

Centre for Policy on Ageing  
Information Service

Selected Readings

**Attitudes to Ageing and  
Older Age**

January 2012

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## Centre for Policy on Ageing

28 Great Tower Street London EC3R 5AT  
Telephone +44 (0)20 7553 6500 Facsimile +44 (0)20 7553 6501  
Email [cpa@cpa.org.uk](mailto:cpa@cpa.org.uk) Website [www.cpa.org.uk](http://www.cpa.org.uk)

2011

Coming of age: 'ageing is not a policy problem to be solved...'; by Louise Bazalgette, John Holden, Philip Tew, Nick Hubble, Jago Morrison, Demos.: Demos, 2011, 203 pp.

Britain's ageing population is often described as a demographic time-bomb, and there is a tendency to view ageing as a policy problem to be solved. This report aims to refute this view - on the contrary, ageing is a unique experience for each individual which varies according to personal experience and outlook. Indeed for many people, growing older can be a very positive experience. Drawing on the Mass Observation project, one of the longest-running longitudinal life-writing projects in the world, the report aims to compare and contrast policy approaches with real individuals' lived experiences of growing old. Five specific policy areas are considered in detail, namely work and finances; housing and independence; health and social care; retirement and 'active ageing'; and end of life. A number of policy directions are then outlined aimed at supporting older people. These include flexible jobs for older workers; reducing complexity in the state pensions system and tackling poverty; better targeting of winter fuel payments; a diversity of service provision to support 'active ageing'; and a Big Society approach to service delivery. (JL)

Price: £10.00

From : Download report: [http://www.demos.co.uk/files/Coming\\_of\\_Age\\_-\\_web.pdf?1302099024](http://www.demos.co.uk/files/Coming_of_Age_-_web.pdf?1302099024)

Community-dwelling older adults' contextual experiencing of humour; by Thecla Damianakis, Elsa Marziali.

Ageing and Society, vol 31, part 1, January 2011, pp 110-124.

The purpose of this exploratory study, from Canada, was to examine ways in which older adults in the community express and experience humour. The analysis of older adults' narratives about their day-to-day lives yielded four types of experienced humour: affiliative, self-enhancing, self-defeating, and authentic. Within an inter-personal context, expressing and appreciating humour contributed to sustaining positive social connections. The use of authentic humour and being able to laugh at oneself and life's uncontrollable circumstances appeared to support a positive sense of self and was adaptive for coping with the inevitable losses that accompany the ageing process, eg. declining health. Suggests that humour expression and appreciation may play an important role in managing the ageing process in ways that are adaptive especially in inter-personal contexts. Health care providers in both community and institutional settings need to be made aware of the benefits for older adults of experiencing humour in different life contexts. (JL)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/aso>

'I live for today': a qualitative study investigating older people's attitudes to advance planning; by Kritika Samsi, Jill Manthorpe.

Health and Social Care in the Community, vol 19, no 1, January 2011, pp 52-59.

The Mental Capacity Act 2005 (MCA) enables adults with capacity to make plans and decisions in advance. It allows them to arrange proxy decision-making and provides safeguards for those who might lose the capacity to make decisions in the future. This paper investigated the attitudes of 37 healthy older people about their views on documenting their decision-making preferences. Results indicated that most individuals had a personal preference towards planning, guided by personality, beliefs, living situation and the relevancy of planning to their situation. Financial plans and funeral arrangements were most common; health and social care plans least common. Housing and residential care were important for all. However, few participants had heard of the MCA. The family doctor was cited as trustworthy and a potential place to begin inquiries. Considering the onset of certain debilitating conditions encouraged participants to think about planning. The authors conclude that the study has implications for education campaigns that could potentially impact on older people who are interested in making plans but are unaware that legal safeguards and practical support are available. (JL)

ISSN: 09660410

From : <http://www.ingentaconnect.com/content/bsc/hsc>

'If I look old, I will be treated old': hair and later-life image dilemmas; by Richard Ward, Caroline Holland.

Ageing and Society, vol 31, part 2, February 2011, pp 288-307.

This paper considers the social symbolism of hair, how it is managed and styled in later life, and what attitudes to appearance in general and hairstyling in particular reveal about ageism in contemporary culture. The study draws on findings from a two-year participative study of age discrimination in the United Kingdom, the Research on Age Discrimination (RoAD) project. Using data collected by qualitative methods it explores narratives of image and appearance related to hair and associated social responses. In particular it focuses on older people's accounts of the dual processes of the production of an image and consumption of a service with reference to hairdressing - and the dilemmas these pose in later life. The findings are considered in the context of the emerging debate on the ageing body. The discussion underlines how the bodies of older people are central

to their experience of discrimination and social marginalisation, and examines the relevance of the body and embodiment to the debate on discrimination. A case is made for further scrutiny of the significance of hairdressing to the lives of older people and for the need to challenge the assumption that everyday aspects of daily life are irrelevant to the policies and interventions that counter age discrimination and promote equality. (JL)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/aso>

The living dead?: the construction of people with Alzheimer's disease as zombies; by Susan M. Behuniac. *Ageing and Society*, vol 31, part 1, January 2011, pp 70-92.

Current literature shows how both Alzheimer's disease (AD), and the people that suffer from it, have been stigmatised. Suggests that the stigma surrounding AD is of a specific type - dehumanisation based on disgust and fear. While blame for negative perceptions of people with AD has been placed on the biomedical understanding of dementia, strong negative emotional responses are also reinforced by the social construction of people with Alzheimer's as zombies. Seven specific ways that the zombie metaphor is referenced in both the scholarly and popular literature on Alzheimer's are identified, namely: appearance, loss of self, inability to recognise others, cannibalism, epidemic proportions, cultural terror and disgust, and the idea that death is preferable. This common referencing of zombies is significant as it pervades the social discourse about Alzheimer's with a politics of revulsion and fear that separates and marginalises those with the disease. Concludes that by recognising the power of this zombie label, its negative impact can be addressed through an emphasis of connectedness, commonality, and inter-dependency. (JL)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/aso>

## 2010

Attitudes to ageing and expectations for filial piety across Chinese and British cultures: a pilot exploratory evaluation; by Ken Laidlaw, DaHua Wang, Claudia Coelho (et al.): Taylor & Francis, April 2010, pp 283-292.

*Aging & Mental Health*, vol 14, no 3, April 2010, pp 283-292.

Filial piety (FP) is a central theme in Asian culture and is seen as care for one's parents as part of a traditional concept of Confucianism. Older people may hold strong expectations for FP from their children. Attitudes towards the experience of ageing may be influenced by how far one perceives their expectations to be met. A cross-sectional evaluation of expectation for FP and attitudes to ageing was undertaken in three different cultural groups: older Chinese immigrants living in the UK, Chinese older people living in Beijing, and Scottish older people living in Scotland. There were significant differences between the three cultural groups on a standardized measure of attitudes to ageing on psychosocial loss,  $F(2, 127) = 28.20$ ,  $p = 0.0005$  and physical change,  $F(2, 127) = 67.60$ ,  $p = 0.0005$  domains of attitudes to ageing. With expectations for FP, the UK-born participants evidenced lower expectations than the two Chinese groups, who were very similar in their levels of expectation,  $F(2, 127) = 10.92$ ,  $p = 0.0005$ . The study was the first of its kind to consider attitudes to ageing and expectations for FP across three cultural groups. Overall, an interesting pattern of results emerged, suggesting that both Chinese groups remain invested in the concept of FP, whereas the UK sample was not. In contrast, however, the Chinese immigrants and the UK participants were more similar in reporting attitudes to ageing than the Chinese participants who were more likely to endorse a loss-deficit view of ageing. (KJ/RH)

ISSN: 13607863

From : [http://www.informaworld.com/CAMHDOI: 10.1080/13607860903483060](http://www.informaworld.com/CAMHDOI:10.1080/13607860903483060)

Cross-cultural comparison between academic and lay views of healthy ageing: a literature review; by Li-Wen Hung, G I J M Kempen, N K de Vries.

*Ageing and Society*, vol 30, part 8, November 2010, pp 1373-1391.

The aim of this study is to specify the concept of 'healthy ageing' from both western and non-western cultural perspectives, and to compare the views of academics and lay older people. 34 published peer-reviewed full papers in English and Chinese (traditional characters) were identified using electronic database searches. The key components of their definitions of healthy ageing were extracted and categorised into 12 domains. The results show that, in general, lay definitions (as described in 11 studies) included more domains (independency, family, adaptation, financial security, personal growth, and spirituality) and more diversity in the healthy ageing concept than academic views (which tend to focus more on physical and mental health and social functioning in later life). Certain domains were valued differently across cultures. As shown in previous studies, the findings affirm that healthy ageing is a multi-dimensional and complex concept, and that there are substantial differences in different cultures. Moreover, it was found that there are pronounced variations in the conceptualisation of healthy ageing as between academic and older lay people. Generally, older lay people perceive healthy ageing

more broadly than the maintenance of physical, mental and social functioning. The authors suggest that academic researchers should integrate the more holistic perspectives of older lay people and cultural diversity into the classical 'physical-mental-social' healthy ageing concept. (RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/aso> doi: 10.1017/S0144686X10000589

Digging for (G)old: a film about the contribution of older Londoners; by Age Concern London - ACL. London: Age Concern London - ACL, 2010, DVD (45 mins).

Digging for (G)old is a documentary film celebrating the success of older Londoners. It challenges the common media and political representation of older people and highlights the energy, skills and knowledge older Londoners share in our communities. Age Concern London commissioned professional film-maker Ivan Riches to work with ACL campaign volunteer Sally de Sousa to show how volunteering can transform older people's lives. The film also shows that dedication to volunteering in later life has many benefits to the lives of the volunteers, helping them to remain active and with a sense of purpose. The film is divided into eight chapters but runs continuously for 45 minutes. The making of it was lottery funded. (KJ/RH)

From : Age Concern London: [general@aclondon.org.uk](mailto:general@aclondon.org.uk)

'Help me! I'm old!': How negative aging stereotypes create dependency among older adults; by Geneviève Coudin, Theodore Alexopoulos.: Taylor & Francis, July 2010, pp 516-523.

Ageing & Mental Health, vol 14, no 5, July 2010, pp 516-523.

This study examined the effects of negative ageing stereotypes on self-reported loneliness, risk-taking, subjective health, and help-seeking behaviour in a French sample of older adults. The aim was to show the detrimental effects of negative ageing stereotypes on older adults' self-evaluations and behaviours, therefore contributing to the explanations of the iatrogenic effect of social environments that increase dependency (e.g. health care institutions). In the first experiment conducted on 57 older adults, the authors explored the effects of positive, neutral, or negative stereotype activation on the feeling of loneliness and risk taking decision. The second experiment (n = 60) examined the impact of stereotype activation on subjective health, self-reported extraversion as well as on a genuine help-seeking behaviour, by allowing participants to ask for the experimenter's help while completing a task. As predicted, negative stereotype activation resulted in lower levels of risk taking, subjective health and extraversion, and in higher feelings of loneliness and a more frequent help-seeking behaviour. These findings suggest that the mere activation of negative stereotypes can have broad and deleterious effects on older individuals' self-evaluation and functioning, which in turn may contribute to the often observed dependency among older people. (KJ/RH)

ISSN: 13607863

From : [http://www.informaworld.com/CAMHDOI: 10.1080/13607861003713182](http://www.informaworld.com/CAMHDOI:10.1080/13607861003713182)

Medical and psychology students' knowledge and attitudes regarding aging and sexuality; by Rachel J Snyder, Richard A Zweig.

Gerontology & Geriatrics Education, vol 31, no 3, 2010, pp 235-255.

The current study surveys medical and doctoral psychology students (N = 100) from an urban northeastern university regarding knowledge and attitudes toward elderly sexuality and ageing using the Facts on Aging Quiz, the Aging Sexuality Knowledge and Attitudes Scale, and measures of interest in gerontology, academic/clinical exposure to ageing and sexuality, and contact with elders. The current study found that psychology students demonstrated greater ageing knowledge than medical students; however, both groups showed gaps in knowledge about sexuality. Married students had greater academic/clinical exposure and greater knowledge about ageing but less permissive attitudes toward elderly sexuality. Generally, knowledge about ageing was the strongest correlate of knowledge about sexuality. Level of knowledge about sexuality was not associated with attitudes. Attitudes toward sexuality and ageing may be more strongly tied to demographic variables reflective of religious beliefs or adherence to sociocultural norms. (KJ)

ISSN: 02701960

From : Taylor & Francis Group, 325 Chestnut Street, Philadelphia, PA 19106, USA.

[http://www.taylorandfrancis.comDOI: 10.1080/02701960.2010.503132](http://www.taylorandfrancis.comDOI:10.1080/02701960.2010.503132)

Older women's body image: a lifecourse perspective; by Toni Lieghty, Careen M Yarnal.

Ageing and Society, vol 30, part 7, October 2010, pp 1197-1218.

Body-image research has focused on younger women and girls, and tended to ignore women in later life, although recent studies have called for more research into the body image of older women, particularly from a lifecourse perspective. The lifecourse perspective can address the complexity of body image, by identifying personal and/or environmental factors that shape body image and the trajectories of body image across the lifecourse. Accordingly, the purpose of the study reported in this paper was to explore older women's body

image using a lifecourse perspective. The authors conducted individual interviews and follow-up focus groups with 13 women aged 60-69 years, all of them resident in a United States non-metropolitan county (its largest town having a population of 38,420) and having lived in the country for more than 30 years. The findings highlight the influence of inter-personal relationships (e.g. with a spouse or parent), the macro-environment (e.g. media or community attitudes) and key life events (e.g. physiological changes or educational experiences) that shaped body image at various life stages. In addition, the findings demonstrate that as women age, they de-prioritise appearance in favour of health or internal characteristics. Finally, the findings highlight the complexity of body image as a construct, which includes attitudes toward appearance, evaluations of health and physical ability, and assessments of appearance. (KJ/DP)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/asodoi:10.1017/S0144686X10000346>

The predicament of time near the end of life: time perspective trajectories of life satisfaction among the old-old; by Yuval Palgi, Dov Shmotkin.: Taylor & Francis, July 2010, pp 577-586.

*Aging & Mental Health*, vol 14, no 5, July 2010, pp 577-586.

The present study investigated time perspective in old-old age as embodied in trajectories of life satisfaction ratings that individuals attribute to their past, present, and anticipated future. The authors hypothesized that these trajectories represent diverse strategies of coping with old age with a sample of 164 participants (mean age 91.9, SD = 4.3) who survived the third wave of the Cross-sectional and Longitudinal Ageing Study (CALAS) in Israel. The findings indicate four groups: three with distinctive trajectories of life satisfaction - equilibrated, descending, and no-future, along with an unreported trajectory group. The equilibrated trajectory group exhibited the highest functioning on central markers of adaptation (indicating depressive symptoms, self-rated health, and physical performance). The descending and the no-future trajectories were found to be moderately effective strategies. The unreported trajectory presented the lowest level of functioning. The findings revealed the adaptive roles of time-related perspective on life in old-old people. This perspective reflects a variety of rudimentary trajectories that constitute a time-based module of well-being along the continuum of one's life story. The study suggests that the diverse trajectories relate to essential domains of functioning. Practitioners and therapists may profit from assessing the time perspective of the old-old and directing it into more adaptive trajectories. (KJ/RH)

ISSN: 13607863

From : <http://www.informaworld.com/CAMHDOI:10.1080/13607860903483086>

Reflection on life experience as an aid to deeper learning; by Sally Roberts, Daniel Fitzpatrick (et al).

*Nursing Older People*, vol 22, no 10, December 2010, pp 33-37.

Examines the rationale for a four-week life experience placement for nursing students developed at the school of community and health sciences at the City University, London. The authors describe how students' perceptions of old age were challenged by listening to an older person's life history and observing older people in groups and in the community. Nursing student Daniel Fitzpatrick reflects on his experience of undertaking the placement in relation to his own feelings and expectations of old age. (JL)

ISSN: 14720795

From : <http://www.nursingolderpeople.co.uk>

Reflections of men and women in advanced old age on being the other sex; by Lena Aléx, Berit Lundman, Anne Hammarström.

*Ageing and Society*, vol 30, part 2, February 2010, pp 193-206.

The study reported in this paper is part of the Umeå 85+ project in Sweden. The aim was to investigate gender perspectives among 'the oldest old', by asking men and women in advanced old age living in a sparsely populated area of northern Sweden to reflect on how life might have been if they had been born the other sex. Thematic narratives from nine men and seven women were analysed using qualitative content analysis. The content of these narratives was resolved into eight categories in two domains, respectively men's and women's reflections about being born the opposite sex. The narratives of both the men and women indicated that they were satisfied with their actual birth sex. The men were aware that if they had been born female, they would probably have experienced more hard work and had a more restricted life, and they were conscious of both women's relative powerlessness and their greater ability to manage and organise work within the home. The women's narratives described a femininity characterised by longing for a state of being unconcerned when young, and their narratives also displayed awareness of women's physical strength and that men's lives had also been hard. (KJ/RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/asodoi:10.1017/S0144686X09990377>

Shades of grey: to dye or not to dye one's hair in later life; by Laura Hurd Clarke, Alexandra Korotchenko. *Ageing and Society*, vol 30, part 6, August 2010, pp 1011-1026.

Older women's perceptions of grey, white and coloured hair is examined. Using data from in-depth interviews with 36 women aged 71-94 (mean age 79), the authors elucidate women's attitudes towards and reasons for dyeing or not dyeing their hair. The majority of the participants disparaged the appearance of grey hair, which they equated with ugliness, dependence, poor health, social disengagement and cultural invisibility. The women were particularly averse to their own grey hair, and many suggested that other women's grey hair was acceptable, if not attractive. At the same time, half of the women liked the look of snowy white hair, which they associated with attractiveness in later life as well as goodness and purity. While one-third of the women had begun to dye their hair in their youth so as to appear more fashionable, two-thirds continued to dye their hair later in life so as to mask their grey hair and their chronological age. The women suggested that they used hair dye to appear more youthful and to resist ageist stereotypes associated with older women. The authors discuss the findings in relation to previous research concerning older women's hair, the concept of doing gender, and theories pertaining to ageism. (RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/asodoi:10.1017/S0144686X1000036x>

Trading years for perfect health: Results from the Health and Retirement Study; by Liat Ayalon, Bellinda L King-Kallimanis.

