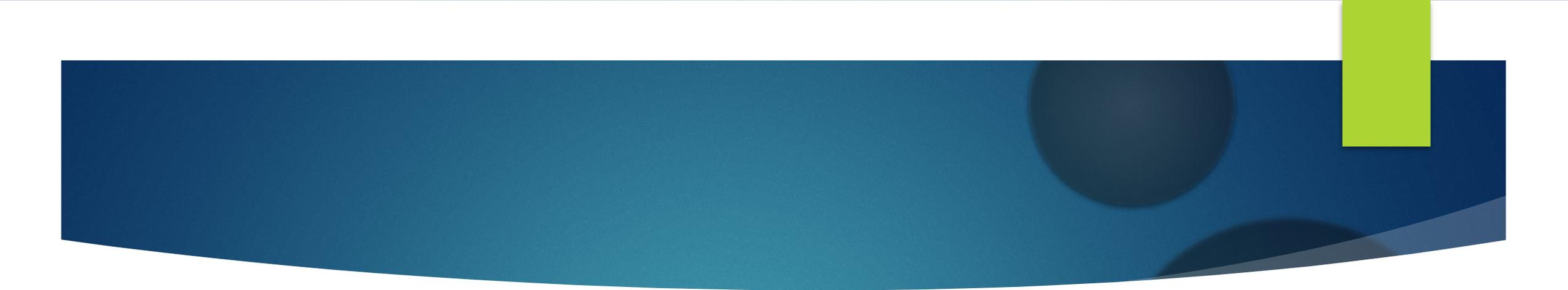*"Age is an issue of mind over matter. If you don't mind, it doesn't matter"*
(M. Twain)

PresentationOutline

- What is ageism and how is it manifested
- Consequences of ageism
- The Stereotype Content Model: Shifting targets of ageism
- Ageist Public Discourses during the COVID-19 pandemic
- Countering ageism

Ageism is defined as the complex, often negative construction of old age, which takes place at the individual and the societal levels (Ayalon & Tesch-Römer, 2018)

Ageist Stereotypes (some examples)

- *Cognitive Decline / Memory loss*
- *Resistance to change*
- *Inability to learn and adapt*
- *Fragility / Vulnerability*
- *Incompetency*
- *Kindness / Loyalty*

(Chrisler et al., 2016; Kornadt et al., 2017; Régner et al., 2016;)

Ageist attitudes and behaviors are well documented

▶ **Health and Health-care** / older patients: « compassionate ageism » ;

▶ **Work and Workplace** / older workers: « *inadaptibility* »; usually the first targeted during economic recession;

