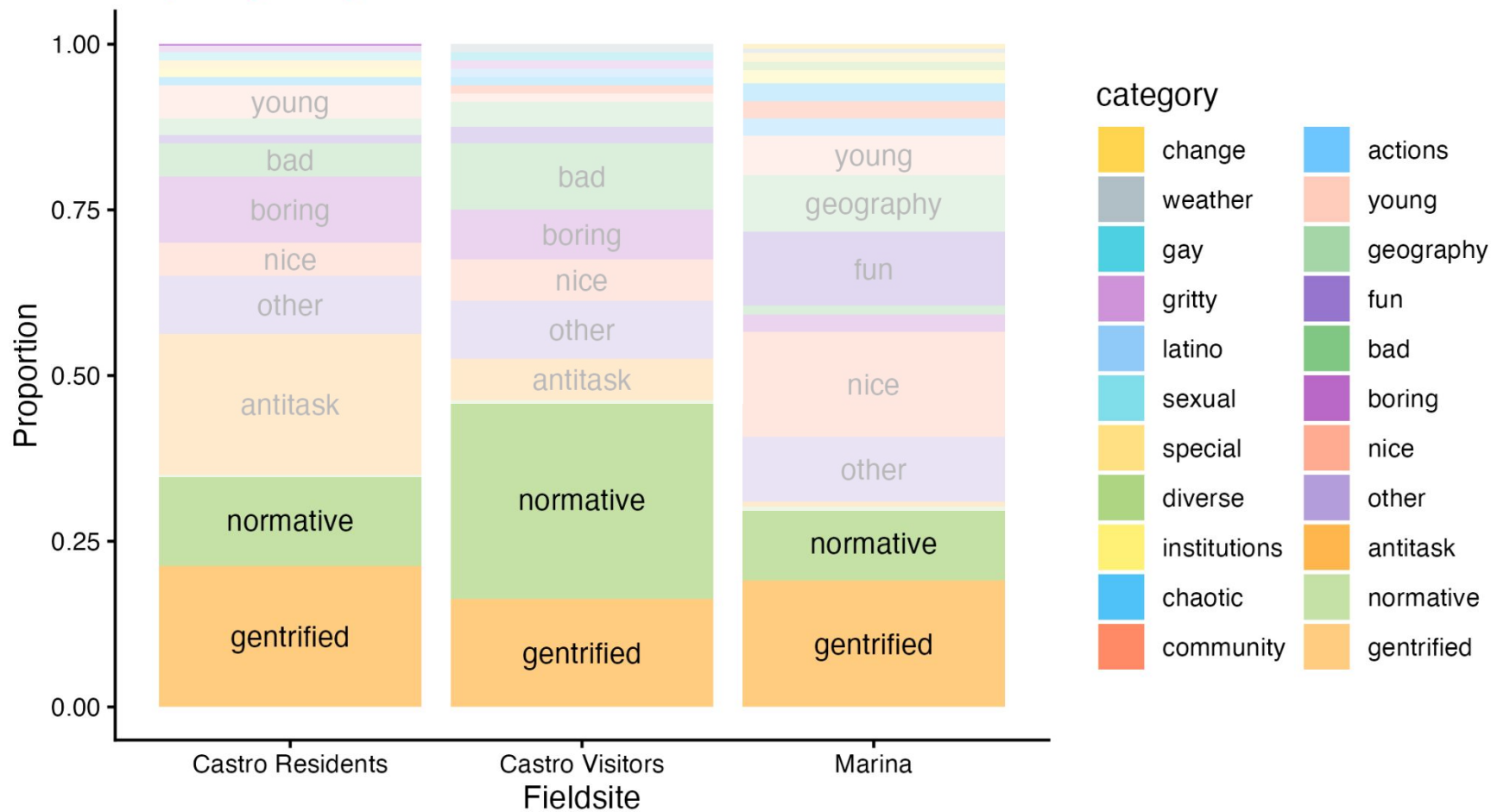
Mission Responses by Fieldsite

Only categories greater than 4% receive labels



Only categories greater than 4% receive labels

Only categories greater than 4% receive labels



**Participants describe the Marina
as “straight” in 3.2% of
responses...**

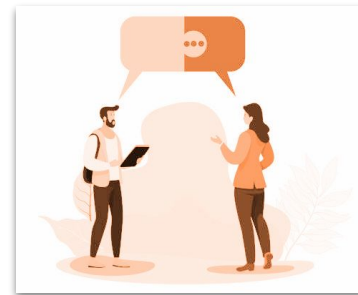
**But only when asked about the
Castro first.**

Lexical priming effects

Every participant produced two neighborhood characterizations

Second response implicitly invites **comparison** between neighborhoods

Forward probability = $P(W2 | W1)$
How does the first response predict the second response?