*Journal of Aging and Health*, vol 22, no 8, December 2010, pp 1184-1197.

To evaluate the preferences of an ethnically diverse national sample of older Americans regarding length of life versus health quality. Methods used involved a time trade-off task administered as part of the 2002 wave of the (US) Health and Retirement Study. Results: Respondents equated 6.86 (SD = 3.46) years of perfect health with 10 years of life in imperfect health. Women and those who ranked their health less favourably were more likely to give up years of life for perfect health. Relative to Whites, Blacks were more willing to live longer in imperfect health. Those of lower levels of education were more likely to prefer 10 years of life in imperfect health. It would seem that there is wide variability in responses to the time trade-off task that is partially associated with self-rated health, gender, ethnicity, and education. (KJ)

ISSN: 08982643

From : <http://jah.sagepub.com/doi:10.1177/0898264310371980>

## 2009

Attitudes to age in Britain 2004-2008; by Dominic Abrams, Tiina Eilola, Hannah Swift, Department for Work and Pensions - DWP. London: Department for Work and Pensions - DWP, October 2009, 4 pp (DWP Research summary).

In the context of Britain's ageing population an important challenge is how to respond to people's assumptions and expectations about age and ageing. Attitudes to age can affect people of all ages, and involve people's views both of themselves and of others. These attitudes have important implications for individual well-being, for age equality and for social cohesion. Understanding attitudes to age is essential if we are to develop appropriate strategies for an ageing population. This research analysed evidence on attitudes to age in Britain between 2004 and 2008. The data are from over 6,000 respondents to a series of five nationally representative face-to-face interview surveys. Seven issues were examined: people's self-concept of how they identified age; perceptions of age prejudice; personal experiences of age discrimination; age stereotypes; ageing as a perceived threat; the expression of age prejudice; intergenerational closeness; and regional differences in describing age. This research summary outlines the key findings. The 164 pp full report (Research Report 599) is available to download from the website link given. (KJ/RH)

From : Website: <http://research.dwp.gov.uk/asd/asd5/rrs-index.asp> Paul Noakes, Commercial Support and Knowledge Management Team, 3rd Floor, Caxton House, Tothill Street, London SW1H 9NA.

Attitudes to age in Britain 2004-2008: a report of research carried out by the Centre for the Study of Group Processes, Department of Psychology, University of Kent on behalf of the Department for Work and Pensions; by Dominic Abrams, Tiina Eilola, Hannah Swift, Department for Work and Pensions - DWP; Centre for the Study of Group Processes - CSGP, University of Kent. London: Department for Work and Pensions - DWP, October 2009, 164 pp (Department for Work and Pensions Research report 599).

In the context of Britain's ageing population an important challenge is how to respond to people's assumptions and expectations about age and ageing. Attitudes to age can affect people of all ages, and involve people's views both of themselves and of others. These attitudes have important implications for individual well-being, for age equality and for social cohesion. Understanding attitudes to age is essential if we are to develop appropriate strategies for an ageing population. The evidence for this research comes from five national surveys (with a total

of over 6,000 respondents) sponsored by Age Concern England (ACE) in 2004, 2006 and 2008, and by the Women and Equality Unit in 2005. These involved using in-home (Computer Assisted Personal Interviewing, CAPI) interviews with representative samples of between 1,000 and 2,000 people aged 15 years and over (except 2008, which sampled 500 people). This report presents the evidence and findings on the issues examined: age self-categorisation; perceived age prejudice; experiences of discrimination; age stereotypes; ageing as a perceived threat; the expression of age prejudice; intergenerational closeness; and regional differences in describing age. The authors highlight the implications of their findings for successful implementation of policy strategies in respect of individuals, families, business, public services and communities. (RH)

From : Website: <http://research.dwp.gov.uk/asd/asd5/rrs-index.asp> Paul Noakes, Commercial Support and Knowledge Management Team, 3rd Floor, Caxton House, Tothill Street, London SW1H 9NA.

Attitudes to aging: a comparison of obituaries in Canada and the UK; by Ruth E Hubbard, Eamonn M P Eeles, Sherri Fay (et al).

*International Psychogeriatrics*, vol 21, no 4, August 2009, pp 787-792.

Populations worldwide are ageing and the overall prevalence of dementia at death is now 30%. Since the contemporary social impact of a disease is indicated by the frequency of its newspaper coverage and since obituary notices illuminate conceptions of death, the authors hypothesised that obituary notices placed by families would reflect societal attitudes to ageing and dementia. A critical discourse analysis of 799 obituaries in representative national and local newspapers in Canada and the UK found that chronological age, suggested donations in memory of the deceased, and donations to dementia charities were each included in significantly more obituaries in Canadian newspapers than in UK ones. Military service was explicit for significantly more men aged 80+ in Canada compared to the UK (41% versus 4%). Of the donations to medical charities, nearly half (117) were to cancer charities, and one-fifth (54) to heart and stroke foundations. In the UK, obituaries for those aged 70+ were more likely to recommend donations to children's charities (12), or the Royal National Lifeboat Institution (8) than dementia charities (7). Donations to dementia charities were significantly more common in obituaries in Canada than in the UK. In both countries, donations to medical charities did not reflect disease prevalence or impact to the individual. Societal attitudes in the UK may be impacted by the fragmentation of ageing research and antipathy to geriatric medicine in the national medical press. (RH)

ISSN: 10416102

From : <http://www.journals.cambridge.org/ipg>

The beliefs and attitudes of physiotherapy students in Scotland toward older people; by Jennifer Duthie, Marie Donaghy.: The Haworth Medical Press, imprint of Informa healthcare, 2009, pp 245-266.

*Physical & Occupational Therapy in Geriatrics*, vol 27, no 3, 2009, pp 245-266.

The beliefs and attitudes of physiotherapists or physiotherapy students toward older people are poorly represented in the literature, with several authors highlighting the importance of pre-registration education in determining attitudes of healthcare staff. This study investigated and compared first and fourth year undergraduate physiotherapy students' beliefs and attitudes toward older people and explored if any association existed between student characteristics and attitudes. A convenience sample of 175 students completed a questionnaire. Students' attitudes toward older people were found to be mainly neutral or positive, but some differences were found between first and fourth year students' attitudes and ageist tendencies were detected in some students. Previous contact with fit, healthy older people and teaching specifically about the needs of older people had a positive effect on attitudes. Students described "a person over 70" using mainly negative stereotypical traits, but envisaged themselves at 70 more positively. However the data in relation to this component of the questionnaire have only face validity. This study serves as an important preliminary study of physiotherapy students' beliefs and attitudes toward older people. Further research employing longitudinal, multi-method approaches to explore pre- and post-relevant teaching and placement experiences would be useful. (KJ/RH)

ISSN: 02703181

From : <http://informahealthcare.com/loi/pogdoi:10.1080/02703180802430328>

Body image and self-esteem in older adulthood; by Lucie Baker, Eyal Gringart.

*Ageing and Society*, vol 29, part 6, August 2009, pp 977-996.

Given global population ageing and the fact that Australia is experiencing a significant increase in the proportion of older adults in its population, research into ageing issues has become a national priority. Whilst body image and self-esteem have been empirically linked, the relationship among older adults has been neglected. This study investigated several body-image variables and their relationship to self-esteem in a sample of 148 men and women aged 65-85 years who were living independently in the Perth Metropolitan Area of Western Australia. They completed the 'Rosenberg Self-Esteem Scale' and the 'Multi-dimensional Body-self

Relations Questionnaire'. The results indicated, contrary to a common misconception, that body-image concerns are significant to self-esteem in older adulthood, but that these vary by age and gender. Whilst women appear to develop various strategies to counter the effects of ageing, men seem to be more negatively affected, particularly in relation to body functioning. The findings shed light on the meaning of body image in older adulthood. A better understanding of the meaning of body image, of the factors that influence the meaning, and of how these relate to older adults' self-esteem may help older adults develop a positive body image that will contribute to psycho-social strengths and enhance their quality of life. (KJ/RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/aso>

The consistency of definitions of successful aging provided by older men: the Manitoba Follow-up Study; by Robert B Tate, Brenda L Loewen, Dennis J Bayomi (et al).

Canadian Journal on Aging, vol 28, no 4, December 2009, pp 315-322.

In the absence of a universally agreed-upon definition of successful ageing, researchers increasingly look to older adults for layperson views of ageing and definitions of successful ageing. To use lay definitions in studies of ageing, however, researchers must address the definitions' consistency. In 2004, surviving members of the Manitoba Follow-up Study male cohort (mean age: 83 years) were asked twice for their definition of successful ageing. A consistency category was assigned based on the similarity of themes in each of 654 pairs of definitions. At least half of the main themes were similar in 70 per cent of the definition pairs; 80 per cent of respondents repeated at least one theme. Positive or negative health events in the four-week interval between definitions and specific respondents' characteristics did not vary across consistency categories. This evidence for consistency supports our continued reliance on lay definitions of successful ageing. (KJ/RH)

ISSN: 07149808

From : <http://www.journals.cambridge.org/cjg>

The construction of multiple identities in elderly narrators' stories; by Neal R Norrick.

Ageing and Society, vol 29, part 6, August 2009, pp 903-928.

Older storytellers are often at pains to represent multiple past identities even within the scope of a single account. Some of these identities may be incompatible, as when the teenage hell-raiser straightens out to become the perfect homemaker, and then after her husband dies becomes a successful business woman. Retrospective reassessment follows from long and varied experience, and hence becomes a natural resource for storytellers old enough to have had the time to re-evaluate events. Further, comments about people and places from the past automatically force a shift between the telling frame and the narrative frame; they create the impression that the teller's present identity is not representative of all aspects of the narrator's projected identity. In addition, older narrators insert others' perspectives into their stories, as when a widow explicitly introduces the perspective of her deceased husband into a story in progress. Older tellers convey multiple identities beyond what they project, and their listeners form opinions of them based both on what they reveal about their pasts and how they reflect on them from their current perspectives, and this also results in the construction of multiple, and on occasion, conflicting identities. This article reports on an analysis of such discourse practices in stories told about themselves by people aged 80 or more years living in Indiana. (KJ/RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/aso>

Dealing with life changes: humour in painful self-disclosures by elderly Japanese women; by Yoshiko Matsumoto.

Ageing and Society, vol 29, part 6, August 2009, pp 929-952.

This paper examines the ways in which older people depict verbally the life changes that accompany old age. It reports a study of Japanese older women's casual conversations with their friends, during which they talked about their husbands' deaths and illnesses. A frequently observed discourse practice among old people is 'painful self-disclosure' (PSD), in which unhappy personal information on one's ill health, immobility or bereavement is revealed and speakers describe themselves using negative stereotypes of old age. During the observed conversations, however, the PSD accounts were frequently accompanied by humour and laughter. This paper examines the complex structure of PSDs. To exemplify, a simple statement of death and illness given early in a conversation is later elaborated with descriptions of unremarkable domestic events, e.g. complaints about the husband's behaviour. Through shifting the frame of the narrative to quotidian normality, these older speakers convert painful life events to everyday matters that they can laugh about. Furthermore, it was found that the humour is sustained through interactions during which the hearers often laughed with the speaker. The study suggests that the disclosure of age-related negative experiences is not necessarily uniformly gloomy, but rather is combined with expressions of personal and social identities, and is nuanced and modulated through a complex resolution of the speaker's intentions and social expectations. (KJ/RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/aso>

From 'the thing to do' to 'defying the ravages of age': older women reflect on the use of lipstick; by Laura Hurd Clarke, Andrea Bundon.

Journal of Women & Aging, vol 21, no 3, 2009, pp 198-212.

Using data from in-depth interviews with 36 women, aged 71 to 93, this paper examines older women's use of lipstick. The most ubiquitously used cosmetic by the women interviewed, lipstick was a taken-for-granted practice in the women's performance of gender. In the women's youth, the performance of gender through lipstick usage was related to rebellion and peer acceptance. In contrast, the use of lipstick in later life was related to the maintenance of an attractive and respectable appearance. The researchers discuss their findings in light of interpretative feminist theorising concerning beauty work, doing gender, and the presentation of self. (KJ/RH)

ISSN: 08952841

From : Taylor & Francis Group, 325 Chestnut Street, Philadelphia, PA 19106, USA. email: [haworthpress@taylorandfrancis.com](mailto:haworthpress@taylorandfrancis.com)([www.taylorandfrancis.com](http://www.taylorandfrancis.com))

Happy, stable and contented: accomplished ageing in the imagined futures of young New Zealanders; by Lesley G Patterson, Katherine E Forbes, Robin M Peace.

Ageing and Society, vol 29, part 3, April 2009, pp 431-454.

In imagining how their lives might turn out, 100 young New Zealanders aged between 16 and 18 years wrote descriptions of their future lifecourse. Their descriptions of themselves at the nominal age of 80 years form the basis of the research reported in this paper. For these young people, ageing and old age are understood as accomplishments in the context of an imagined lifecourse. They see personal ageing as shaped by a common temporal ordering of life events that ensures material security, financial success and an enduring intimate relationship. In imagining themselves aged 80 years, three key themes that constitute a discourse of 'accomplished ageing' were identified: the experience of old age would be contingent on achievements throughout the lifecourse; old age would be a time for harvest; and while people may look old they can continue to 'be' young. Although their images of bodily appearance included some negative stereotypes of old age, appearance and bodily function were understood as amenable to life-long self-management. The young people imagined themselves as life-long active agents, and framed a positive image and homogeneous social identity for older people. The 'accomplished ageing' discourse has implications for how ageing is understood by young people. In particular, the social identity that accomplished ageing implies may shape how they relate to those who do not accomplish ageing in the imagined optimistic and homogeneous way. (KJ/RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/aso>

Media takes : on aging: styleguide for journalism, entertainment and advertising; by Nicole S Dahmen, Raluca Cozma (eds), International Longevity Center, USA (ILC-USA); Aging Services of California.: Electronic format only, 2009, 56 pp.

Older people have the right to fair and accurate portrayal of their stories and their issues. This media style guide outlines the ageist depiction of older adults in the United States. It makes recommendations and suggests information sources for those involved in journalism, entertainment and advertising on how they can portray ageing accurately, thereby combating the use of ageist stereotypes. (RH)

From : <http://www.aging.org/files/public/Media.Takes.book.pdf>

Older adults' perceptions of mentally ill older adults; by Alicia K Webb, Joy M Jacobs-Lawson, Erin L Waddell (et al).: Taylor & Francis, November 2009, pp 838-846.

Ageing & Mental Health, vol 13, no 6, November 2009, pp 838-846.

Many mentally ill older adults are stigmatised, which reduces quality of life and discourages help-seeking. This study's goal was to identify factors associated with stigma. 101 community-dwelling older adults were asked to indicate their attitudes toward and reactions to three hypothetical older women with depression, anxiety, or schizophrenia. The results suggest that schizophrenic persons are viewed as most dangerous and dependent, while anxious persons are seen as most responsible for their illness. Age, gender, and educational level of participants were associated with desired social distance and differing perceptions of the hypothetical persons. These findings can be used to improve educational efforts that seek to reduce the stigma associated with mental illness in older adults. (KJ/RH)

ISSN: 13607863

From : <http://www.informaworld.com/CAMH>

Older women and cosmetic tattooing experiences; by Myrna L Armstrong, Jana C Saunders, Alden E Roberts. *Journal of Women & Aging*, vol 21, no 3, 2009, pp 186-197.

Ageing for older women in the 21st century is more than medical issues. In this American study, 62 women (ages 51-81+) obtained a total of 97 permanent makeup procedures. Procurement cues included self-improvement and friend's appearance, consistent with internal, external, and appearance perspectives of body image. Poor eyesight was also of concern (14 or 23%). Actual benefits included saving makeup time and money (external), while achieving personal goals (internal). This study seems to confirm that for these older women, body image remains important, especially qualities of the face. They did not shed their internal, external, nor appearance concerns associated with body image, as they aged. (KJ/RH)

ISSN: 08952841

From : Taylor & Francis Group, 325 Chestnut Street, Philadelphia, PA 19106, USA. email: haworthpress@taylorandfrancis.com(www.taylorandfrancis.com)

Older women and suntanning: the negotiation of health and appearance risks; by Laura Hurd Clarke, Alexandra Korotchenko.

*Sociology of Health & Illness*, vol 31, no 5, July 2009, pp 748-761.

This Canadian paper examines older women's experiences and perceptions of sunbathing, sun avoidance, and suntanned appearances. Using data from in-depth interviews with 36 women aged 71 to 94, the authors elucidate the motivations behind the women's sunbathing practices. Specifically, they explore how the women responded to the health and appearance risks associated with exposure to and avoidance of ultraviolet radiation as well as extant feminine beauty norms. The majority of women put their experiences of sunbathing in an emergent historical context. Although most of the women suggested that suntanned appearances were indicative of health and beauty, sunbathers tended to downplay their health risks by distancing themselves from those they considered to be most at risk, namely tanning bed users and individuals who acquired overly dark suntans. Sunbathers also emphasised the benefits of sun exposure for adequate vitamin D absorption. In contrast, the women who did not suntan tended to have experienced negative health and appearance consequences from their past sunbathing practices. Thus, these women emphasised the importance of future health over immediate appearance dividends. The findings are discussed in relation to the extant research on suntanning and the literature pertaining to health, risk, and beauty work. (KJ/RH)

ISSN: 01419889

From : <http://www.blackwellpublishing.com>

Racial-ethnic differences in subjective survival expectations for the retirement years; by Jennifer Roebuck Bulanda, Zhenmei Zhang.

*Research on Aging*, vol 31, no 6, November 2009, pp 688-709.

Previous research finds a race anomaly in subjective life expectancy, such that Blacks expect to live longer than Whites, even though their actual life expectancy is lower, but it does not include other racial-ethnic groups. Using data from the 1998 (US) Health and Retirement Study (n = 8,077), the authors find that the race anomaly in subjective survival expectations can be extended to Mexican Americans. Mexican Americans, regardless of their nativity, expect a lower chance of living to ages 75 and 85 than do Whites net of age and gender, even though their actual life expectancy is higher. In addition, foreign-born Mexican Americans expect a lower chance of survival to older ages than native-born Mexican Americans, which is also the opposite of actual mortality patterns. The authors also find that education and wealth interact with race and ethnicity to influence subjective survival expectations. (KJ/RH)

ISSN: 01640275

From : <http://roa.sagepub.com>

Running head: wisdom and wrinkles: [wisdom and ageing]; by Sarah Ainsworth, Susan Bluck, Jacqueline Baron.