Consequences of ageism are also well documented
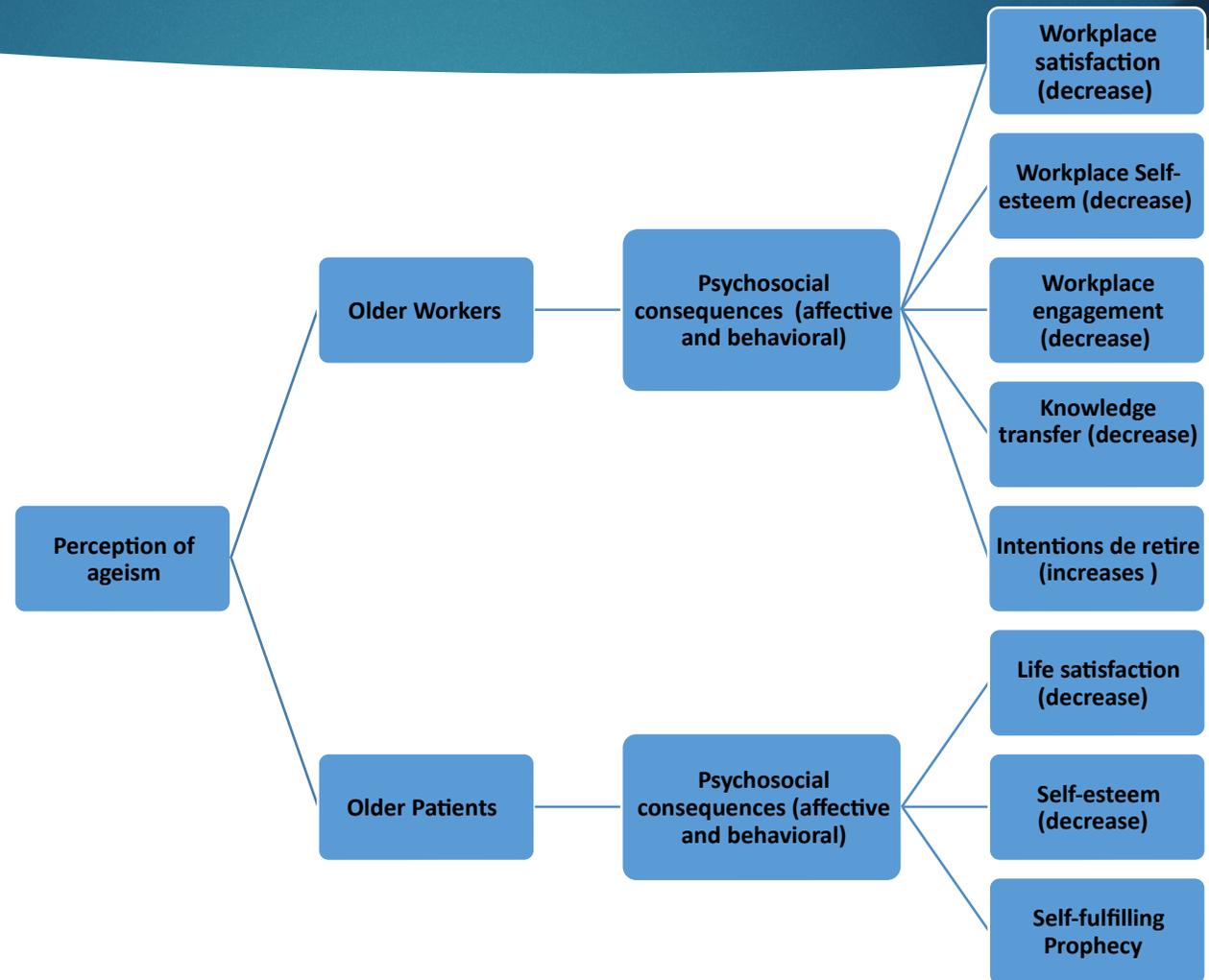
Stereotype Content Model (Fiske et al., 2002

▶ Interpersonal and intergroup relations are based on two dimensions:

1) **Sociability :**

What is the goal vis-à-vis the self or in-group?

2) **Competency**:

How effectively will the other pursue this goal?

Descriptive Stereotypes

	Competency (low)	Competency (high)
Sociability (high)	Older adults	
Sociability (low)		

Prescriptive Stereotypes

	Competency (low)	Competency (high)
Sociability (high)	**Pity and Sympathy**	**Pride /Admiration**
Sociability (low)	**Contempt**	**Envy**

Who's "really" old? :
addressing shifting targets of ageism through in-group and out-group perceptions of aging
(Lagacé & Firzly, 2017)

Competency

Sociability

Young-old: 30-49

young (18-29)