Quick! Describe “**Response Site 1**”!

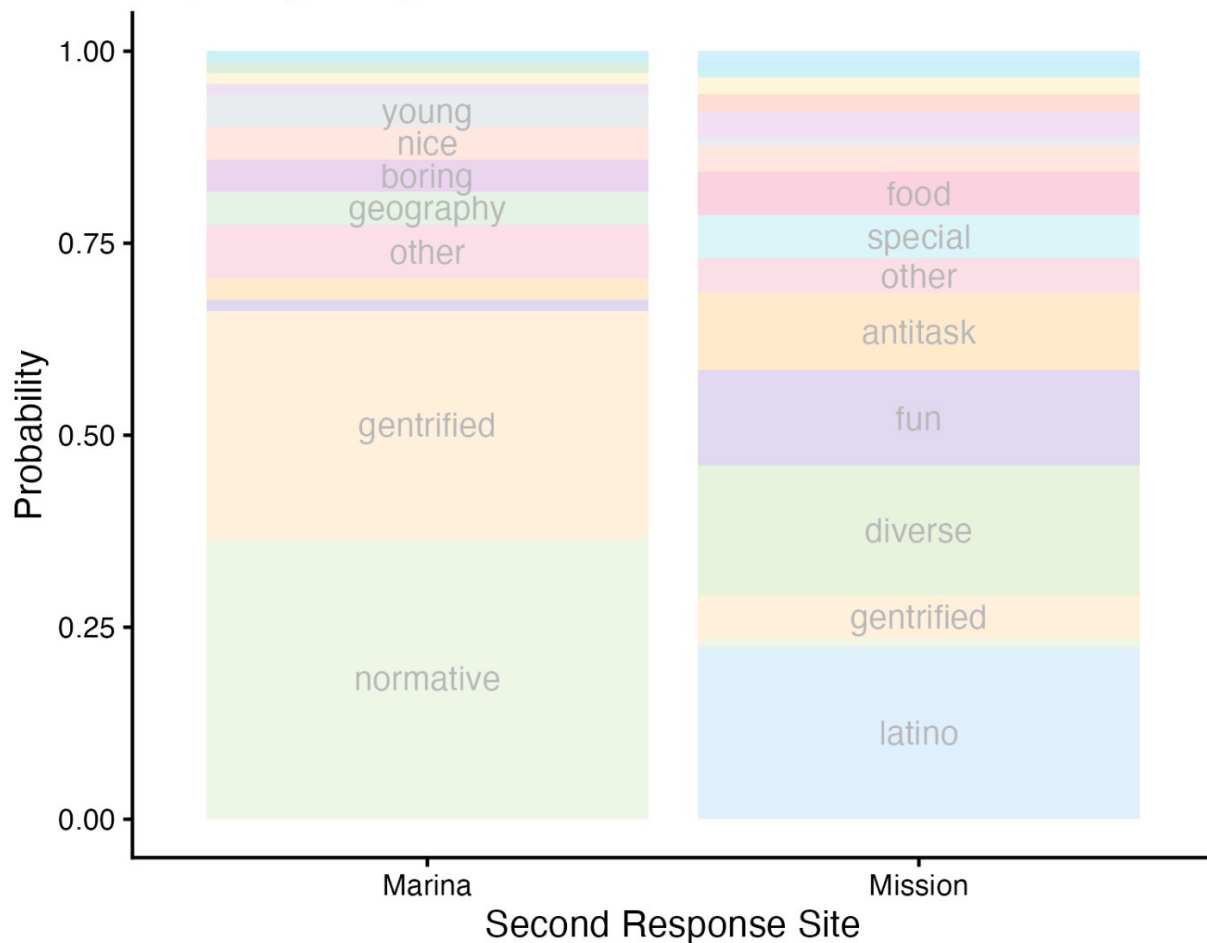
● **[Response 1]**

What about “**Response Site 2**”?

● **[Response 2]**

When 'gay' describes the Castro first...