*Signpost*, vol 13, no 3, February 2009, pp 20-23.

Three researchers from the Life Story Lab, University of Florida ([www.psych.ufl.edu/lifestorylab/](http://www.psych.ufl.edu/lifestorylab/)) describe how their work on the wisdom of experience builds on the research of those who have attempted to quantify "how much" wisdom people have at different ages. They consider how having a wide range of positive and negative life experiences and facing life challenges is fundamental to the development of wisdom. (RH)

ISSN: 13684345

From : <http://www.signpostjournal.org.uk>

Students' attitudes toward older people: a cross-cultural comparison; by Xiaoping Lin, Christina Bryant.: Routledge, 2009, pp 411-424.

Journal of Intergenerational Relationships, vol 7, no 4, 2009, pp 411-424.

There is a popular belief that attitudes toward older people are predominantly negative in Western cultures and positive in Eastern cultures. In the light of social and cultural change in these cultures, it is timely to investigate whether this belief still holds true. The study also explores an often-ignored feature of cultural differences in these attitudes, namely, that attitudes toward older people are mixed phenomena in both cultures. The study uses a cross-group research design. 65 undergraduates (31 Western and 35 Eastern) completed the Fraboni Scale of Ageism (FSA) administered on computers. It found that attitudes toward older people were generally positive in both cultures and did not support the first hypothesis that attitudes toward older people would be predominantly negative in Western cultures and positive in Eastern cultures. However, as predicted, attitudes toward older people were mixed in both cultures. This study highlights the similarity in attitudes toward older people across cultures, and argues that future studies need to be encouraged to pay more attention to positive attitudes. (KJ/RH)

ISSN: 15350770

From : <http://www.tandf.co.uk/journals>

Time, the body and the reversibility of ageing: commodifying the decade; by Justine Coupland.

Ageing and Society, vol 29, part 6, August 2009, pp 953-976.

Contemporary popular culture proposes new ideological associations between time, ageing, the body and personal identity projects. In a range of magazine texts, television shows and associated websites, several commercialised discourses equate ageing, and women's ageing in particular, with the 'look' of ageing. They project a version of personal ageing that is reversible and repairable, on the presumption that looking younger is universally a desirable goal and one that can be reached through regimes of control operating on skin, body shape and weight, hair and clothing. Different moral stances are established in these discourses. One set offers magazine readers putative control over acknowledged risks and threats deemed inherent to ageing. Such texts invoke personal responsibility for maintaining and indeed for reclaiming a youthful appearance in middle and old age. Another set shames and vilifies people who 'look older than they should.' In those cases, visible ageing needs to be urgently dealt with, on the gerontophobic assumption that the look of ageing renders the individual progressively less socially desirable or even less acceptable. Different frames of mediation, such as the keying of personal censure and humiliation as play, complicate the moral critique of these discourses, even though their ageist orientations are often stark. The decade is constructed as an important unit of bodily ageing, when the target is to look or in some ways to be 'ten years younger.' (KJ/RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/aso>

Vocal point: what older people have told Help the Aged; by Rita Bharaj, Dan Emerson, Help the Aged. London: Help the Aged, 2009, 20 pp.

Help the Aged launched its Vocal Point initiative in August 2007, to enhance its knowledge of older people's issues and concerns, by finding out about the experiences of the "hard-to-reach" who have contacted the charity by letter, telephone, e-mail, or at its shops and clubs. This report presents a selection of personal testimonies on themes ranging across ageism, community and neighbourhood, housing, transport and mobility, consumer issues, education, finance, and health and social care. The evidence base is being used in campaigning work, which aims to combat poverty, reduce isolation, challenge neglect, defeat ageism, and prevent future deprivation. (RH)

From : Help the Aged, 207-221 Pentonville Road, London N1 9UZ. [www.helptheaged.org.uk](http://www.helptheaged.org.uk) Email: [info@helptheaged.org.uk](mailto:info@helptheaged.org.uk)

Writing about age, birthdays and the passage of time; by Bill Bytheway.

Ageing and Society, vol 29, part 6, August 2009, pp 883-902.

How do we experience ageing, how do we interpret changes in our lives, and what do we say about the passage of time? The aim of this paper is to present longitudinal evidence about the personal and social significance of birthdays in adult life and, in particular, how birthdays contribute to a sense of ageing. The primary source of data is the Mass-Observation Archive at the University of Sussex. Members of its panel of 'ordinary' people living in the United Kingdom were in 1990 invited to write anonymously about celebrations, and in 2002 they were invited to write more specifically on the topic of birthdays. A total of 120 accepted both invitations and 55 included accounts of their last birthday in both submissions. As a consequence, it is possible to compare what they wrote on the two occasions and how this reflects their unfolding experience and changing feelings about age. The analysis reveals the personal salience of the date of a birthday and of continuity in how birthdays are celebrated. Who remembers birthdays and who participates in their celebration reflect the generational structure

of families and age-related patterns of friendship. Birthdays are used to celebrate collective continuity more than individual change. (KJ/RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/aso>

## 2008

Body satisfaction and retirement satisfaction: the mediational role of subjective health; by Yannick Stephan, Evelyne Fouquereau, Anne Fernandez.: Taylor & Francis, May 2008, pp 374-381.

*Aging & Mental Health*, vol 12, no 3, May 2008, pp 374-381.

The crucial role of subjective health in retirement satisfaction has been highlighted in previous studies. However, it is likely that a retiree's health judgement mediates the influence of some variables on retirement satisfaction. This study hypothesised that body satisfaction, as an evaluated summary of the individual's somatic experiences, is positively related to retirement satisfaction through the mediation of subjective health. 256 retired French people were administered the French version of Retirement Satisfaction Inventory, and the Body Image Questionnaire (Bruchon-Schweitzer, 1987); subjective health was assessed by a single item on a Likert-type scale. Regression analysis demonstrated that body satisfaction was positively related to retirement satisfaction through the partial mediation of subjective health. This study highlights the contribution of somatic experiences on retirement satisfaction through their influence on retirees' health evaluation, and provides some additional insights into the determinants of life satisfaction in retirement. (RH)

ISSN: 13607863

From : <http://www.informaworld.com/CAMH>

Dementia and the screen test: [The depiction of Alzheimer's disease in the cinema or on the radio]; by Anita Campbell.

*Community Care*, issue 1712, 6 March 2008, pp 32-33.

The depiction of Alzheimer's disease (AD) in the cinema and even on the radio can be a catalyst to increasing our understanding of the condition. This article comments on film portrayals by Dame Judi Dench (of Iris Murdoch) in 'Iris' and by Julie Christie as Fiona in 'Away from Her'. The Radio 4 soap opera 'The Archers' has also been featuring in its storyline the diagnosis and development of dementia and its effects on Jack Woolley and his relationship with family members. (RH)

ISSN: 03075508

From : <http://www.communitycare.co.uk>

Interpretation of emotionally ambiguous faces in older adults; by Romola S Bucks, Matthew Garner, Louise Tarrant (et al).

*Journals of Gerontology: Series B, Psychological Sciences and Social Sciences*, vol 63B, no 6, November 2008, pp P337-P343.

Research suggests that there is an age-related decline in the processing of negative emotional information, which may contribute to the reported decline in emotional problems in older people. The authors used a signal detection approach to investigate the effect of normal ageing on the interpretation of ambiguous emotional facial expressions. High-functioning older people indicated which emotion they perceived when presented with morphed faces containing a 60% to 40% blend of two emotions (mixtures of happy, sad and, or angry faces). They also completed measures of mood, perceptual ability, and cognitive functioning. Older and younger adults did not differ significantly in their ability to discriminate between positive and negative emotions. Response bias measures indicated that older people were significantly less likely than younger adults to report the presence of anger in in angry-happy face blends. Results are discussed in relation to other research into age-related effects on emotion processing. (RH)

ISSN: 10795014

From : <http://www.geron.org>

The meaning and significance of self-management among socioeconomically vulnerable older adults; by Daniel O Clark, Richard M Frankel, David L Morgan (et al).

*Journals of Gerontology: Series B, Psychological Sciences and Social Sciences*, vol 63B, no 5, September 2008, pp S312-S319.

Improved understanding of the role of social context in expectations regarding ageing, and awareness of priorities for self-management could lead to improvement in self-management support and thus chronic care outcomes were this study's main findings. It was conducted using in-depth interviews in patients' homes, guided by identity theory. Analyses included reviewing audiotapes, creating and comparing field notes, coding transcripts, and identifying themes based on case summaries. Participants were 23 older vulnerable adults with

incomes at or below 200% of the federal poverty level and no private insurance, and 12 older adults with private health insurance. The vulnerable sample had lower educational attainment and lower health literacy than the privately insured sample. Keeping doctor visits and taking prescription medication largely defined self-management for the vulnerable sample, but were just two of a number of roles noted by the privately insured group, who expressed health promotion as the key to healthy ageing. The vulnerable interviewees relayed few examples of healthy ageing and did not have expectations for healthful ageing. In contrast, the privately insured interviewees gave examples and had expectations of living long and healthfully into old age. (RH)

ISSN: 10795014

From : <http://www.geron.org>

"Old people are useless": representations of aging on The Simpsons; by Darren Blakeborough.

Canadian Journal on Aging, vol 27, no 1, Spring 2008, pp 57-67.

This article looks at how The Simpsons' representations of ageing, considered ageist and stereotypical to some, can be viewed as a positive look at older people that attempts to subvert the same stereotypes that it seemingly employs. The baby boom cohort is now seen as an attractive economic group, and as they continue their journey through the life cycle, they are drawing increased attention. A current scholarship exists that investigates the ways of that the "aged" are seen, catered to, advertised at, seemingly marginalised, and represented in the larger context of the mass media. Relying primarily on the theoretical musings of Frederic Jameson and Linda Hutcheon on postmodernism, the article constructs a bridge that places The Simpsons squarely within the postmodern aesthetic and, using the rubric, shows how the inherent political nature of parodying irony can help to create an inversion of meaning. (RH)

ISSN: 07149808

From : <http://www.utpjournals.com>

Older women's perceptions of successful aging; by Eileen K Rossen, Kathleen A Knafl, Meredith Flood.: The Haworth Press, Inc., 2008, pp 73-88.

Activities, Adaptation & Aging, vol 32, no 2, 2008, pp 73-88.

Little is known about the ways in which older adults view or define successful ageing. This qualitative study examined older women's perceptions of the characteristics and components of successful ageing. Older adults experience many life transitions or changes in life situations, such as relocation or loss of spouse, that result in new life patterns and perhaps even changes in well-being. Because transition is theoretically a time of change that involves introspection and self-examination, older adults who are experiencing transition, such as the study sample, are expected to be able to express their views on successful ageing. Acceptance of change, engagement and compartment emerged as key components of successful ageing. Findings from this study can contribute to the development of interventions for older women and their families to promote and reinforce personal, social and behavioural factors that lead to successful ageing. (KJ/RH)

ISSN: 01924788

From : Taylor & Francis Group, 325 Chestnut Street, Philadelphia, PA 19106, USA. email: [haworthpress@taylorandfrancis.com](mailto:haworthpress@taylorandfrancis.com)([www.taylorandfrancis.com](http://www.taylorandfrancis.com))

Perceptions of negative stereotypes of older people in magazine advertisements: comparing the perceptions of older adults and college students; by Tom Robinson, Bob Gustafson, Mark Popovich.

Ageing and Society, vol 28, part 2, February 2008, pp 233-251.

Negative stereotypes not only affect how older people feel about themselves, but also how younger people feel about old age and their prospect of growing old. The research reported in this paper has examined the negative and potentially harmful stereotypes of older people portrayed in magazine advertisements in the US, as perceived groups of older and young people. Q-methodology sorts of 40 advertisements with negative images of older people, along with personal interviews, were used to probe older people's and college students' feelings and attitudes about images. The subjects were placed in four categories: 'moralists', 'objectors', 'ageing moralists', and 'resentfuls'. Regardless of whether stereotypes were used, the older people liked the advertisements that showed them as being clever, vibrant and having a sense of humour. Neither the older people nor the students liked advertisements that ridiculed or poked fun at older people, or presented them as being out of touch with reality and unattractive. Both groups rated the stereotypes dealing with the real problems associated with ageing as inoffensive. The comparison of the two age groups showed a strong consensus about which images were acceptable and which offensive. (RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/ASO>

Predictors of interest in working with older adults: a survey of postgraduate trainee psychologists; by Deborah-Anne Koder, Edward Helmes.

*Gerontology & Geriatrics Education*, vol 29, no 2, 2008, pp 158-171.

Despite the growing number of older adults that imply an increasing need for psychological services, few psychologists choose to specialise in working with older clients. This cross-sectional research examined predictors of student interest in working with older clients, in an effort to understand factors that may influence future psychologists to work in this area. The targeted sample consisted of Australian postgraduate psychology students whose course coordinators responded to a request to participate in this national survey. 431 postgraduate trainee psychology students (45.3% response rate) completed the survey that examined training, contact, and attitudinal variables. Having undergone or intending to do a placement within an aged care setting was the most powerful predictor of interest, with confidence in working with older adults, and positively anticipating old age being attitudinal factors related to increased interest. Amount or quality of contact with older adults and formal education through ageing-related coursework failed to predict interest, based on hierarchical regression analysis. Implications for future training of psychologists highlight the importance of quality clinical experiences with older clients during training as opposed to pure coursework. (KJ/RH)

ISSN: 02701960

From : Taylor & Francis Group, 325 Chestnut Street, Philadelphia, PA 19106, USA. email: haworthpress@taylorandfrancis.com(www.taylorandfrancis.com)

Self-perceptions of aging: do subjective age and satisfaction with aging change during old age?; by Anna Kleinspehn-Ammerlahn, Dana Kotter-Grühn, Jacqui Smith.

*Journals of Gerontology: Series B, Psychological Sciences and Social Sciences*, vol 63B, no 6, November 2008, pp P377-P385.

Using 6-year longitudinal data from the Berlin Aging Study (BASE; age range 70-104), this study examined time-related changes in felt age, physical age, and satisfaction with ageing in old age and covariates of this change. It was found that individuals' felt age remained on average 13 years below their actual age over time, whereas they reported a decreasing discrepancy between physical and actual age and a decrease in ageing satisfaction over time. Age contributed to a greater decline in ageing satisfaction but an increase in the discrepancy of felt age. A higher number of illnesses at baseline attenuated change in felt age discrepancy. Future research on changes in self-perceptions of ageing will provide insight into mechanisms of resilience of the ageing self in later life. (RH)

ISSN: 10795014

From : <http://www.geron.org>

Stereotypes, stereotype threat and ageing: implications for the understanding and treatment of people with Alzheimer's disease; by Jane M Scholl, Steven R Sabat.

*Ageing and Society*, vol 28, part 1, January 2008, pp 103-130.

Over the past 15 years, a growing body of research has shown that people with Alzheimer's disease (AD) are affected not only by brain neuropathology but also by their reactions to its effects, by the environment in which they live, and by how they are treated by others. Nevertheless, three relatively neglected social influences on people with AD remain to be examined: negative stereotyping, negative self-stereotyping and stereotype threat. Numerous studies reviewed in this paper indicate first, that negative self-stereotypes at conscious and unconscious levels can have adverse effects on the performance of healthy older people on tasks demanding explicit memory (recall in particular); and second, that the mere threat of being stereotyped negatively can have adverse effects on the performance of healthy older people on tasks including those involving memory. In this paper, the authors discuss the relevance of these phenomena for our understanding and treatment of people with AD who are exposed to negative stereotype about old age and about AD before and after they are diagnosed. There is evidence to suggest that these influences may have significant effects on people with AD. The paper concludes with recommendations for best practice in the treatment of people with AD in the light of the most apparent effects of negative self-stereotyping and stereotype threat. These include advocacy for an approach that involves aspects of counselling. (RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/ASO>

Visible and invisible ageing: beauty work as a response to ageism; by Laura Hurd Clarke, Meridith Griffin.

*Ageing and Society*, vol 28, part 5, July 2008, pp 653-674.

This paper examines how older women experience and respond to ageism in relation to their changing physical appearances and within the context of their personal relationships and places of employment. The two definitions of ageism that emerged in in-depth interviews with 44 women aged 50 to 70 years are elucidated: the social obsession with youthfulness; and discrimination against older adults. Examined are the women's

arguments that their ageing appearances were pivotal to their experience of ageism and underscored their engagement in beauty work such as hair dye, make-up, cosmetic surgery, and non-surgical cosmetic procedures. The women suggested that they engaged in beauty work for the following underlying motivations: the fight against invisibility, a life-long investment in appearance, the desire to attract or retain a romantic partner, and employment related-ageism. It is contended that the women's experiences highlight a tension between being physically and socially visible by virtue of looking youthful, and the realities of growing older. In other words, social invisibility arises from the acquisition of visible signs of ageing and compels women to make their chronological ages imperceptible through the use of beauty work. This study extends the research and theorising on gendered ageism and provides an example of how women's experiences of ageing and ageism are deeply rooted in their appearances and in the ageist, sexist perceptions of older women's bodies. (KJ/RH)

ISSN: 0144686X

From : <http://www.journals.cambridge.org/ASO>

## 2007

The attitudes to ageing questionnaire (AAQ): development and psychometric properties; by K Laidlaw, M J Power, S Schmidt, World Health Organization Quality of Life Group - WHOQOL-OLD Group.

International Journal of Geriatric Psychiatry, vol 22, no 4, April 2007, pp 367-379.