Old: (50-75)
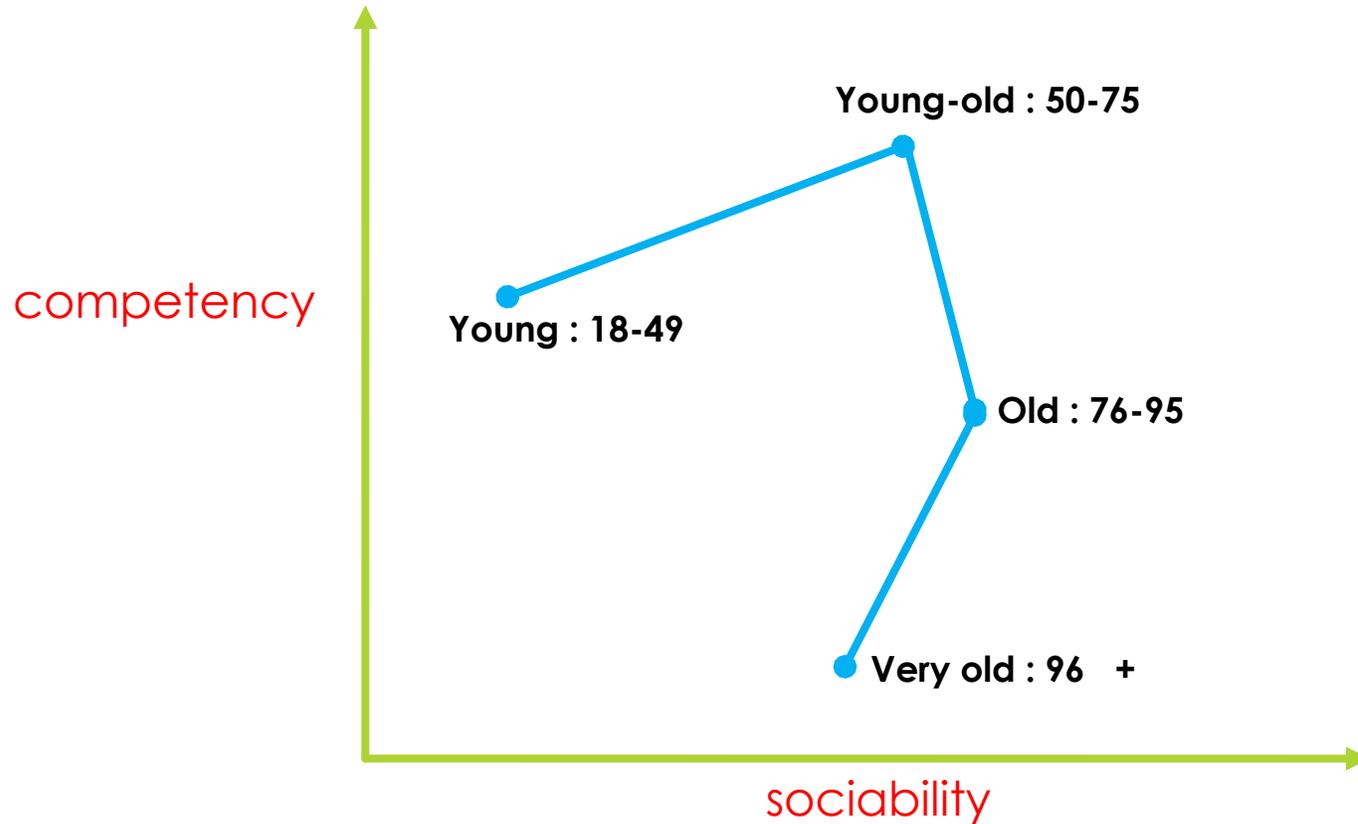
Very old: 76 +
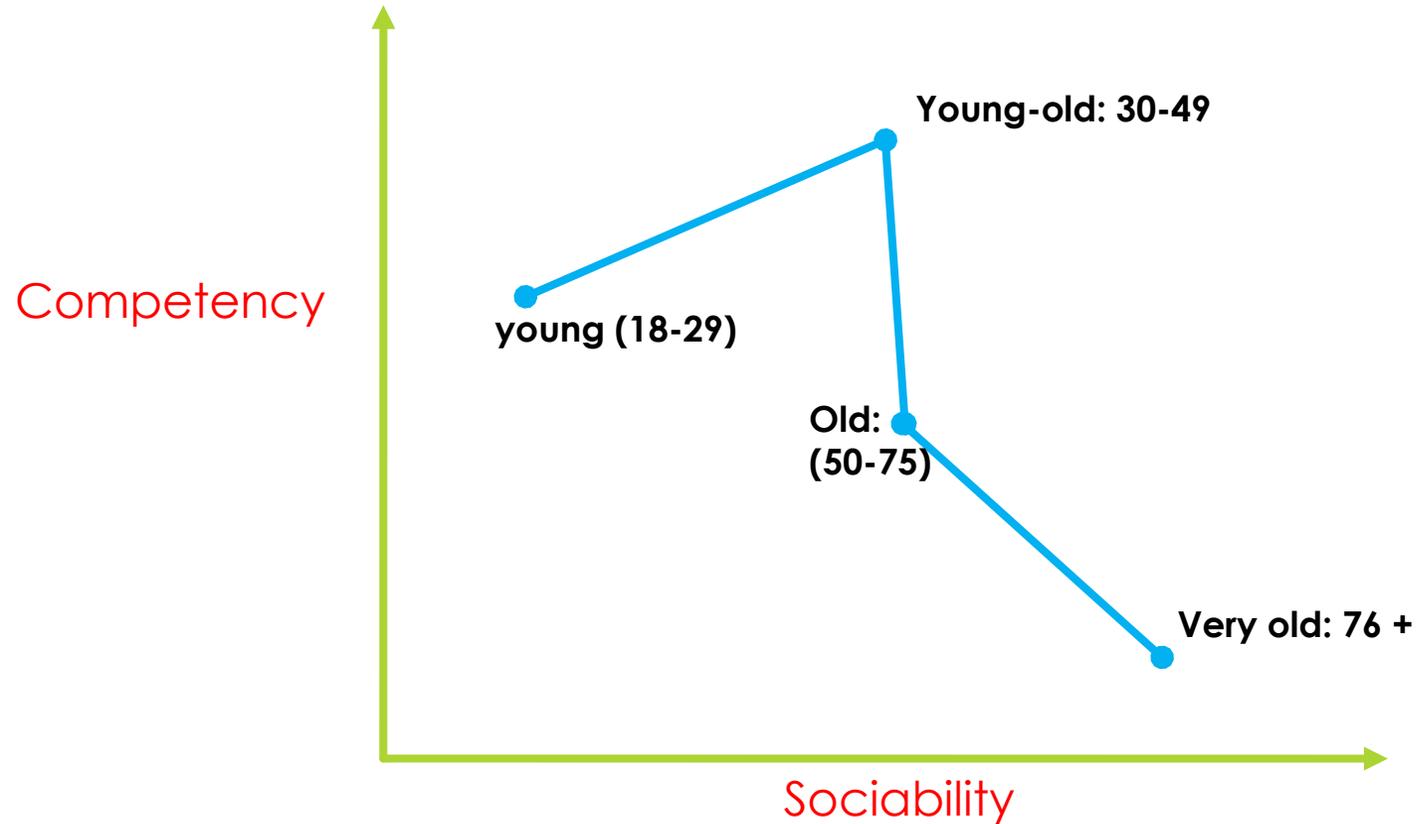
n = 216: age range of participants: 18-20;

