



AGEISM



-The Hidden Prejudice-

ILL AND FRAIL

POOR COGNITIVE ABILITY

CHILD-LIKE



DEPENDANT

NOT ADAPTABLE

BURDEN ON RESOURCES

DO YOU PUT THE ELDERLY IN A BOX?

-What Reinforces Ageism?-



Cultural emphasis on speed, mobility and change in the working world causes people to believe that the elderly do not have a place in the workforce.

"The elderly are not competitive in the workforce - they are a burden on resources."



Positive associations with youth and negative associations with growing old, popularised through advertising and products to hide the signs of ageing.

"Everyone knows the elderly are frail and slow - it's not a stereotype."



Young adults may speak to the elderly using "baby talk" and overaccommodation (excessive politeness, louder and slower speech, exaggerated intonation).

"The elderly are so sweet and vulnerable - they are dependant on our care."

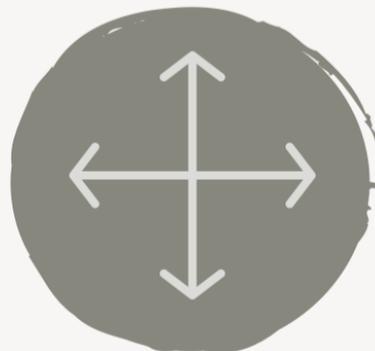
-What are the Implications?-

EMPLOYMENT

Difficulty finding a job even when they retain high cognitive capability.

WELL-BEING

A study found that older adults exposed to positive stereotypes have significantly better memory and balance whereas those with negative self-perceptions had worse memory and feelings of worthlessness (Levy, Slade, Kunkel & Kasl, 2002).



MEDICAL TREATMENT

Health professionals may assume that the elderly are stubborn and unable to change their behaviour, resulting in real mental health problems going unrecognised.

LONGEVITY

A study on 660 people found that those with more positive self-perceptions of ageing lived 7.5 years longer than those with negative self-perceptions of ageing (Levy, Slade, Kunkel & Kasl, 2002).