The Attitudes to Ageing Questionnaire (AAQ) is a self-report measure with which older people themselves can express their attitudes to the process of ageing. The development of the AAQ followed a coherent, logical and empirical process taking full account of relevant gerontological knowledge and modern and classical psychometric analytical methods. Pilot testing with 1356 participants from 15 centres worldwide refined the scale and provided the basis for a field test. A total of 5566 participants from 25 centres worldwide contributed to further developments of this new scale with the derivation involving both classical and modern psychometric methods. The result is a 25-item cross-cultural attitudes to ageing questionnaire consisting of a 3-factor model encompassing psychological growth, psychosocial loss and physical change. The 3-factor model suggests a way of conceptualising and measuring successful ageing in individuals. The AAQ provides researchers, clinicians and policy makers with a unique scale to measure the impact of successful ageing interventions. It also provides a way of measuring how individuals age across cultures and under different economic, political and social circumstances. (RH)

ISSN: 08856230

From : <http://www.interscience.wiley.com>

Charity or entitlement?: generational habitus and the welfare state among older people in north-east England; by Suzanne Moffatt, Paul Higgs.

Social Policy & Administration, vol 41, no 5, October 2007, pp 449-464.

Current UK policies aimed at reducing pensioner poverty involve targeting those in greatest need by supplementing their incomes with means-tested welfare benefits. It is believed that such policies provide more resources for those in greatest need. However, non-uptake of state welfare benefits by many older UK citizens exacerbates the widening income gap between the richest and poorest pensioners. The underlying beliefs and discourses are examined among those currently in retirement who lived through a time when welfare programmes had more a putative abstract universalism than is now the case. Based on the narratives of people aged over 60 in north-east England, the collective forces of structure and individual practice are shown in relation to welfare accumulate over a lifetime and influence the ways in which people interact with the welfare system in later life. It is found that the reasons for the apparent lack of agency among older people in relation to claiming benefit entitlements are linked to the particular social, economic and political circumstances which have prevailed at various points prior to and since the inception of the UK welfare state. It is argued that the failure of some older citizens to operate as citizen consumers can be conceptualised in terms of a generational welfare "habitus", the consequences of which are likely to exacerbate inequalities in later life. (KJ/RH)

ISSN: 01445596

Clothing, age and the body: a critical review; by Julia Twigg.

Ageing and Society, vol 27, part 2, March 2007, pp 285-306.

Clothes are central to the ways older bodies are experienced, presented and understood within culture, so that dress forms a significant, though neglected, element in the constitution and experience of old age. Drawing on a range of secondary literature, this article traces how clothing intersects with three key debates in social gerontology, concerning the body, identity and agency. It examines the part played by clothing in the expression of social difference, and explores the role of age-ordering in determining the dress choices of older people, and its enforcement through moral discourses that discipline their bodies. Dress is, however, also an arena for the expression of identity and exercise of agency, and the article discusses how far older people are able to use

clothing to resist or redefine the dominant meanings of age. Lastly, the paper addresses questions of the changing cultural location of older people, and the role of consumer culture in the production of Third Age identities. (KJ/RH)

ISSN: 0144686X

From : [http://www.journals.cambridge.org/jid\\_ASO](http://www.journals.cambridge.org/jid_ASO)

Constructions of ageing and narrative resistance in a commercial slimming group; by Debra Gimlin.

*Ageing and Society*, vol 27, part 3, May 2007, pp 407-424.

The role of organisational setting and age in shaping individual narratives of embodied selfhood form the focus for this study. It compares younger and older women's use of 'narrative resistance' to negative identity in the light of their ageing and the negative social and personal meanings of being fat. G Cordell and C R Ronai (1999) observed three types of narrative resistance among overweight people: loopholes, exemplars and continuums. This paper identifies two others: 'justification' for behaviour associated with weight gain, and 'repentance' for behaviour that reaffirmed a commitment to losing weight. Drawing from six months of participant observation and in-depth interviews with 20 older and younger female clients of a commercial weight loss organisation, this article shows that both the meanings women attributed to their experience of slimming, and their opportunities for benefiting from organisational resources, varied by their stage in the life course. The weight loss group generated narrative strategies and opportunities for its members that were informed for both cultural constructions of ageing and the organisation's interests. While these strategies stopped short of empowering the clients to abandon restrictive dieting altogether, they did enable the older respondents to excuse temporary setbacks in weight loss and their deviation from what they described as the more exacting appearance standards of youth. At the same time, the strategic narratives reaffirmed constructions of ageing that present the older female body as uncontrollable and older women as unconcerned with physical attractiveness. (RH)

ISSN: 0144686X

From : [http://www.journals.cambridge.org/jid\\_ASO](http://www.journals.cambridge.org/jid_ASO)

Constructions of frailty in the English language, care practice and the lived experience; by Amanda Grenier.

*Ageing and Society*, vol 27, part 3, May 2007, pp 425-445.

The way frailty is conceptualised and interpreted has profound implications for social responses, care practice and the personal experience of care. This paper begins with an exegesis of the concept of frailty. It examines the dominant notions of frailty, including how 'frailty' operates as a 'dividing practice' through the classification of those eligible for care. The definitions and uses of 'frailty' in three discursive locations are explored in: the Oxford English Dictionary; the international research literature; and older women's accounts of their lived experience. Three distinctive discourses are found; and applying a Foucauldian analysis, it is shown that the differences reflect overlaps and tensions between biomedical concepts and lived experiences, as well as negative underlying assumptions and 'subjugated knowledge'. The concept of frailty represents and orders the context, organisational practices, social representations and lived experiences of care for older people. The evidence (from Quebec) suggests that if, as the older women's accounts recommend, socially- and emotionally-located expressions of frailty were recognised in addition to the existing conceptions of risk of the body, frailty might no longer be thought of primarily as a negative experience of rupture and decline. To encourage the change, it is suggested that practice focuses on the prevention of frailty and associated feelings of loss, rather than reinforcing the feelings and experiences which render a person 'frail'. (RH)

ISSN: 0144686X

From : [http://www.journals.cambridge.org/jid\\_ASO](http://www.journals.cambridge.org/jid_ASO)

Desired lifetime and end-of-life desires across adulthood from 20 to 90: a dual-source information model; by Frieder R Lang, Paul B Baltes, Gert G Wagner.

*Journals of Gerontology: Series B, Psychological Sciences and Social Sciences*, vol 62B, no 5, September 2007, pp P268-P276.

How long do people want to live, and how does scientific research on ageing affect such desires? A dual-source information model proposes that ageing expectations and desires are informed differently by two sources: personal experiences, and societal and scientific influences. Two separate studies with German national samples explored desires regarding length of life among adults aged 20-90. Findings are, first, that desired lifetime was found to be consistent at around age 85 with few age differences. Second, experimental induction of good or bad news from research on ageing had little effect on Study 1 (telephone interview, September 2005). Third, interest in science has moderating effects on desired lifetime in Study 2 (face-to-face interview, Spring 2006). Fourth, there is a high prevalence of strong desire to control the "when and how" of one's death, although only 11% of the individuals completed a living will. Findings are consistent with the dual-source information model. (RH)

ISSN: 10795014

From : <http://www.geron.org>

Elderly people's attitudes and perceptions of aging and old age: the role of cognitive dissonance?; by Pnina Ron. *International Journal of Geriatric Psychiatry*, vol 22, no 7, July 2007, pp 656-662.

388 older Israelis aged 65-92 were sampled for the purpose of analysing and comparing their attitude and perceptions of old age and ageing, in the present, to their attitudes and perceptions of these two concepts in the past. The research tool comprised, first, a short demographic questionnaire relating to gender, age, origin, family status and subjective health definition; and a second part which was essentially qualitative in which subjects were asked via an "interviewer" to reply to an identical question relating to two different periods in their lives: in their youth (when you were a young man/woman) and today. The data received from the questionnaire were processed quantitatively (statistically) and qualitatively (content analysis). Subjects' attitudes were categorised into six different typologies which were identified on a continuum: older people whose attitude towards old age and ageing was negative both in the present and in the past were at one end of the continuum. Those with a positive attitude to old age both in their youth and in the present were positioned at the opposite end of the continuum. Negative attitudes were more prominently described by powerful words (e.g. "fear", "disgust") than positive attitudes were described by the subjects ("splendour" and "glory" being exceptions). A significant correlation was found between subjects whose attitudes towards old age in the present were negative and those who subjectively defined their health as bad. (RH)

ISSN: 08856230

From : <http://www.interscience.wiley.com>

The humour of old age: the sixth Leveson Lecture; by Una Kroll, Leveson Centre for the Study of Ageing, Spirituality and Social Policy, Foundation of Lady Katharine Leveson. Knowle, Solihull: Leveson Centre for the Study of Ageing, Spirituality and Social Policy, 2007, 11 pp (Leveson paper number seventeen).

Examples of jokes and funny stories about old age or ageing - some with references to religion - illustrate this lecture. Una Kroll explores the place of humour in old age: that which lifts the spirit or acts as a defence against melancholy or despair; the cruelty of some forms of humour; and the healing effects of humour and laughter. The needs of older people and how younger carers and family members can meet these needs are also touched on. (RH)

Price: £4.00

From : Leveson Centre for the Study of Ageing, Spirituality and Social Policy, Temple House, Fen End Road, Temple Balsall, Knowle, Solihull B93 0AN. E-mail: [leveson.centre@virgin.net](mailto:leveson.centre@virgin.net) Website: [www.levesoncentre.org.uk](http://www.levesoncentre.org.uk)

Non-surgical cosmetic procedures: older women's perceptions and experiences; by Laura Hurd Clarke, Robin Repta, Meridith Griffin.

*Journal of Women & Aging*, vol 19, nos 3/4, 2007, pp 69-88.

This paper analyses findings from in-depth interviews with 44 women aged 50-70 regarding their perceptions of and experiences with non-surgical cosmetic procedures such as Botox injections, laser hair removal, chemical peels, microdermabrasion, and injectable fillers. Whilst 21 of the women had used a range of non-surgical cosmetic procedures, 23 women had not. The data are discussed in light of feminist theorising on cosmetic surgery which has tended to ignore the experiences of older women and has been divided in terms of the portrayal of cosmetic surgery as either oppressive or liberating. It was found that some of the women used the procedures to increase their physical attractiveness and self-esteem, others viewed the procedures as excessively risky, and still others argued that the procedures stemmed from the social devaluation of later life. Treatments that involved the alteration of the surface of the body tended to be viewed as less risky than the injection of foreign substances into the body. (KJ/RH)

ISSN: 08952841

From : Haworth Delivery Service Centre, The Haworth Press Inc., 10 Alice Street, Binghamton, NY 13904-1580, USA. <http://www.HaworthPress.com>

Out with "the old", elderly and aged: personal view; by Marianne Falconer, Desmond O'Neill.

*British Medical Journal*, vol 334 no 7588, 10 February 2007, p 316.

The authors are a specialist registrar and an associate professor respectively in the Department of Medical Gerontology, in Adelaide and Meath Hospital, Dublin. In this short article, they comment on current language usage to denote older people. They concludes that as we will all grow older, we all have a stake in revising pejorative terms. We should identify more with our own future as older people, to promote a more positive use of language in gerontology and geriatric medicine. A longer version of this article with references is available on the website: ([www.bmj.com](http://www.bmj.com)) (KJ/RH)

ISSN: 09598138

From : <http://www.bmj.com>

Perceptions of body weight among older adults: analyses of the intersection of gender, race, and socioeconomic status; by Scott Schieman, Tetyana Pudrovska, Rachel Eccles.

Journals of Gerontology: Series B, Psychological Sciences and Social Sciences, vol 62B, no 6, November 2007, pp S415-S423.

Data from face-to-face interviews with 1164 people aged 65+ in the District of Columbia and two counties in Maryland in 2000-2001 were used to examine the effects of gender, race, and socioeconomic status (SES) on older people's perceptions of body weight and the role of status-based differences on body mass index (BMI) in these processes. With "perceived appropriate weight" as the comparison group, multinomial logistic regression analyses indicate that older people, women and high SES individuals are more likely than black men and low SES individuals to describe themselves as overweight or obese. However, these disparities are observed only after statistically adjusting for race, gender and SES disparities in BMI. Moreover, the positive effect of SES on the likelihood of reporting overweight or obese perceptions is strongest among black women. Among low SES individuals, white women are more likely than men and black women to describe themselves as obese (relative to the "perceived appropriate weight" category). These observations underscore the importance of taking SES contingencies into account when exploring race-gender differences in perceived body weight. (RH)

ISSN: 10795014

From : <http://www.geron.org>

Science and imagery in the 'war on old age'; by John A Vincent.

Ageing and Society, vol 27, part 6, November 2007, pp 941-962.

Several professional groups present themselves as 'waging war' on old age. They construct old age as a naturalised, self-evidently negative, biological phenomenon, which must be attacked and defeated. These groups make different claims to technical expertise and their ability to control natural phenomena, and use different weapons to defeat ageing. There are those who focus on cosmetic interventions, that is, the control of the body and the removal or masking of the signs of ageing. There are those who equate old age with ill-health and identify themselves as warriors in a battle with disease, and others whose objective is to understand the fundamental intra-cellular processes of ageing and what controls the human life span, and then to extend its limits. A fourth group aims to make human immortality possible. Examination of the language and symbolic practices of these groups reveals that they share a dominant cultural view that devalues old age and older people. The use of military metaphors to describe the importance and difficulties of their task is most prolific among the first and fourth of these groups. The second and third groups disguise a contradiction in their aim of understanding the diseases and disorders of old age by advocating the goal of an extended 'healthy life span', which avoids having to confront the moral dilemmas of extending the lifespan for its own sake. (KJ/RH)

ISSN: 0144686X

From : [http://www.journals.cambridge.org/jid\\_ASO](http://www.journals.cambridge.org/jid_ASO)

## 2006

Baby boomers and the illusion of perpetual youth; by Michael Bywater.

New Statesman, 30 October 2006, pp 34-37.

A light-hearted but critical look at the "Baby Boomers" as the post-war generation children who, in the author's opinion, have not grown up as adults with a maturity comparable to their parents or grandparents but as "greedy children", lamenting the loss of something they never actually had and the consequences of this for today's society. The article is taken from Bywater's book "Big babies: or, why can't we just grow up?" published by Granta Books (November 2006). (KJ/RH)

ISSN: 13647431

From : <http://www.newstatesman.com>

College students' perceptions of job demands, recommended retirement ages and age of optimal performance in selected occupations; by Paul E Panek, Sara Staats, Amanda Hiles.

International Journal of Aging and Human Development, vol 62, no 2, 2006, pp 87-116.

Two studies were conducted that consider how individuals view older workers at different stages of their own working lives. In the first study, 100 American students (median age 19) rated 60 occupations on the amount of cognitive-intellectual, physical, sensory-perceptual, and perceptual-motor demands they perceived as required for successful performance in their particular occupation. Results of a cluster analysis determined four clusters of occupations on the basis of four demands. These clusters were described as high risk, professions, skilled trades, and white collar. Further, each of the four demands or dimensions (cognitive/intellectual, etc) were

significantly different both between and within clusters. In the second study, participants were 199 students, of whom 100 rated the perceived retirement age, and the other 99 rated the optimal performance age for the 60 occupations in Study 1. Results indicated that age norms for perceived recommended retirement and perceived optimal performance age were differently correlated across the four clusters of occupations. Perceived retirement age and optimal performance age varied discriminably between occupational clusters. (RH)

ISSN: 00914150

From : <http://baywood.com>

First and third person perceptions of images of older people in advertising: an inter-generational evaluation; by Tom Robinson, Don Umphery.

International Journal of Aging and Human Development, vol 62, no 2, 2006, pp 159-174.

With the baby boomers increasing in age, the number of older Americans is projected to increase to 82 million by 2050, an increase of 225% from the year 2000. Despite their growing numbers, older individuals continue to face negative attitudes towards them, their way of thinking, and their abilities. These negative attitudes result from the assumption that older people have diminished physical and mental abilities, whereas they are more active and in better physical or mental health than previous generations. This study examines the relationship between first and third-person perceptions and positive and negative images by determining how older and younger people perceive each other. More specifically, when older and younger individuals look at positive and negative images of older people in advertisements, what is their perception of the effects those images will have on the other generation? The authors' findings show that both first- and third-person effects exist and that their perceptions depend on whether the images in the advertisements are positive or negative. The results also indicate that young people rely on the stereotypes they hold of older people when making their perceptions. (RH)

ISSN: 00914150

From : <http://baywood.com>

Heroines, villains and victims: older people's perceptions of others; by Jean Townsend, Mary Godfrey, Tracy Denby.

Ageing and Society, vol 26, part 6, November 2006, pp 883-900.

This paper examines older people's contrasting images of older people as 'those like us' and as 'others'. It draws on data from a qualitative study about the experience of ageing that was undertaken in partnership with two local groups of older people in England. Whilst the informants acknowledged their chronological age, changes in appearance and physical limitations, most did not describe themselves as old. They challenged the idea of older people being 'past it'. Older people who personified their own values of inter-dependence, reciprocity and keeping going were seen as 'heroines' of old age, but negative stereotypes were ascribed simultaneously to others, 'the villains'. Aspects of behaviour which evoked censure were 'giving up', 'refused to be helped' and 'taking without putting back', and were usually attributed to acquaintances known only at a distance. The victims of old age were primarily people with dementia, who were perceived as 'needing to be looked after' and objects of pity and concern. The paper explores the ways in which these various images of old age related to people's self-identity and management of the ageing process, especially in a society that has ambivalent conceptions of old age. The findings contribute to an understanding of how people's values underpin their conception of 'a good old age' and how they shape their interpretation of societal stereotypes. They also indicate the importance of considering whose voices are heard in the context of exploring the identity and contributions of older people to achieve a more inclusive society. (RH)

ISSN: 0144686X

From : [http://www.journals.cambridge.org/jid\\_ASO](http://www.journals.cambridge.org/jid_ASO)

Keeping it in the family: narrative maps of ageing and young athletes' perceptions of their futures; by Cassandra Phoenix, Andrew C Sparkes.

Ageing and Society, vol 26, part 4, July 2006, pp 631-648.