Who's "really" old? :
addressing shifting targets of ageism through in-group and out-group perceptions of aging (Lagacé & Firzly, 2017)

competency

sociability

Young-old : 50-75

Young : 18-49

Old : 76-95

Very old : 96 +

n = 184; age range : 76 - 85;

How did the pandemic exarcebate ageism?

- **Content Media Analysis**
- **N =** 86 articles
  - La Presse: 38
  - Le Devoir: 48

- **Date**: From December 30th 2019 to May 31st 2020
- **Type**: Op-Eds, opinion pieces, comments, etc.

- **Key words:**
  - Personnes âgée(s); aîné(s); grand(s)-parent(s); personne(s) vulnérable(s); âge; senior(s); générations; Covid-19; covid-19; Coronavirus; boomer(s); vieux; vieilles; résidence, CHSLD.
  -

How did the pandemic exarcebate ageism?

| Profile of older adults	Nunmber of citations (171)	Pourcentage
Vulnerable	**41**	**24%**
Alone, lonely	20	12%
Death	18	11%
Grandparent, grandmother, grandfather	13	8%
Dependent, Non-autonomous	10	6%
Sick	10	6%
Old	5	3%
Obsolete - Old fashioned	3	2%
At risk	25	14%
Independent, Autonomous	11	6%
Knowledgeable, history holder	6	2%
Active, healthy	4	4%
Resilient	3	3%
Tech Savy	2	1%

How did the pandemic exarcebate ageism?

Where do older adults stand as per the fight against the virus?	(41 articles in total)	Percentage
People for whom we fight for (lockdown, restrictive measures, sacrifice)	**35**	**85%**
Both	5	12%
People that are part of the fight	1	2%

Countering Ageism

▶ **Intergoup Contact Theory** (Allport, 1954): intergroup contact theory is a key factor in decreasing prejudice.

  ▶ *Contact*: decreases uncertainty and increases familiarity with outgroup members.

