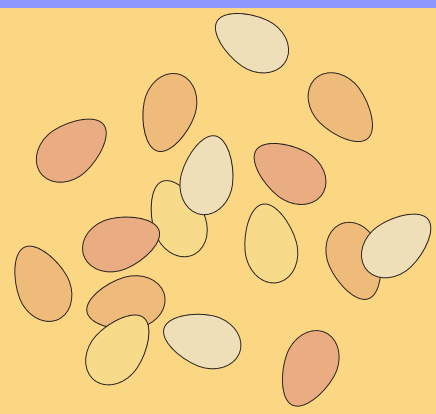


TODD: AGEISM



PLANTING THE SEED OF AGEISM

Being old = a privilege

older people were often the most powerful and respected in a community thanks to their knowledge

2 EVENTS THAT DECREASED STATUS OF THE ELDERLY

- 1) printing press
- 2) the industrial revolution



THE ROOT OF AGEISM IS FEAR OF DEATH

Terror Management Theory

As older people are a reminder of our impending mortality, people in the USA tend to associate negative feelings with older adults.



CULTURAL VIEWS

The USA: Aging and death=out of our control=t produces feelings of fear and anxiety.
Eastern views: Death, is not feared. It a welcome relief from life's travails. Little or no anxiety about death and aging. Honouring the elderly
Note: Eastern views are changing.



AGEISM IS INSTITUTIONALIZED

1. Free expression of stereotypes and subtle hostility towards elderly. Ex: TV, cards, children's books, birthdays
2. drive to hide physical signs of aging. Ex. plastic surgeries-90 million Americans each year and cosmetics to stay young

TODD: AGEISM



YOUTH SPEAKS DIFFERENTLY TO THE ELDERLY

“overaccommodation”= the younger person becoming overly polite, speaking louder and slower, exaggerating their intonation, and talking in simple sentences
perceived as **offensive** by those older persons who are physically and mentally fit.
perceived as **comforting** by older people who have physical and/or mental deficiencies



BUT . . . OUR BRAINS CAN'T HELP BEING AGEIST

Ageist attitudes are activated automatically in social perception.

“**Implicit ageism**”=inaccurately identified traces of past experience that mediate favorable or un-favorable feeling, thought, or action toward the elderly

Low-prejudiced =motivated=are able to override the influence of the automatic activation of the stereotypes

High-prejudiced =are not motivated=are unable to change their stereotype about the elderly



HELPER, HEAL THY SELF

Working with older patients is not typically viewed as desirable.
Health care workers, doctors, and psychiatrists tend to regard older patients through age stereotypes, viewing them as depressing and untreatable.



CONCLUSION: AGE PREJUDICE

1. multi-faceted.
2. tied in part to that culture's views of (or fears about) death.
3. is institutionalised in the USA.
4. overaccommodation is perceived in 2 different ways

Elders should be respected, not pitied.