Drawing upon interviews with 22 young athletes (9 men, 13 women, average age 20 years) enrolled on a sports science degree course at an English university, this article examines the ways in which they used observations of the ageing and old age of their family members to shape the ways in which they anticipated the ageing of their own bodies. The representations of the bodies, roles and life-styles of their parents and grandparents provided 'narrative maps' that held pre-presentations of the young athletes' possible futures. They included both preferred and feared scenarios about middle age and old age, particularly the opportunities they would have for maintaining physical activity and the appearance of their bodies. The young men's and the young women's narrative maps differed: the women's accounts of old age gave more prominence to the loss of appearance, while the men's focused more on the loss of control and independence. The informants were highly sensitised to the biological dimensions of ageing, which for them meant the inevitable decline of the material body, especially in

performance terms; and both genders recognised social dimensions, particularly that responsibilities to jobs and family would constrain the time available for exercise. To understand more fully young athletes' experiences of self-ageing, and the family as a key arena for the embodied projection and inscription of ageing narratives, further research is required. (KJ/RH)

ISSN: 0144686X

From : [http://www.journals.cambridge.org/jid\\_ASO](http://www.journals.cambridge.org/jid_ASO)

Language and later life: issues, methods and representations; by Rebecca L Jones, John Percival (eds), Centre for Policy on Ageing - CPA; Centre for Ageing and Biographical Studies (CABS), Open University. London: Centre for Policy on Ageing, 2006, 83 pp (The representation of older people in ageing research series, no 7).

The papers in this volume were originally presented at a joint CPA/CABS seminar in November 2005. The editors introduce the subject, indicating the diverse ways in which speakers look at language: different first languages; speech and difficulties with communicating; and the ways in which older people are represented. In "Minding our languages: interviews with older people", Chih Hoong Sin discusses issues that arise in relation to different languages when researching later life. These include translation problems, cultural issues, preferences for speaking in another tongue (e.g. Welsh), and sign languages. Jane Maxim and colleagues introduced research (financed by the Stroke Association), in "Conversations with older people: order and disorder", discussing how language is used following the onset of aphasia and Alzheimer's disease (AD). In "Representations of older people with a learning difficulty: discourses and dilemmas" Liz Forbat reviews how the academic literature portrays people with learning difficulties such as Down's syndrome. Lastly, Judith Burnett focuses on the way in which later life and older people are represented in language. Based on her research into the journey through adulthood of a cohort of baby boomers now in their thirties, is "Sad isn't it? I must be getting old: narratives of ageing from the thirtysomethings". (RH)

ISBN: 1901097064

Price: £10.00 + p&p

From : Central Books, 99 Wallis Road, London E9 5LN.

The meaning of stigma: identity construction in two old-age institutions; by Tova Gamliel, Haim Hazan.

Ageing and Society, vol 26, part 3, May 2006, pp 355-371.

People in advanced old age with frailties and those who are resident in old-age institutions manage their identities within the constraints of stigmatised settings. This paper compares the processes of identity construction in an old-age home and in a sheltered housing project for older people in Israel. Applying a symbolic-interactionist perspective that sees old-age institutions as social arenas for the reconstruction of identity, the paper first distinguishes the residents' constructions of stigma and deviance. While the old-age home residents collectively turned their stigma into a source of positive labelling, the sheltered housing residents drew advantages from their previous roles and statuses. Gossip is shown to play a critical role in reproducing stigma, particularly in the old-age home. These findings are used to demonstrate the variability and potential for adaptation among the residents - who are often stereotyped as homogeneous and passive. The paper concludes with a discussion of the literal and metaphorical languages used by older people, and of stigma as a positive instrument that can introduce content into the definition of the self. (KJ/RH)

ISSN: 0144686X

From : [http://www.journals.cambridge.org/jid\\_ASO](http://www.journals.cambridge.org/jid_ASO)

Mind your tongue: [ageist language and stereotyping older people]; by Blair McPherson.

Community Care, no 1628, 22 June 2006, pp 32-33.

Senior managers in older people's services are not immune to the stereotypical thinking that reinforces ageism. A survey of senior and middle managers in social services about the use of the term "the elderly" revealed that only a minority thought the term ageist or offensive. There is a need to broaden the equality and diversity debate beyond race, gender and disability to look at issues of age and ageism. (RH)

ISSN: 03075508

From : <http://www.communitycare.co.uk>

A multidimensional scale for the measurement of agreement with age stereotypes and salience of age in social interaction; by Andreas Kruse, Eric Schmitt.

Ageing and Society, vol 26, part 3, May 2006, pp 393-411.

This paper presents a new scale of the assessment of the salience of age in social interaction and of levels of agreement with four age stereotypical assertions. These assertions relate to characteristics of people in the 'third age' and the 'fourth age', about older people's social roles and social participation, and about the problems for society produced by population ageing. The scale was constructed by testing the agreement of a national sample of 804 German respondents aged 41-84 with more than 60 item statements in two pilot studies. The final scale

has 24 items, and was tested using a stratified sample of 1275 subjects aged 40-75. Five postulated subscales were confirmed using principal components analysis: 'age salience' in social interaction; old age as a time of 'developmental losses and risks of development'; 'the social downgrading of older people'; and believing that 'older people are a burden on society'. For age stereotypes and age salience, no significant sex differences were found, but those aged 58-64 held more optimistic views about old age and population ageing than both the younger and older age groups (with no differences between the latter). Moreover, age stereotypes and age salience varied by several social-economic variables, particularly occupational status, the rates of unemployment in the region of residence, and being resident in the eastern or western part of Germany. No significant interactions between age group and sex were found for any of the five subscales. (KJ/RH)

ISSN: 0144686X

From : [http://www.journals.cambridge.org/jid\\_ASO](http://www.journals.cambridge.org/jid_ASO)

Older women in feature films : a research guide about representations of women over 60; by David Sharp (ed), University of the Third Age - U3A; British Film Institute - BFI. London: British Film Institute - BFI, 2006, 50 pp.

This research guide and as a new online resource to the subject was launched at a study day in May 2006 which was the culmination of a joint project between the BFI and U3A. This research interest stemmed from the Brent U3A Film Group in 2002, with Rina Rosselson taking the lead in bringing together interested parties to form a project steering group to look at why older women appear in strong and positive roles on television but rarely do so in feature films. It was therefore decided from the start to focus solely on feature films rather than television or other media. The objectives of the project were defined as being: to review existing research and published literature about films featuring older women; to compile a filmography of popular films which feature older women in a significant part; and, to produce some reviews and case studies of particular films using feedback from U3A members. The study guide contains the outcomes of these objectives. The study day continued to explore the paucity of roles for, and images of, older women in film, with panellists: Philip Kemp, film reviewer and historian; Liz Leyshon, Manager of Strode Theatre; Holly Aylett, chair Independent Film Parliament, lecturer in Film Studies; Carol Allen, writer and broadcaster and Bill Bytheway, researcher RoAD Project, Centre for Ageing & Biographical Studies, Open University. The afternoon session featured Dr Josie Dolan, Lecturer in Cultural Studies at the University of the West of England, followed by a screening of *The Whales of August* (USA 1987 Dir Lindsay Anderson 90 mins). (KJ)

From : BFI National Library, 21 Stephen Street, London W1P

2LN.<http://www.bfi.org.uk/filmtvinfo/library/publications/litresearch.html>

Public consultation on ageing: research into public attitudes towards BBSRC and MRC-funded research on ageing: final report; conducted for BBSRC (Biotechnology and Biological Sciences Research Council) and MRC (Medical Research Council) on behalf of Research Councils UK; by Ipsos MORI; Biotechnology and Biological Sciences Research Council - BBSRC; Medical Research Council - MRC.: MORI, May 2006, 110 pp. Public priorities for scientific research into ageing are assessed. The research looks at: what the public sees as the main current and future problems for older people; the assumptions upon which the public bases its decisions about priorities for scientific research in this area; how the public prioritises ageing research against scientific research in other areas; and the public's views of the issues surrounding the feed-through of scientific research outputs to healthcare policy. The research programme comprised qualitative research at three public workshops held in Sutton, Stirling and Cardiff in March 2006; and a large-scale quantitative survey of behaviour, attitudes and opinions among 2,162 members of the general public across 212 UK sampling points in May 2006. This report presents key findings, methodology and analysis of the qualitative and quantitative stages. Overall, the research demonstrates that although ageing and research into ageing may not be uppermost in people's minds, there is strong support for such research. The outcomes of the consultation will inform BBSRC's and MRC's remits on ageing research under the auspices of Research Councils UK. (RH)

From : Available as download at: [http://www.bbsrc.ac.uk/about/pub/reports/MORI\\_Ageing\\_Report\\_07\\_06.pdf](http://www.bbsrc.ac.uk/about/pub/reports/MORI_Ageing_Report_07_06.pdf)

Societal influences on body image dissatisfaction in younger and older women; by Jennifer L Bedford, C Shanthi Johnson.

*Journal of Women & Aging*, vol 18, no 1, 2006, pp 41-56.

Few studies have examined older women's body image. This Canadian study compared body image dissatisfaction (BID) and weight control practices; evaluated associations between BID, societal influences and concern for appropriateness (CFA); and identified the most important correlate of BID among younger (19-23) and older women (65-74). Questionnaires obtained information on demographics, weight control practices, societal influences, CFA and BID using the Figure Rating Scale. Findings revealed no difference in the prevalence of BID. The number of weight control practices and societal influences and CFA scores were correlated to BID. Pressure from the media was the most significant correlate of BID. (KJ/RH)

ISSN: 08952841

From : Haworth Delivery Service Centre, The Haworth Press Inc., 10 Alice Street, Binghamton, NY 13904-1580, USA. <http://www.HaworthPress.com>

What is important to me right now?: age differences in domain selectivity depend on the measure; by Nicole E Rossi, Derek M Isaacowitz.

Ageing International, vol 31, no 1, Winter 2006, pp 24-43.

Do older people have fewer important areas of life than their younger counterparts? While several recent theories of successful ageing posit that selectivity in life domains and goal pursuits are important components of successful adult development and ageing, it is not obvious how one would evaluate this claim empirically. This study used four approaches to evaluate age differences in the number and content of life domains currently selected as important in an individual's life. Two open-ended and two closed-ended tools were used. Participants from the Delaware Valley area included 100 young adults (age 18-25), 86 middle-aged (age 37-59), and 94 older people (age 60-94). The primary result was that age differences in number of selected domains emerged on the open-ended measures but not the others. Age differences in content of domains differed across assessment tools as well, but were consistent in an age-related shift in focus toward group involvement and leisure activities. Implications for practitioners attempting to discern optimal levels of life engagement for older people are discussed. (RH)

ISSN: 01635158

From : <http://www.transactionpub.com>

## 2005

Age identity and subjective well-being: a comparison of the United States and Germany; by Gerben J Westerhof, Anne E Barrett.

Journals of Gerontology: Series B, Psychological Sciences and Social Sciences, vol 60B, no 3, May 2005, pp S129-S136.

The theoretical and empirical relationship between age identity and subjective well-being (SWB) is investigated in a cross-sectional context. Feeling younger than one's actual age is considered a self-enhancing illusion that contributes to SWB even beyond factors predicting age identities and SWB, such as health and socioeconomic status. As the US is more youth-oriented than Germany, age identities are expected to be more adaptive for American adults. Data are from respondents aged 40-74 who participated in the National Survey of Midlife Development in the US (n = 2,006) or the German Ageing Survey (n = 3,331). Analyses using the pooled sample reveal that feeling younger than one's actual age is related to higher levels of life satisfaction and positive affect and in lower levels of negative affect, even when controlling for sociodemographic variables. Country-specific analyses indicate that the relationship between age identity and negative affect holds only for the US. It is concluded that the cultural context needs to be included more explicitly in gerontological theories and research. (RH)

ISSN: 10795014

From : <http://www.geron.org>

Age-identities and the celebration of birthdays; by Bill Bytheway.

Ageing and Society, vol 25, part 4, July 2005, pp 463-478.

In a paper in the January 2005 issue of Ageing & Society, Eric Midwinter argued that "much can be learned from re-drawing the demographic map with social rather than chronological contours". This opinion reflects a widespread view among social gerontologists that chronological age is an 'empty' variable, even though it is central to the construction of social identities, both in bureaucratic contexts and in less formal social interaction. This paper draws on material stored in the Mass-Observation Archive at the University of Sussex. A large panel of "ordinary people" was asked to write about 'growing older' in 1992 and about 'birthdays' in 2002. An analysis of the ways in which they revealed their age demonstrates that the revelation of chronological age is unproblematic in certain contexts that are deemed appropriate. Difficulties arise as a result of the association of age with various more nebulous statuses such as 'middle-aged' and 'old'. The implications for the concept of 'the third age' are discussed, and it is concluded that social gerontology should pay more attention to the theoretical significance of chronological age and age-identity and less to age statuses. (KJ/RH)

ISSN: 0144686X

From : <http://journals.cambridge.org/>

Attributes of age-identity; by Ann Bowling, Sharon See-Tai, Shah Ebrahim (et al).  
Ageing and Society, vol 25, part 4, July 2005, pp 479-500.

Chronological age can be an unsatisfactory method of discriminating between older people. The lay concept of how old people actually feel may be more useful. The aim of the analyses reported in this paper was to investigate indicators of age-identity (or subjective age) among a national random sample of people aged 65+ living at home in Britain. Information was initially collected by home interview and a follow-up postal questionnaire 12-18 months later. The age that respondents felt, was a more sensitive indicator than chronological age of many indicators of the respondents' health, psychological and social characteristics. Multiple regression analysis showed that baseline health and functional status, and reported changes in these at follow-up explained a further 0.8% of the variance in self-perceived age. Adding baseline mental health (anxiety/depression), feelings and fears about ageing at follow-up explained a further 0.8 per cent of the variance, making the total variance explained 21.2%. It is concluded that measures of physical health and functional status and their interactions influenced age-identity. Mental health status and psychological perceptions made a small but significant additional contribution. (KJ/RH)

ISSN: 0144686X

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Beyond appearances: perspectives on identity in later life and some implications for method; by Simon Biggs.  
Journals of Gerontology: Series B, Psychological Sciences and Social Sciences, vol 60B, no 3, May 2005, pp S118-S128.

Two areas of controversy are examined in this article, arising from contemporary debate on identity in later life. The first centres on whether adults are essentially similar regardless of age, or whether different stages of life confer different life priorities. The second addresses the management of self in later life, with specific attention being given to alternative interpretations of the relationship between interior and exterior experience. An increasing awareness of diversity in life course patterns suggests that issues concerning uniformity, distinctiveness and the uses of masquerade in intergenerational contexts should be revisited. Here, the influence of simple and complex states of mind is examined as a factor in intergenerational power, and the expression of agency in later life is discussed. These issues not only propel us forward in our understanding of gerontological phenomena, they also point to potential sources of research bias associated with specifically intergenerational contexts. Suggestions are made with respect to research training. (RH)

ISSN: 10795014

From : <http://www.geron.org>

A child's eye view: dementia in children's literature; by Jill Manthorpe.  
British Journal of Social Work, vol 35, no 3, April 2005, pp 305-320.

Children's views of dementia are under-explored, and yet children, too, must be being influenced by the growing knowledge of dementia as a named disease, particularly in old age. The author notes that many children will encounter dementia among family members, their grandparents and great-grandparents in particular. Fictionalised accounts of dementia are considered: these are assuming greater exposure, not so much in the professional welfare domain, but as a plot or character device in contemporary fiction. This paper combines these two areas, by discussing a number of publications written for young people, where dementia is a central issue, motif or characteristic. These include dementia-related material targeted at a children's readership. This is followed by development of themes arising from analysis of three novels written for young people emanating from Canada, Australia and the UK. The paper ends with a series of discussion points for social work practitioners, educationalists and voluntary sector support or self-help groups working in dementia care and in older people's services. (RH)

ISSN: 00453102

From : <http://bjsw.oupjournals.org>

Degree and content of negative meaning in four different age groups in Germany; by Sanna Read, Gerben J Westerhof, Freya Dittmann-Kohli.

International Journal of Aging and Human Development, vol 61, no 2, 2005, pp 85-104.

Negative meanings refer to negative evaluations, attitudes and beliefs, negative feelings, fears, negative future expectations, and barriers to goal realisation. As part of the German Aging Survey, a sample of 3,306 people was drawn from 290 cities, and stratified according to four age groups (18-25, 40-54, 55-69, and 70-85), gender and region of residence (West of East Germany). A sentence completion task was administered to study negative meaning. An analysis of variance was carried out for the degree of negative meaning, as well as a binary logistic regression and correspondence analysis for the content of negative meaning to study differences between the four age groups, gender and East or West Germany. Results showed that the youngest age group, men and people living in the Western part of Germany reported significantly less negative meaning than other

groups. However, the differences between the groups was very small. The negative meaning showed different content in age groups reflecting age-graded developmental tasks. Some gender and regional differences in the content of negative meaning were also found. (RH)

ISSN: 00914150

From : <http://baywood.com>

Dignity: the voice older people; by Tony Bayer, Win Tadd, Stefan Krajcik.

Quality in Ageing, vol 6, no 1, June 2005, pp 22-29 (Dignity and older Europeans, part 1).

Findings are reported of 89 focus groups and 18 individual interviews (involving 391 older people in 6 European countries) that were held to explore how older people view human dignity in their lives. Participants were aged 60+ (25% were aged 80+) and were from a range of educational, social and economic backgrounds. 72% were women, and 17% were living in residential or nursing homes. There was substantial agreement about the meaning and experience of dignity in older people's everyday lives. It was seen as a highly relevant and important concept, enhancing self-esteem, self-worth and well-being. Three major themes were identified: respect and recognition; participation and involvement; and dignity in care. The theoretical model of human dignity developed in the project was reflected in many of the findings from the empirical data. Of particular importance and relevance was the notion of "dignity and personal identity", not least because it is perhaps most vulnerable to the actions of others. Menschenwürde (expressed as the innate dignity of human beings) was also important. For dignity of older people to be enhanced, communication issues, privacy, personal identity and feelings of vulnerability need to be addressed. Education of all professionals should pay attention to practices that enhance or detract from the experience of dignity. Policies and standards need to go beyond the merely mechanistic and easily quantifiable, to identify meaningful qualitative indicators of dignity in care. (RH)

ISSN: 14717794

From : <http://www.pavpub.com>

Dignity and older people: the voice of professionals; by Sergio Arino-Blasco, Win Tadd, Josep Antoni Boix-Ferrer.

Quality in Ageing, vol 6, no 1, June 2005, pp 30-36 (Dignity and older Europeans, part 1).