▶ Intergroup Contact Theory has mostly been tested as relates to gender and cultural stereotypes but less so for the case of age-based stereotypes.
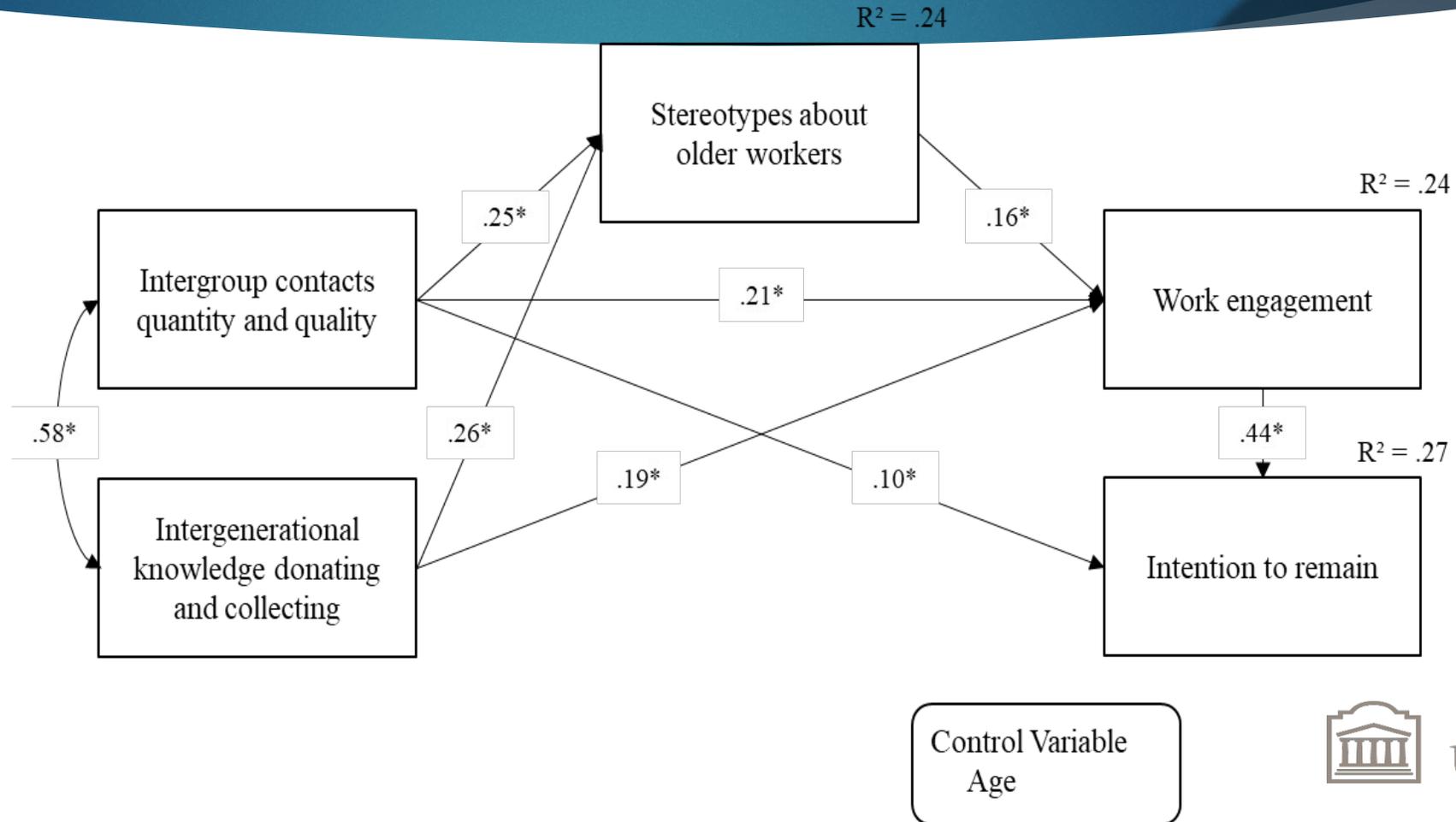
Lagacé, Van de Beeck & Firzly, 2019