Only categories greater than 4% receive labels

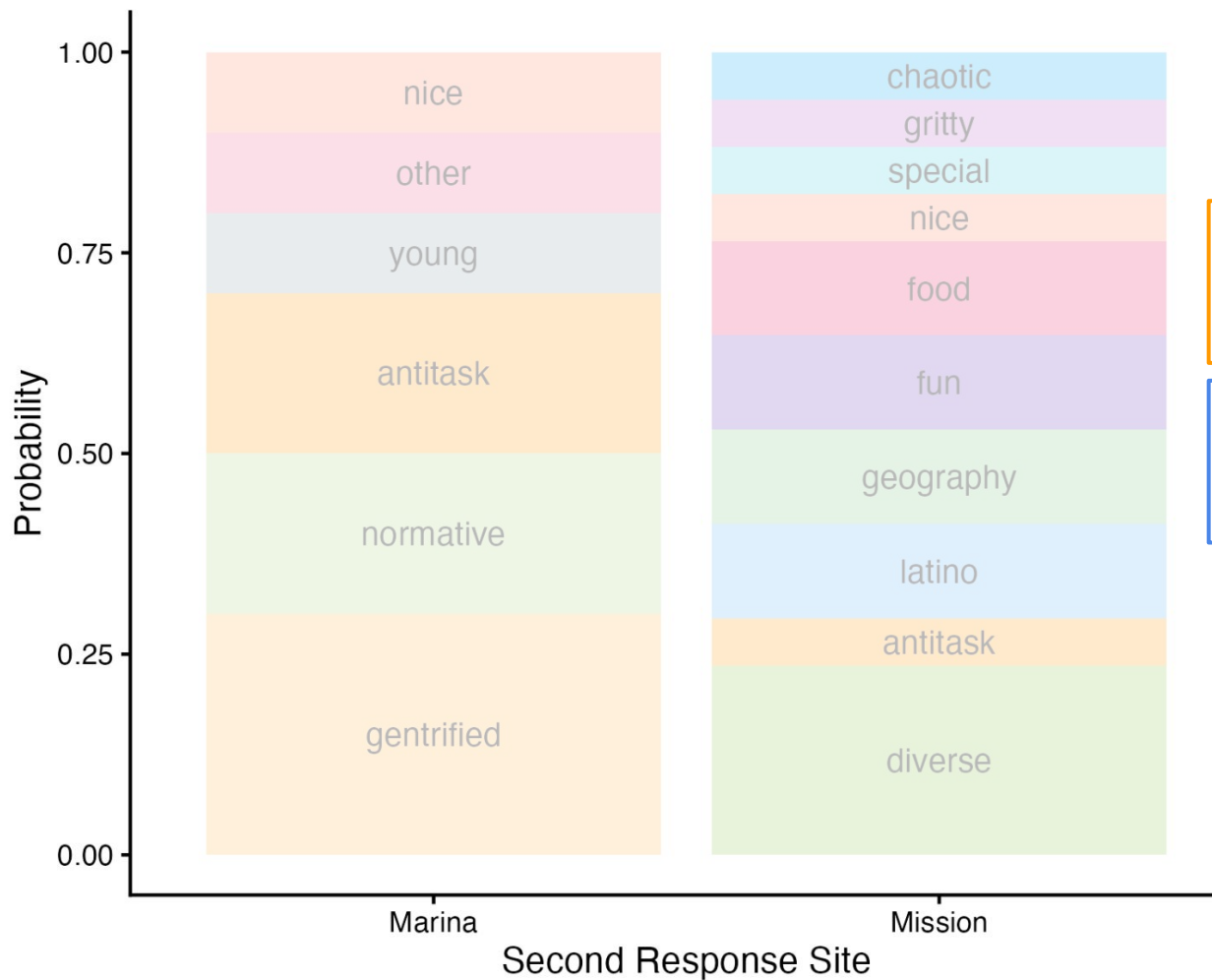


Second Response

Mission: latino is more likely than expected

Marina: normative and **gentrified** more likely than expected

When 'diverse' describes the Castro first...