Professionals' views concerning the importance of dignity and how this can best be maintained is vital for the planning and provision of appropriate services, especially for older people. Dignity was described as an integral part of being human and closely related to respect. Overall participants painted a negative image of the lives of older people, though clear distinctions were drawn between fit and frail older people. Indignities associated with old age arose from ill health, dependency, vulnerability, frailty and loss of competence. It was considered that technological advances and information technology had left many older people behind. However, many described working with older people as an enjoyable experience offering variety, intellectual challenge and satisfaction, while recognising that working with older people was often given low status. Professionals identified the following factors as essential to dignified care: promotion of autonomy and independence; a person-centred and holistic approach; maintenance of identity and encouragement of involvement; participation and empowerment; and effective communication and respect. Undignified care was associated with: invisibility; de-personalisation and treatment of the individual as an object; humiliation and abuse; and narrow and mechanistic approaches to care. Policy development and professional education should give greater prominence to dignity and a greater emphasis ought to be placed on living with dignity in old age rather than solely dying with it. (RH)

ISSN: 14717794

From : <http://www.pavpub.com>

Dignity and older people: the voice of society; by David Stratton, Win Tadd.

Quality in Ageing, vol 6, no 1, June 2005, pp 37-45 (Dignity and older Europeans, part 1).

Findings are described from 89 focus groups held with 505 young (13-39 years) and middle-aged (40-59 years) adults in the UK, Ireland, Spain, France, Slovakia and Sweden. There were many similarities across all countries; most differences were between the different age groups rather than different countries. Five major themes were identified from the comparative data: views of dignity; old age and ageing; views of older people's lives across the generations; and adding dignity to older people's lives. Many of these findings confirmed those of the focus groups with older people and health and social care professionals. Dignity was important to people of all ages, but particularly to older people. Being treated as an individual was critical to the maintenance of dignity. In the participating countries, older people were generally treated negatively and undervalued, and seen as vulnerable, second-class citizens. Old age was perceived as a time of physical and mental deterioration, poverty and dependency. Intergenerational activities were important for both individual self-esteem and the ability to participate fully in society. Suggestions for enhancing dignity included greater public awareness about the dignity of older people and about existing care and support services for them. Health policies should also

tackle ageism in service provision and the development standards in health and social care for older people could do much to improve dignity. (RH)

ISSN: 14717794

From : <http://www.pavpub.com>

Dignity and the older European: policy recommendations; by Andrew Edgar, Lennart Nordenfelt.

Quality in Ageing, vol 6, no 2, July 2005, pp 17-20 (Dignity and older Europeans, part 2).

The Dignity and Older Europeans Research Group has produced a series of recommendations on policy. The authors propose that these recommendations should be considered by European legislators, national governments, professional organisations, and all institutions and practitioners who provide services for older citizens. Their policy recommendations are inspired by the data gathered from focus groups, as well as by the theoretical reflections on the concept of "dignity". This article introduces four core policy recommendations. The first concerns the rights of the older person; the second calls for the removal of ageism and ageist practices; the third concerns regulatory frameworks needed in service provision; and the fourth reflects older people's welfare entitlements. (RH)

ISSN: 14717794

From : <http://www.pavpub.com>

An exploration of the relationship between place of residence, balance of occupation and self-concept in older adults as reflected in life narratives; by Deb Hearle, Jane Prince, Valerie Rees.

Quality in Ageing, vol 6, no 4, December 2005, pp 24-33.

In 2002, there were 19.8 million people in the UK aged 50+, and the Office for National Statistics (ONS) estimate that by 2030 there will be close to 27 million. Predictions about older population changes in the next 20 years indicate that although overall growth will be low, the numbers of "young old" (65-74) and "middle old" (75-84) remaining stable until 2011, the "old old" (85+) will show a substantial increase. The increase in the ageing population is evident in the corresponding rise in the growth of nursing and residential homes, sheltered accommodation and home care support. This article outlines and discusses the findings of a study using narratives with 14 older people (mean age 90, and either living in their own homes or in residential homes), to explore such effects of life changes, including transition, on their self-concept and how they occupied themselves. (RH)

ISSN: 14717794

From : <http://www.pavpub.com>

The four notions of dignity; by Lennart Nordenfelt, Andrew Edgar.

Quality in Ageing, vol 6, no 1, June 2005, pp 17-21 (Dignity and older Europeans, part 1).

The theoretical model of dignity that has been created within the Dignity and Older Europeans (DOE) Project is presented. The model consists of four kinds of dignity: the dignity of merit; the dignity of moral stature; the dignity of identity; and Menschenwürde. The dignity of merit depends on social rank and formal position in life. There are many species of this kind of dignity, and it is very unevenly distributed among human beings. The dignity of merit exists in degrees and it can come and go. The dignity of moral stature is the result of the moral deeds of the subject; likewise it can be reduced or lost through his or her immoral deeds. This kind of dignity is tied to the idea of a dignified character and of dignity as a virtue. The dignity of moral stature is a dignity of degree and it, too, is unevenly distributed among humans. The dignity of identity is tied to the integrity of the subject's body and mind, and in many instances - though not always - is dependent on the subject's self-image. This dignity can come and go as a result of the deeds of fellow human beings, and also as a result of changes to the subject's body and mind. Menschenwürde is the universal dignity that pertains to all human beings to the same extent, and cannot be lost as long as the person exist. (RH)

ISSN: 14717794

From : <http://www.pavpub.com>

Learning in later life: oldering or empowerment?: a third-age researcher's interpretation of some voices of third-age learners; by Mary Brown.

Generations Review, vol 15, no 4, October 2005, pp 8-12.

A small-scale study of learning in later life, involving in-depth interviews with three diverse sample groups (Open University students, members of the University of the Third Age, and learners in care settings) suggests that such learning can be empowering. While motives for, outcomes of, and meanings attached to, learning varied between groups, such learning can be seen as resistance to "oldering" - a Foucaultian concept, explaining how ageism is accepted by society, including by older people themselves. Such resistance was most evident among members of U3A and least in care settings. However, even there empowerment seemed a possibility.

Meanings attached to learning differed between groups, suggesting an old person's way of knowing and of learning. (RH)

ISSN: 09652000

From : (Editorial e-mail address) [gr@ageing.ox.ac.uk](mailto:gr@ageing.ox.ac.uk)

Looking forward to care in old age: expectations of the next generation; by Ros Levenson, Mercy Jeyasingham, Nikki Joule, King's Fund. London: King's Fund, June 2005, 51 pp (Care Services Inquiry working paper).

In 2004, the King's Fund established a Committee of Inquiry to consider care services for older people in London. This paper was commissioned as part of the Inquiry, to look at what middle aged people will require from care services that they might need in the future as they grow older and are less able to look after themselves. It was based on discussion with seven focus groups of people in their 50s living in different communities in London. The paper presents findings on: access; quality issues; housing and environment; support in the community; the role of children and families; residential facilities; older people with dementia; issues for black and minority ethnic (BME) people; and changing expectations. While the question of whether London was a good place was inconclusive, a strong message emerged that members of this generation do not expect or want their children to look after them when they are older. (RH)

From : King's Fund Publications, 11-13 Cavendish Square, London W1N 6AN. E-mail: [publications@kingsfund.org.uk](mailto:publications@kingsfund.org.uk) Website: <http://www.kingsfund.org.uk/publications>

Older women's relations to bodily appearance: the embodiment of social and biological conditions of existence; by Alex Dumas, Suzanne Laberge, Silvia M Straka.

*Ageing and Society*, vol 25, part 6, November 2005, pp 883-902.

Our understanding of older women's relations to bodily appearance is examined and explored by looking at two different conditions of existence. Recent literature has touched on the experiences of older women in societies with youthful norms of beauty, but the diversity of older women's experiences has been little explored, and there has been little dialogue between theoretical writing and empirical research on the topic. This article is part of an empirical study of older women's relations to bodily appearance, in which Pierre Bourdieu's sociological theory is applied, particularly the concept of habitus to the body. Qualitative, semi-structured interviews were conducted with 51 francophone women aged 65-75 from working class and affluent neighbourhoods of Montreal (Quebec, Canada). The findings showed clearly that, despite the social differentiation associated with variations in economic and cultural capital, older women's relations to bodily appearance converged as they aged. Two previously unidentified and overlapping processes of attitudinal change were recognised: differentiation by social class; and convergence with increasing age. The embodiment of women's social and biological conditions of existence are discussed in the context of personal ageing. The notion of age-habitus is introduced to explain how older women maintain their social value in the context of omnipresent youthful ideals of beauty for western women. (RH)

ISSN: 0144686X

From : <http://journals.cambridge.org/>

Past experiences and older adults' attitudes: a lifecourse perspective; by Anne-Rigt Poortman, Theo G Van Tilburg.

*Ageing and Society*, vol 25, part 1, January 2005, pp 19-40.

A lifecourse perspective is applied to an examination of older people's attitudes about gender roles and moral issues. The study goes beyond previous research, in that it examines the relationships between older people's attitudes and experiences in the parental home; people's own marital and work experiences through the entire lifecourse; and the marital and work experiences of their children. The sample consists of respondents aged 55+ from the Living Arrangements and Social Networks of Older Adults in the Netherlands survey of 1992 and the Longitudinal Ageing Study Amsterdam (LASA). It is shown that a large majority of older people subscribe to the view that people have the freedom to make their own choices about the issues of voluntary childlessness, abortion and euthanasia. Similarly, most older people favour equality between men and women. Multivariate analyses show that people's attitudes are generally consistent with their lifecourse experiences. It is found that unconventional lifecourse experiences, particularly with respect to childbearing, associate with more progressive attitudes in late life. The behaviour and lifecourse experiences of their children are also related to older people's attitudes. Particularly, if their children co-habited, older adults tried to be more progressive. These findings suggest that an important mechanism by which societal change may have affected older people is through their children's experiences. (RH)

ISSN: 0144686X

From : <http://journals.cambridge.org/>

The role of professional education in promoting the dignity of older people; by Janet Askham.

Quality in Ageing, vol 6, no 2, July 2005, pp 10-16 (Dignity and older Europeans, part 2).

This paper considers the education of social and health care professionals who work with and care for older people. It asks whether education can promote the dignity of older people, how this may be done, what factors may cause or impede the promotion of dignity within professional education, and what part education plays alongside other influences on care practices. Beginning with consideration of research on the nature or professional education, the paper reviews principles of professional education, cultures and methods of teaching and learning and processes of practical apprenticeship. The paper argues that there are a number of challenges in the promotion of dignity within professional education, for example, inconsistencies in development of professional values, curriculum contradictions such as those between education and management and for direct care of older people, the balance between theory and practice, and education for practice changing real-world conditions. (RH)

ISSN: 14717794

From : <http://www.pavpub.com>

Stereotypes of ageing: messages promoted by age-specific paper birthday cards available in Canada; by Shannon R Ellis, Todd G Morrison.

International Journal of Aging and Human Development, vol 61, no 1, 2005, pp 57-73.

Birthday cards are a ceremonial token that may purposefully or unintentionally transmit stereotypes about the ageing process. In this study, the authors examined 150 age-specific paper birthday cards sold in retail outlets in Red Deer, a small town in Alberta, Canada. Results suggest that a greater proportion of the cards' textual messages represented ageing in a negative manner (66.7%). Further, the negativity of these written messages did not appear to vary as a function of the intended recipient's chronological age or sex. These findings are compared to those of previous studies conducted on this subject. (RH)

ISSN: 00914150

From : <http://baywood.com>

Wisdom in later life: ethnographic approaches; by Ricca Edmondson.

Ageing and Society, vol 25, part 3, May 2005, pp 339-356.

The concept of wisdom, popularly associated with the idea of old age, was neglected during the 20th century. It has recently revived as a matter of academic concern, but remains imperfectly understood. This article begins to explore both the concept of wisdom and some forms we might expect wise behaviour to take. It emphasises the contemporary relevance of historical approaches through an examination of Hebrew and Greek writing on wisdom. Recent contributions from psychology develop aspects of these traditions; but studying wisdom ethnographically also substantially expands our understanding of what wisdom is. An ethnographic interview from Austria exemplifies social as well as psychological aspects of wisdom, showing that part of the meaning of wisdom resides in its effects on a social setting. Aspects of discourse in rural Ireland, when interpreted in the light of maxim-related wisdom traditions, extend this claim, showing more about how wise interventions activate wisdom in the society surrounding them. Other ethnographic cases also develop this notion of wisdom as based on social interaction, by exploring its effects. If we face the methodological challenges entailed in tracing wisdom ethnographically, we enhance our understanding of the concept itself, and stress the fruitfulness of the idea of wisdom as an attainment of the lifecourse. (KJ/RH)

ISSN: 0144686X

From : <http://journals.cambridge.org/>

## 2004

Body dissatisfaction in midlife women; by Lindsay McLaren, Diana Kuh.

Journal of Women & Aging, vol 16, no 1/2, 2004, pp 35-54.

The extent and correlates of body dissatisfaction were examined among 1,026 women aged 54 from the UK Medical Research Council (MRC) National Survey of Health and Development. Weight dissatisfaction was reported by nearly 80% of the sample, and by more than 50% of "normal weight" women. Women indicated being most dissatisfied with their bodies currently, relative to their younger years, including their forties. Adjusting for body mass index (BMI), dissatisfaction was highest in higher social class women and in those who rated themselves in poorer health. Women with poor body esteem, regardless of body size, were likely to avoid various everyday situations because of how they felt about their bodies. Adjusting for BMI, women who were happy with their weight were more likely to report distress about other aspects of their appearance. (KJ/RH)

ISSN: 08952841

From : Haworth Delivery Service Centre, The Haworth Press Inc., 10 Alice Street, Binghamton, NY 13904-1580, USA. <http://www.HaworthPress.com>

Challenging ageist attitudes: [nurses' efforts to root out ageism]; by Janis Smy.

Nursing Times, vol 100, no 13, 30 March 2004, pp 24-25.

A 95-strong team of nurses, health care assistants, therapy staff and managers at the Royal Liverpool and Broadgreen University Hospitals NHS Trust act as older people's champions. All have undergone special training that highlights the needs and rights of older patients, and use their knowledge to root out ageism. They also advise other members of staff in wards and clinics about the care of, and attitudes toward, older people. This article reports their experiences as champions for older people's needs. (RH)

ISSN: 09547762

From : <http://www.nursingtimes.net>

Dignity in older age: what do older people in the United Kingdom think?; by Gillian Woolhead, Michael Calnan, Paul Dieppe (et al).

Age and Ageing, vol 33, no 2, March 2004, pp 165-169.

Dignity is a complex concept, and there is little empirical evidence to show how older people view dignity. This study used qualitative methods to explore the concept of dignity from the older person's perspective. 15 focus groups and two individual interviews were conducted in 12 different settings with a total of 72 participants aged 65+ purposively sampled to ensure a mix of socio-economic status, ethnicity and level of fitness. The method of constant comparison was used to analyse data. Dignity was seen as a multi-faceted concept: dignity of identity (self-respect, esteem, integrity, trust); human rights (equality, choice); and autonomy (independence, control). Examples of dignity being jeopardised rather than being enhanced were given. A loss of self-esteem arose from being patronised, excluded from decision-making, and being treated as an "object". Lack of integrity in society means that there was an inability to trust others and an increased vulnerability. Equality was an important issue, but many felt that government policies did not support their rights. The evidence showed that person-centred care for older people needs to be specifically related to communication, privacy, personal identity and feelings of vulnerability. (RH)

ISSN: 00020729

From : <http://www.ageing.oupjournals.org>

Eternal youths: how the baby boomers are having their time again; by James Harkin, Julia Huber, Demos. London: Demos, 2004, 113 pp.

Baby boomers refuse to pass on the baton of youth culture, which they believe is rightfully theirs: it now extends to people in their 40s. This report, produced in partnership with Centrica and the Saga Group, highlights that older consumers will increasingly look to trusted organisations to make their lives easier by acting as "gatekeepers", managing a range of products and services. The report challenges the private, public and charitable sectors to look at new and innovative ways of providing services in a future society in which older people are in the majority. The authors base their research on focus groups representing different age groups, by social class and/or ethnicity, in London, Leeds, Bradford and Dorset. They uncover core themes and issues that demand greater attention from those seeking to provide services: win votes or attract loyalty and commitment from baby boomers in the years ahead. (RH)

ISBN: 1841801291

From : Demos, Magdalen House, 136 Tooley Street, London SE1 2TU. E-mail: [hello@demos.co.uk](mailto:hello@demos.co.uk) Website: [www.demos.co.uk](http://www.demos.co.uk)

Meldrew or Methuselah: the mythology of old age; by Alison McInnes.

Generations Review, vol 14, no 4, October 2004, pp 22-24.

This paper explores seven cultural "myths" perpetuated in British society which may encourage ageism. The first six relate to personality and physical health factors, the first being the myth of chronology, that defines older people by virtue of their age. Second, the myth of inflexible personality suggests that older people become more intolerant and conservative as they age. Third, the myth of misery, that because they are older, they are unhappy. Fourth, the myth of rejection and isolation, which contends that British society is uncaring towards and rejects its older people. Fifth, the myth of dependence and unproductiveness, that because older people are not usually engaged in paid employment, they are not productive members of society. Sixth, the myth of physical ill health, that old age automatically involves deterioration and that illness is part of the ageing process. Lastly, mental health factors, specifically the myth of mental deterioration, which suggests that all older people suffer from mental health problems. The author advocates use of this list as a check against prejudice, negativity, discrimination, inequality, oppression and misunderstanding of older people's lives. (RH)

ISSN: 09652000

From : (Editorial e-mail address) [gr@ageing.ox.ac.uk](mailto:gr@ageing.ox.ac.uk)

Older adults' views of "successful aging": how do they compare with researchers' definitions?; by Elizabeth A Phelan, Lynda A Anderson, Andrea Z LaCroix (et al).

Journal of the American Geriatrics Society, vol 52, no 2, February 2004, pp 211-216.