Study 1: N = 415 workers
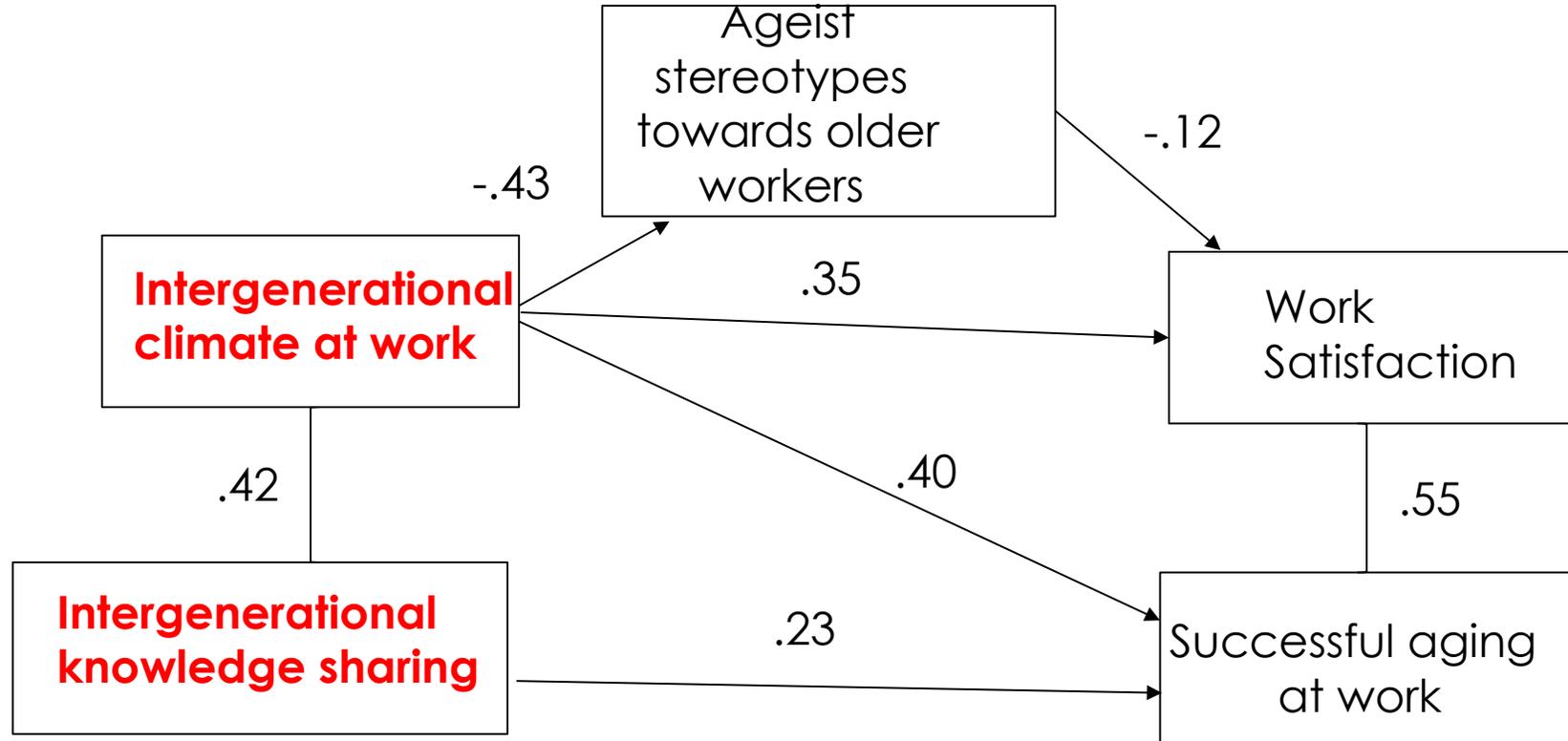
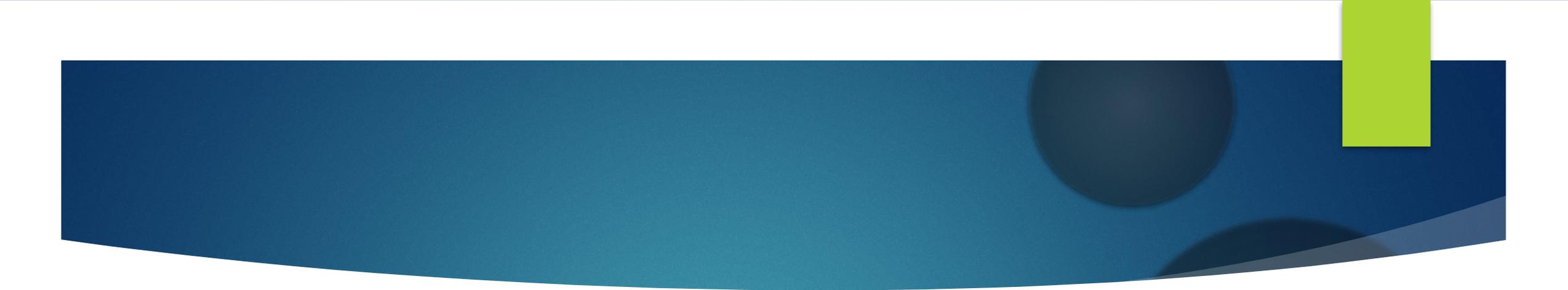. Final path diagram and hypotheses testing. Model fit. χ2 (3) = 3.419; RMSEA = .018;
CFI = .999; TLI = .997.Note. RMSEA = root mean square error of approximation;
CFI = comparative fit index; TLI = Tucker Lewis Index.*p < .01.

Countering Ageism

Study 2: N = 603 workers[1]

THANK YOU!

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