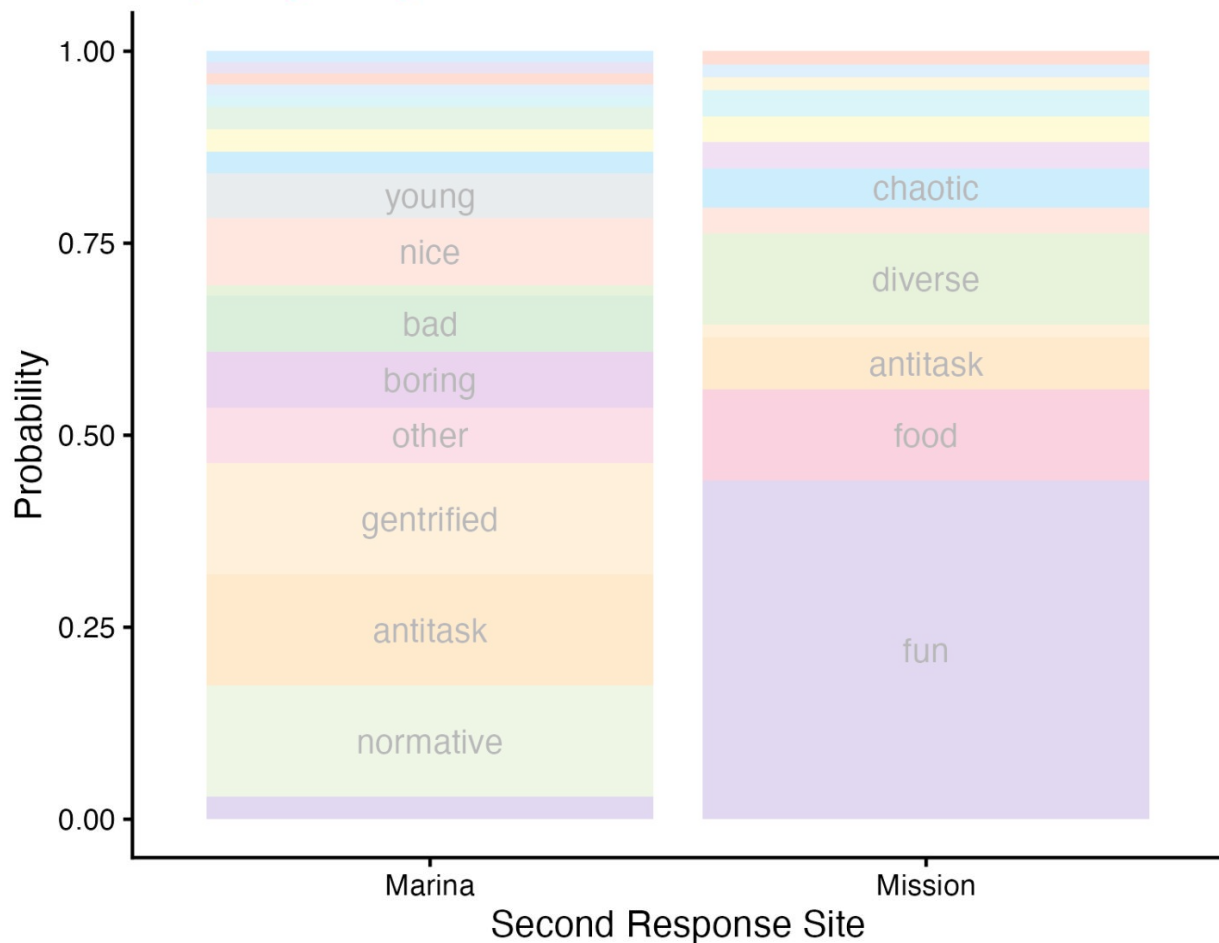
Second Response

Mission: diverse is more likely than expected

Marina: gentrified is more likely than expected

When 'fun' describes the Castro first...

Only categories greater than 4% receive labels



Second Response

Mission: fun is much more likely than expected

Marina: fun is slightly less likely than expected

Differentiation

About the Castro and MARINA

- If Castro is associated with **gay** or **diverse**, Marina is associated with **normative** and **gentrified**
- If Castro is associated with **fun** Marina is less likely to be described as such (not fun)

	Marina
Castro First	Gay → Normative

Adequation

About the Castro and the MISSION

- If Castro is associated with **gay** or **diverse**, Mission is associated with **diverse** and **latino**
- If Castro is associated with **fun**, Mission is associated with **fun**

	Marina	Mission
Castro First	Gay → Normative	Gay → Latino

Conclusion

The Marina is distinguished as normative

- Marked for normative sexuality through differentiation
- Neighborhoods **can** be marked for normative sexuality
- Via normative social dimensions that clash with non-normativity
 - Despite the Castro sharing in some of these dimensions

The Castro and the Mission are jointly constructed as diverse

- Through the adequation of non-normativity
- Via (non-normative) sexuality and (non-normative) ethnicity
 - Despite differences in other social dimensions

Social dimensions (race, **sexuality**, class, etc.) **are bundled together in service of local contrasts** (normativity)

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