Two longitudinal studies of dementia and normal ageing in Washington State were used. The first, the Kame (turtle in Japanese and a symbol of longevity) concerns a sample established in 1992-94 of 1,985 Japanese Americans aged 65+. The second, Adult Changes in Thought, enrolled 2,581 white men and women aged 65+ from a health maintenance organisation (HMO) in 1994-96. Respondents were asked whether they had ever thought about ageing and ageing successfully, whether these thoughts had changed over the previous 20 years, and about how important specific attributes, originating from the published literature, were in characterising successful ageing. Overall, 90% had previously thought about ageing and ageing successfully. Some 60% said that their thoughts had changed over the previous 20 years. Both groups rated the same 13 attributes as important; the white group added one further attribute, learning new things. Older people's definition of successful ageing is multidimensional, encompassing physical, functional, psychological and social health. In contrast, none of the published work describing attributes of successful ageing includes all four dimensions. Future work would benefit from an expanded definition that adequately reflects older people's perceptions. (RH)

ISSN: 00028614

From : <http://www.americangeriatrics.org><http://www.blackwellpublishing.com>

The portrayal of older people in prime time television series: the match with gerontological evidence; by Eva-Marie Kessler, Katrin Rakoczy, Ursula M Staudinger.

Ageing and Society, vol 24, part 4, July 2004, pp 531-552.

Empirical studies in several disciplines have investigated images of older people in the mass media, but analyses to date have failed systematically to apply gerontological concepts and to compare the portrayal of old age with "real-world" evidence. A model of older people's internal and external resources was used to assess the portrayal of older people in prime-time drama series. Three hours of programmes broadcast over 6 weeks in 2001 of 32 prime-time television series were examined. The ages of 355 portrayed characters were estimated, and the socio-economic, health-related and psychological resources of the 30 characters rated as 60 or older were assessed. Observational categories and rating dimensions were developed on the basis of the resource model. Older people were heavily under-represented, especially women and those of advanced old age. Furthermore, the representation of older people's social participation and financial resources was overly positive. Finally, older women and men were portrayed in traditional gender roles. The antecedents and consequences of the biased portrayals (of old and young people) are discussed from a psychological perspective. (RH)

ISSN: 0144686X

From : <http://journals.cambridge.org/>

Still plenty to offer; by Gillian Crosby, Centre for Policy on Ageing - CPA.

London Bulletin, issue 30, July/August 2004, p 15.

The impact of London's ageing population on public services is examined with regard to the needs and values of older people themselves. That the proportion of older people in London is markedly smaller than for other areas of the UK does not mean that their needs are no less complex. Tenure differences between inner and outer London point to the importance of strategic planning - such as the Supporting People programme - in meeting housing needs. Employment, voluntary work and active involvement in civic life are other factors considered in this article, which is based on a discussion at an Association of London Government (ALG) seminar on 25 June 2004. (RH)

From : Association of London Government, 59½ Southwark Street, London SE1 0AL. Website: [www.alg.gov.uk](http://www.alg.gov.uk)

Subjective age perceptions in the UK: an empirical study; by Lynn Sudbury.

Quality in Ageing, vol 5, no 1, June 2004, pp 4-13.

The number of years lived is a poor indicator of a person's self-perceptions, attitudes and behaviours. For these reasons, gerontologists have looked for alternative measures of age, including self-perceived or subjective age. While American researchers have built up a body of knowledge pertaining to self-perceived age for more than half a century, little is known about the concept in the UK. This paper presents the findings of an empirical study into the self-perceived age of a group of 356 UK citizens aged 50-79 (mean age 60.2). Using the cognitive age scale, respondents were asked how old they perceived themselves to be on the dimensions of feel, look, act and interests. Overall, respondents indicated a self-perceived age of more than 10 years younger than

chronological age. These results suggest that the phenomenon is at least as extensive in the US, where it is frequently argued that youth is valued over age. (RH)

ISSN: 14717794

From : [www.pavpub.com](http://www.pavpub.com)

Writing old age; by Julia Johnson (ed), Centre for Policy on Ageing - CPA; Centre for Ageing and Biographical Studies (CABS), Open University. London: Centre for Policy on Ageing, 2004, 87 pp (The representation of older people in ageing research series, no 3).

The growing interest in literary gerontology is reflected in this collection of five papers, first three of which were originally presented at a joint CPA/CABS seminar in March 1999. The focus is specifically on how ageing is treated in everyday texts: popular fiction, autobiography and poetry. Joanna Bornat's paper, 'Finding Kate: a poem which survives through constant discovery', examines the history of the poem 'Kate'. Jill Manthorpe reviews novels which portray residential care homes for older people in her paper entitled 'Ambivalence and accommodation'. In 'Imaginations of age in 1920s popular novels', Hannah Zeilig makes the case for the post First World War literature as being a useful resource for learning about attitudes towards ageing in an era that was dominated by youth culture. In 'The changes and chances of this mortal life', Mike Hepworth reviews books by Stanley Middleton, whose novels sensitively explore the experience of ageing from a male point of view. Margaret Morganroth Gullette considers life storytelling and age autobiography in 'The Sartre- de Beauvoir 'Conversations' of 1974'. Julia Johnson's introductory and concluding chapters consider the papers in terms of their context and meaning. (RH)

ISBN: 1901097552

Price: £10.00 + p&p

From : Central Books, 99 Wallis Road, London E9 5LN.

## 2003

Courtesy entitles: [older people consider dignity to be a key element in their treatment]; by Michael Calnan, Gillian Woolhead, Paul Dieppe.

Health Service Journal, vol 113, no 5843, 20 February 2003, pp 30-31.

The National Service Framework for older people (NSF) emphasises the need for older people to be treated respectfully as individuals. However, a study of 72 people in Bristol and South Wales ranging in age from 50 to 90 (median age 72), showed that dignity - and lack of it - were key issues in their estimation of care. Their concerns about lack of dignity centred on lack of privacy, mixed sex wards, forms of address, and loss of independence. The study - which forms part of an EU funded project relating to the Fifth framework (quality of life) programme - suggested that older people do not complain about care for fear of retaliation. (RH)

ISSN: 09522271

Depiction of elderly and disabled people on road traffic signs: international comparison; by Richard P Gale, Christopher P Gale, T A Roper (et al).

British Medical Journal, vol 327, no 7429, 20 December 2003, pp 1456-1457.

Older people should not be stigmatised as being impaired or disabled. The authors had observed that some countries did not depict older people in this way, and wondered how road signs world wide illustrate older people as well as those with disabilities. They summarise the results of their requests to British missions abroad for pictures, photographs or other images of road signs that warned about older people, deaf people, blind people, or those with any other physical disability. (RH)

ISSN: 09598138

From : <http://www.bmj.com>

Intimations of mortality: perceived age of leaving middle age as a predictor of future health outcomes within the Whitehall II study; by Hannah Kuper, Michael Marmot.

Age and Ageing, vol 32, no 2, March 2003, pp 178-184.

The reported age at which middle age ends predicts future health outcomes. The authors hypothesise that perceived end of middle age acts as a general summary of the subjective rate of ageing. 5,262 male and 2,277 female civil servants aged 40-60 in the Whitehall II study were asked in 1991-1993 at what age they think most people leave middle age; participants were followed until 1997-2000. Perceived age of leaving middle age increased with age, self-rated health and grade of employment, and was higher in women. Those who believed middle age ends at under 60, compared to 70+, were at higher risk of coronary heart disease, fatal CHD, and non-fatal myocardial infarction, and poor physical and mental functioning during follow-up. Adjustment of self-rated health, employment grade, health behaviours, social networks, control and baseline health status, respectively, did not eliminate these associations. (RH)

ISSN: 00020729

Marketing and advertising to older people: report of a seminar held by Help the Aged on 19 September 2002 as part of its campaign against age discrimination; by Help the Aged. London: Help the Aged, 2003, 21 pp.

Although the majority of wealth and assets are held by the 50-65 age group, 95% of advertising revenue is aimed at under 35s. Much of the advertising that is aimed at older people is stereotypical in its attitudes and the images portrayed. The seminar focused on three major points: the scale of the problem; the underlying causes and how these can be tackled; and what role Help the Aged can play. Appendices include the findings of a survey of television commercials, undertaken as part of Help the Aged's campaign against age discrimination. (RH)

ISBN: 190452818X

From : Help the Aged, 207-221 Pentonville Road, London N1 9UZ. E-mail: info@helptheaged.org.uk

Website: www.helptheaged.org.uk

When I'm sixty four: the case for a new approach to ageing; by Paul Burstow, James Sandbach, Centre for Reform. London: Centre for Reform, 2003, 52 pp.

In the next fifty years, the UK will have to come to terms with a 'grey' majority: more than half of the population will be over 50 years old. Far from posing a danger to our economy which many theses predict, this report argues that the 'demographic time bomb' will not bankrupt our pensions or bleed the NHS dry. Rather, it suggests that the predictions of these commentators are damaging the prospects for our own old age. The authors reveal the absence of comprehensive policies for older people on health and social services, education, and employment and pensions. They also explore how the law fails adequately to protect older people from age discrimination. Far from being a drain on resources, the baby boomer generation represent an important stimulus, as participants in the community and wider civil society, and as consumers with spending power. The report was launched at a meeting sponsored by Help the Aged at the Liberal Democrat Spring Conference in March 2003. (RH)

ISBN: 1902622413

Price: £8.00

From : Centre for Reform, Museum House, Museum Street, London WC1A 1JT. E-mail: info@cfr.org.uk

Website: www.cfr.org.uk

## 2002

Knowledge, stereotyping and attitudes towards self ageing; by Lindsay Gething, Judith Fethney, Kevin McKee (et al).

Australasian Journal on Ageing, vol 21.2, June 2002, pp 74-79.

The Reaction to Ageing Questionnaire (RAQ) was developed in Australia to measure attitudes to personal or self ageing. This article reports on a project run in Australia and the UK assessing the relationship between attitudes to self-ageing and measures of misconceptions and stereotyping of older people. Researchers in the 2 countries administered the RAQ, the Facts about Ageing Quiz (Palmore's FAQ), and Aging Semantic Differential, along with some demographic questions to samples of nurses. Results indicated patterns of stereotyping and misconception about older people that were similar across both countries. In the main, views were negative and devalued older people in their personal attributes and capabilities. Significant correlations extended across the two countries, indicating that attitudes to self ageing as measured by the RAQ were significantly associated with measures of misconception and stereotyping of older people. Such negative attitudes need to be tackled urgently by developing anti-ageism strategies for nurses. (RH)

ISSN: 14406381

## 2001

Age old attitudes?: planning for retirement, means-testing, inheritance and informal care; by Laura Edwards, Sue Regan, Richard Brooks, Institute for Public Policy Research - IPPR. London: Institute for Public Policy Research - IPPR, 2001, 80 pp.

IPPR's project on "A new contract for retirement", of which this research is a part, aims to look at both pensions and long-term care policy, to set out a sustainable policy settlement. For this report, primary qualitative research was conducted to understand public attitudes on three issues linked to public policy in retirement: means-testing in relation to pensions and long-term care; giving or receiving an inheritance; and expectations about caring for others in old age. The research sought the views of three different generations: over 75s, ages 50-65, and ages 30-45. (RH)

ISBN: 1860301943

Price: £7.50

From : IPPR, 30-32 Southampton Street, London WC2E 7RA.

Ain't Misbehavin': the effects of age and intentionality on judgments about misconduct; by Joan T Erber, Lenore T Szuchman, Irene G Prager.

Psychology and Aging, vol 16, no 1, March 2001, pp 85-95.

In 2 person perception experiments, young and older perceivers read a scenario about a young or old female who leaves a shop without paying for a hat. In Experiment 1, the woman claims she forgot she was wearing the hat when questioned by the manager. Perceivers thought that the manager would have greater sympathy, less anger, and would recommend less punishment if the woman was older. In Experiment 2, the woman clearly forgot to pay for the hat, clearly stole it, or had ambiguous intentions. In the ambiguous condition, perceivers attributed a younger person's behaviour more to stealing, whereas an older person's behaviour was more to forgetting. In the forget condition, young perceivers had equal sympathy for both young and old and held them similarly responsible, but older perceivers had greater sympathy for the forgetful older woman and found her less responsible than the forgetful younger woman. (RH)

ISSN: 08827974

Benign or malign?: media stereotyping; by Corinna Whitfield.

Nursing Older People, vol 13, no 6, September 2001, pp 10-13.

A range of printed media were selected and surveyed over a 3-month period to identify how older people are represented in photographs and advertisements. The survey of image quantity and type used 12 magazines for retired people (including Saga, 50+ and Choice); 24 general magazines (such as Women's Weekly, Men's Health, OK, Harpers Bazaar, Country Living); 5 national newspapers (the Guardian, the Express, The Sun, Daily Mail, and the Financial Times); and 2 local papers (the Bucks Free Press and the Star). (RH)

ISSN: 14720795

Exposing ageism; by Marvin Formosa.: International Institute on Ageing (United Nations - Malta), February 2001, pp 15-23.

BOLD, vol 11, no 2, February 2001, pp 15-23.

Three distinct aims are presented in this literature review. First, it provides an analytic overview of the notion of ageism. Second, it discusses how ageism and images of old age are manifested in the public sphere. Finally, it presents a rationale on which to establish an anti-ageist practice. (RH)

ISSN: 10165177

## **2000**

Advertising in an ageing society; by Marylyn Carrigan, Isabelle Szmigin.

Ageing and Society, vol 20, part 2, March 2000, pp 217-233.

Age discrimination is one of the last forms of discrimination yet to be tackled in legislation. Despite the call of the United Nations (UN) for older people to be treated fairly, regardless of age, many industries still overtly discriminate against them. The advertising industry is a particular offender, either ignoring older people altogether, portraying them as caricatures, or using negative stereotypes. The authors suggest that regulation or legislation may be required, to raise awareness of the issues surrounding age discrimination and to persuade advertisers to present images of older people which are more relevant and acceptable in today's society. (RH)

ISSN: 0144686X

Age discrimination in health and social care; by Emilie Roberts, Janice Robinson, King's Fund. London: King's Fund, 2000, 12 pp (Briefing note).

There have been frequent instances in the past year of patients being denied treatment or good quality NHS care because of ageist attitudes. These cases only usually come to light when the individuals concerned or their families complain. This briefing note is based on a review of the literature and a series of meetings with key stakeholders in older people's health and social care provision. While there are many examples of excellent care for older people in the UK, the review reveals evidence of unfair age discrimination in health and social care, with a whole range of services being implicated. There is clear evidence that some services have operated explicit age restrictions which have little justifiable clinical basis. Age discrimination is more often covert and subtle, and is implicit in a general lack of priority for older people's services. Discrimination is sometimes difficult to separate from other issues around gender, poverty, ethnicity, and the way in which people with disabilities and long term illness are treated. This paper was produced as part of a wider project on age discrimination at the King's Fund. (RH)

Price: FOC

From : Emilie Roberts or Janice Robinson, King's Fund, tel 020 7307 2523. King's Fund website: [www.kingsfund.org.uk](http://www.kingsfund.org.uk)

Age in the frame: television and the over 50s: a study of portrayal, representation and viewing; by Pam Hanley, Katrina Webster, Age Concern England - ACE; Independent Television Commission (ITC). London: Age Concern England; ITC, 2000, 11 pp.

This work builds on earlier research by Age Concern on the representation and portrayal of older people on television. Qualitative and quantitative research carried out by Age Concern and the ITC (based on a self-completed questionnaire and four group discussions) reveals an up-to-date picture of what audiences of 50 and over want and expect from television in the 21st century. There are differences in attitudes and expectations between those currently in their 50s and early 60s and those aged 70 and over. The myth is also exploded that older people will watch anything that happens to be on TV: programmes neither cater adequately for their needs nor for the diversity of their interests. Whilst greater representation of older people was not uppermost, there was a strong feeling that more older people - particularly women - should be seen on TV. Respondents did not seem to mind the use of stereotypical images in 'sitcoms' or soap operas, but there was resentment that this seemed to be the only significant way in which they were portrayed. Programme makers and the advertising industry must recognise demographic and social change, if they are to attract older viewers. (RH)

ISBN: 190362908X

Price: FOC

From : Age Concern England, Astral House, 1268 London Road, London SW16 4ER.

Age integration or age conflict as society ages?; by Anne Foner.

The Gerontologist, vol 40, no 3, June 2000, pp 272-276.

A major concern about population ageing is that it will produce conflicts between working-age and older people. The author argues that although age conflicts could counteract trends toward age integration, there is an opposite outcome. This is, that age integration will offset tendencies to age conflicts. The article considers age inequalities as a basis of age conflicts; the effects of macro- and micro-level structures on public policies; the role of the family; and the intersection of age and class. This is one of a series of eleven essays originally presented at sessions on age integration at both the International Sociological Association meeting in Montreal and the American Sociological Association meeting in San Francisco in 1998, and also adapted from a working paper issued by the National Institute on Aging (NIA) in May 1999. (RH)

ISSN: 00169013

Ageism and employment: controversies, ambiguities and younger people's perceptions; by Wendy Loretto, Colin Duncan, Phil J White.

Ageing and Society, vol 20, part 3, May 2000, pp 279-302.

The emergence and evolution of the concept of ageism in employment in the UK is traced. Such features are also challenged as being defective and undermining of efforts to eradicate age discrimination in employment. Also revealed is some loosening in recent years of the association of the term "ageism" with older employers. This latter observation informed the focus of the authors' empirical work, which examined the views of 460 Business Studies students concerning age and employment. A significant proportion had experienced ageism directly in employment. Most favoured the introduction of legislative protection against age discrimination, with blanket coverage irrespective of age. Though negative stereotypes regarding older workers were by no means uncommon among the sample, little firm evidence emerged of intergenerational tensions or resentment towards older people. The policy implications of these findings are considered, including the relative merits of weighting policy responses towards older employees. It is argued that initiatives restricted in this way, further constrained by commercial imperatives and macro-economic objectives, are likely to prove divisive and self-defeating as a means of combatting ageism. (RH)

ISSN: 0144686X

College students' attitudes toward residential care facilities; by Erin M French, Pearl M Mosher-Ashley.

Educational Gerontology, vol 26, no 6, September 2000, pp 583-604.

109 female students aged 18 to 71 (mean, 24.8) and 22 male students aged 19 to 43 (mean 23.3) enrolled in a psychology of ageing course at a local US state college. Students interviewed older residents of 96 different long-term care homes, and compared a questionnaire assessing their impressions of the home and its residents. Students' openness to living in long-term care settings and positive and negative statements about the home visited were the main measures of student attitudes towards such settings. Nursing homes were perceived more negatively than any other long-term care setting. Students who had been affected by meeting the needs of an older relative were more open to living in residential care settings, as were students who interviewed residents

who were satisfied with their lives. Nursing homes elicited the least openness to living in residential care, whereas assisted care and continuing care elicited the most openness. Students who perceived residents as mentally alert made fewer negative statements about homes visited. (RH)  
ISSN: 03601277

Descriptive analysis of news magazines' coverage of John Glenn's return to space; by Michael L Hilt.  
Educational Gerontology, vol 26, no 2, March 2000, pp 161-168.

Media images of older people contribute to society's perception of ageing, and some studies have concluded that the media often portray older people in a negative, stereotypical way. This study examined issues of Times, Newsweek, and US News & World Report for articles concerning John Glenn's return to space and described their content. Although comments were made concerning Glenn's age and his role as a rookie payload specialist on the space shuttle Discovery, there were few comments considered ageist or demeaning to older adults. (AKM)  
ISSN: 03601277

Images of aging in the lyrics of American country music; by Ronald H Aday, Benjamin S Austin.  
Educational Gerontology, vol 26, no 2, March 2000, pp 135-154.

This study examined the lyrics of American country music as potential sources for better understanding popular perceptions about ageing and old age. Data for the study were collected from a sample of 52 country songs published between 1950 and 1995. A majority of the songs have been recorded and have received considerable public exposure. Using a content analysis approach, seven subjective themes were identified: physical attributes; mobility and reaction time; mental health; reminiscence; loneliness and isolation; quality of relationships; and mortality. Song lyrics in each category were evaluated in terms of positive or negative image portrayal and gender differences when apparent. Findings indicated that a substantial majority of the songs presented negative images of ageing and older age. (AKM)  
ISSN: 03601277

The imaginary time bomb: why an ageing population is not a social problem; by Phil Mullan. London: I B Tauris, 2000, 239 pp.

The growing preoccupation with ageing has nothing to do with the direct impact of demographic changes. The conclusion of this book is that the contemporary mindset of uncertainty makes society susceptible to the notion of a population time bomb. The negative presumption of "too many old people" has become a motif for many of Western societies' anxieties. The author assesses both the reality and changing perceptions of ageing during the last two centuries. The form which this preoccupation has taken in the last two decades is examined. The author explains why it is incorrect to assume that an ageing population necessarily becomes an insupportable burden on society. He expands the argument with reference to two specific concerns arising from an older population: the provisions of pensions and of health care respectively. The general assumption that an older population structure has adverse implications for the economy and economic growth is challenged. While society is ageing, it is wrong to attribute this as the source of all, or any, of society's contemporary problems. (RH)

ISBN: 186064452X

Price: £24.50

From : I B Tauris & Co Ltd, Victoria House, Bloomsbury Square, London WC1B 4DZ.

The lobby as an arena in the confrontation between acceptance and denial of old age; by Tova Gamliel.

Journal of Aging Studies, vol 14, no 3, September 2000, pp 251-272.

In two anthropological studies on old-age institutions, the lobby is found to be an arena in which one may examine older people's styles of coping with the end of life. The lobby appears to symbolise the socio-existential situation of today's older people, and gives a credible view of two separate types of institutions: sheltered housing and the residential home. Three levels of context are examined: the static "set" in the lobby; the traffic of tenants and others through it; and the extent of freedoms in its access. The article concludes that each institutional context "promotes" a different style of coping. Sheltered housing tenants cultivate a middle-aged identity, in which they deny the fact that they are old. Those in the residential home accept the manifestations of old age, and conduct an overt discourse with death. The reality of life in an institution as one that forces people to cope with questions of identity in old age creates an appropriate background for discussing the costs and utilities of each style of coping. (RH)

ISSN: 08904065

The mirror has two faces; by Elizabeth W Markson, Carol A Taylor.

Ageing and Society, vol 20, part 2, March 2000, pp 137-160.

Have changing demographics, increased life expectancy and findings about gender similarities and differences altered portrayals of older people in American feature films during the past 65 years? The authors identified 3,083 films made between 1929 and 1995 in which actors and actresses, nominated at least once for an Oscar award, appeared when aged 60 years or older. Academy Award nominations were selected because they offered a sample of "notable" performers and an accessible database. An 8% random sample was selected for content analysis of their roles. Throughout this period, men were more likely to be depicted as vigorous, employed and involved in same-gender friendship and adventure (whether as hero or villain). Women remained either peripheral to the action or were portrayed as rich dowagers, wives/mothers, or lonely spinsters. Despite changing gender roles in later life since the 1930s, and despite social and economic changes for older Americans (earlier retirement age and better health are but two examples), their film roles have remained remarkably static in age and gender stereotyping. In feature films, the mask of ageing differs by gender. Male masks veil inactivity and physical changes, while female masks reveal ageist and sexist stereotypes.

ISSN: 0144686X

Perceptions and consequences of ageism: views of older people; by Victor Minichiello, Jan Browne, Hal Kendig.

Ageing and Society, vol 20, part 3, May 2000, pp 253-278.

This qualitative study examines meanings and experiences of ageism for older Australians. While the concept is widely applied in academic social analysis, the term is not understood or used by many of the informants. They talk freely, however, about negative experiences in "being seen as old" and "being treated as old". Active ageing is viewed as a positive way of presenting and interpreting oneself as separate from the "old" group. Informants recognise that older people as a group experience negative treatment in terms of poor access to transport and housing, low incomes, forced retirement and inadequate nursing home care. While few have experienced overt or brutal ageism, interaction in everyday life involves some negative treatment, occasional positive "sageism", and others "keeping watch" for one's vulnerabilities. Health professionals are a major source of ageist treatment. Some older people limit their lives by accommodating ageism, while others actively negotiate new images of ageing for themselves and those who will be old in the future. (RH)

ISSN: 0144686X

Physicians are less willing to treat suicidal ideation in older patients; by Heather Uncapher, Patricia A Areán.

Journal of the American Geriatrics Society, vol 48, no 2, February 2000, pp 188-192.

Older adults have the highest rate of suicide of any age group, and reducing the number of late-life suicides has become a national priority. The aim of this study was to determine if an age bias existed among primary care physicians when they contemplated treating suicidal patients. A total of 342 physicians were posted one of two case vignettes of a suicidal, depressed patient. The only differences between the two vignettes were the age of the patient (38 or 78 years old) and the employment status (employed versus retired). Results revealed that the physicians recognised depression and suicidal risk in both the adult and the geriatric vignette, but they reported less willingness to treat the older suicidal patient compared with the younger patient. The physicians were more likely to feel that suicidal ideation on the part of the older patient was rational and normal. They were less willing to use therapeutic strategies to help the older patient, and they were not optimistic that psychiatrists or psychologists could help the suicidal patient. (AKM)

ISSN: 00028614

Stories of ageing; by Mike Hepworth. Buckingham: Open University Press, 2000, 160 pp (Rethinking ageing).

The growing interest, within gerontology, in functional representations of older age is examined with reference to novels whose central characters are aged 50 and over. Works ranging from Agatha Christie to Penelope Lively and Joanna Trollope show how the novel can be a useful source of information about the ways in which we make sense of growing old. The author looks at characters' personal experiences of ageing, and the tensions between this and social attitudes towards them. Chapters examine the interaction between the body and the self; the role of relationships between the body, the self and other people; the interdependency of self on objects, and the part played by places and spaces in shaping age identities; and the exposure of older people to danger, and aspects of risk and vulnerability. The final chapter takes up the question of the future of human ageing in relation to the interplay between past, present and future in the life course. (RH)

ISBN: 0335198538

Price: £15.99 (hbk 0335198546 £50.00)

From : Open University Press, Celtic Court, 22 Ballmoor, Buckingham MK18 1XW.

Unjustified exclusion of elderly people from studies submitted to research ethics committee for approval: descriptive study; by Antony Bayer, Win Tadd.

British Medical Journal, vol 321, no 7267, 21 October 2000, pp 992-993.

The authors were interested in whether research protocols submitted to the local research ethics committee contained unjustified upper age limits and how the committee dealt with this. Of 155 studies of relevance to older people, more than half had an upper age limit that was unjustified. Negative stereotyping of older people was reflected in comments in the studies that participants need to be "fully competent", "reliable" or "without cognitive impairment". One argument for an upper age limit is that it minimises rate of dropout. However, the authors know of no evidence that older people are less compliant with the demands of research protocols. Ethics committees are in a strong position to influence research practice, and the authors urge more positive attitudes towards older people. This paper is part of the BMJ's randomised controlled trial of open peer review. (RH)  
ISSN: 09598138

## 1999

Age and forgetfulness: can stereotypes be modified?; by Xiaohui Guo, Joan T Erber, Lenore T Szuchman.

Educational Gerontology, vol 25, no 5, July-August 1999, pp 457-466.

There is much support for the idea that people hold a stereotype of older people being forgetful. Moreover, there is evidence that this stereotype affects how forgetful older people are perceived. In this study, young and older perceivers read an article stating that memory declines with age, or an article stating that memory is constant across the adult years, or read no article. 90 young (age 17-24) and 73 older (age 60-89) perceivers then read an interview script with a forgetful young target or a forgetful older target. Perceivers rated their opinions of the target's memory, and also the extent to which they would attribute the target's memory failures to lack of ability or lack of effort. Young perceivers who read the memory decline article attributed memory failure to lack of ability more for the old than the young target. This result suggests that the stereotype held by young perceivers about memory and age can be modified by exposure to written information. (RH)

ISSN: 03601277

Age cannot wither her, nor custom stale her infinite variety; by Jacqueline Wiles.

Elderly Care, vol 11, no 5, July/August 1999, pp 10-14.

There is a stereotyped image of later life, which gives the impression that quality of life and well-being simultaneously decline with age. In exploring how this negative view of ageing has come about, the author looks at ageism and how the ageing process has become "medicalised". She argues that negative stereotypical images combined with the "medicalisation" of older people have been instrumental in the formation of a socially constructed view of later life which is quite erroneous. Major reports such as "Inequalities in health" (the Black Report) are typical in their negative portrayal of older people and ageing. These are countered by other studies, which suggest that the view of later life as a time of miserable mental decline and ill-health is not based on any empirical evidence. Many older people live in circumstances which predispose them to a low quality of life. Despite this, research suggests that their subjective experience of life can be very positive. (RH)

ISSN: 09568115

Ageing with grace: helping patients to cope with the challenges of old age; by Iain McIntosh.

Geriatric Medicine, vol 29, no 7, July 1999, pp 21-22, 24.

The author explains why general practitioners (GPs) treating older people need to bear in mind the psychosocial challenges of normal ageing. The article identifies developmental tasks in late adulthood (e.g. maintenance of body image), and the nature of advice that GPs could pass on to older people. The psychological aspects of ageing also need to be considered, when managing older people's problems. (RH)

ISSN: 0268201X

Ageism in history; by Paul Kingston. London: NT Books, 1999, 10 p (Nursing Times clinical monographs, no 28).

This monograph considers ageism in contemporary western societies. It is necessary to first set the scene by considering historical evidence for attitudes that would be considered ageist today. A more recent 20th century history helps to contextualise many of the perspectives that have contributed towards a negative portrayal of later life. The social construction of the term ageism and definitions and attitudes to ageing are considered, including attitudes of health care professionals. A brief review of the discourse surrounding the body in later life is analysed, and the rationing debate is considered alongside the emerging phenomenon of elder abuse. The monograph briefly discusses how ageism can be tackled. (RH)

ISBN: 1902499700

Price: £4.95

From : NT Books, Emap Healthcare Ltd, Greater London House, Hampstead Road, London NW1 7EJ.

Ageism, early exit, and British trade unions; by Colin Duncan, Wendy Loretto, Phil White, Department of Business Studies and Management School, University of Edinburgh. Edinburgh: Department of Business Studies, University of Edinburgh, 1999, 37 pp ((Working paper series, no 99/15.

During the 1990s concern over age discrimination or "ageism" emerged as an employment issue in the UK, given the declining participation of older workers in employment. Conservative and Labour governments have rejected legislation, but both parties have in various ways acted to discourage such discrimination. The role of the trade unions with respect to age matters is the main focus in this publication. The authors trace the origins of the concept of ageism, and explain its emergence as an employment issue by reference to the "early exit" phenomenon that has become apparent in the UK since the mid-1970s. Trade union policies and practices towards age matters in employment in post-war Britain are discussed, including analysis of responses received from some forty trade unions to a request for information and documentary evidence on age issues. The study concludes that trade union policy has taken "ageist" directions. However, little evidence was found that unions had secured any degree of control over exit procedures. (RH)

ISBN: 1902850130

From : Department of Business Studies, University of Edinburgh, William Robertson Building, 50 George Square, Edinburgh, EH8 9JY.

Attitudes and aspirations of older people: a qualitative study: a report of research carried out by the Local Government Centre, Warwick Business School, University of Warwick on behalf of the Department of Social Security; by Carol Hayden, Annette Boaz, Francesca Taylor, Local Government Centre, University of Warwick; Department of Social Security - DSS. London: Corporate Document Services, 1999, 129 pp (Department of Social Security research report no 102).

The Local Government Centre, Warwick University was commissioned to conduct a programme of research on behalf of the Inter-Ministerial Group on Older People, to examine older people's attitudes and aspirations, their lifestyles, their relations with local, regional and national government, and their views on how they are represented. The research focuses on three themes identified by the Inter-Ministerial group. First, active ageing, including employment, retirement, mentoring, volunteering, intergenerational activities, lifelong learning and the impact of age discrimination. Second, independence in health and social care. Third, consultation and involvement in government at all levels. The research comprises two inter-connected parts: a literature review, and this qualitative research. It identifies current barriers to active ageing, independence and participation experienced by older people. Those who participated in focus groups and in-depth interviews felt that these barriers could be overcome with a more positive attitude to ageing by government and society, and by services and infrastructure more appropriate to their needs. Appendices include an outline of methodology and the sampling criteria used. (RH)

ISBN: 1841231584

Price: £29.00

From : Corporate Document Services, Savile House, Trinity Arcade, Leeds, LS1 6QW.

Attitudes and aspirations of older people: a qualitative study; by Carol Hayden, Annette Boaz, Francesca Taylor, Local Government Centre, University of Warwick; Department of Social Security - DSS. London: DSS Social Research Branch, 1999, unnumbered (Department of Social Security research summary).

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Price: FOC

From : Keith Watson, Social Research Branch, Adelphi, 1-11 John Adam Street, London WC2N 6HT.

Attitudes and aspirations of older people: a review of the literature: a report of research carried out by the Local Government Centre, Warwick Business School, University of Warwick on behalf of the Department of Social Security; by Annette Boaz, Carol Hayden, Miriam Bernard, Local Government Centre, University of Warwick;

Department of Social Security - DSS. London: Corporate Document Services, 1999, 201 pp (Department of Social Security research report no 101).

The Local Government Centre, Warwick University was commissioned by the Department of Social Security (DSS) on behalf of the Inter-Ministerial Group on Older People to conduct a literature review as part of a qualitative research project. Findings from this research will inform the Inter-Ministerial Group's work on older people's attitudes and aspirations, lifestyles, and relations with government at various levels. The review focuses on literature from 1988 to 1998 on the themes of active ageing, health and social care, and consultation and involvement. Searching for relevant items was carried out by computer and personal search of published and unpublished material as a basis for review; most items are held in the Centre for Policy on Ageing (CPA) Library. Particular attention was paid to consensus and inconsistencies in outcomes between different studies. Gaps in the literature are also identified, which have been used to focus the qualitative phase of the research. A final chapter discusses three cross-cutting themes: participation, independence and diversity. 68 studies were identified for inclusion, for which details are given of their scope, research attributes and relevance. (RH)

ISBN: 1841231444

Price: £34.00

From : Corporate Document Services, Savile House, Trinity Arcade, Leeds, LS1 6QW.

Attitudes and aspirations of older people: a review of the literature; by Annette Boaz, Carol Hayden, Miriam Bernard, Local Government Centre, University of Warwick; Department of Social Security - DSS. London: DSS Social Research Branch, 1999, unnumbered (Department of Social Security research summary).

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Price: FOC

From : Keith Watson, Social Research Branch, Adelphi, 1-11 John Adam Street, London WC2N 6HT.

Body images among men and women of different ages; by Peter Öberg, Lars Tornstam.

Ageing and Society, vol 19, part 5, September 1999, pp 629-644.

The body has become a focal point for people's self-image in late modernity. People are increasingly overwhelmed with messages of youthful ideals: how to stay young or how to get old without signs of ageing. However, studies of the effects of these images on people's own experiences as they grow older seem to be lacking. The authors report on an empirical study which focuses on body image for men and women of different ages. Four hypotheses, derived from gerontological theories, are developed and tested against data: the female beauty hypothesis; the double marginality hypothesis (concerns satisfaction with one's body by sex and age); the ageing mask hypothesis; and the the ageless self hypothesis. The survey, undertaken by 2,002 Swedes, reveals a response pattern with basically positive body images that, for women, is increasingly positive with age. The results are, thus, in sharp contrast to the gerontophobic messages from consumer culture as well as contrary to some gerontological theories. (RH)

ISSN: 0144686X

Changing youngsters' perceptions of aging: aging education's role; by Nieli Langer.

Educational Gerontology, vol 25, no 6, September 1999, pp 549-554.

Ageing education in the US elementary school curriculum that provides appropriate learning experiences in the classroom will influence affective behaviours. The aims in the affective domains are to acquaint schoolchildren with attitudes and values that they may learn to incorporate as part of themselves, from awareness to internalisation. A broad range of teaching approaches, used creatively and flexibly, help students move beyond cognitive learning and gain a balanced attitude about ageing. The aims of this article are: to suggest an orienting perspective that guides the teaching of ageing education in the classroom; to share approaches to teaching an ageing education unit; and to draw educational implications for teaching ageing education. (RH)

ISSN: 03601277

The development of an ageism scale - suitable for use for people with dementia: the Lannacombe Inquiry; by Mike Bender, Victoria Parnell, Ben Wellens (et al): Psychologists' Special Interest Group in Elderly People - PSIGE, British Psychological Society, October 1999, pp 32-36.  
PSIGE Newsletter, no 70, October 1999, pp 32-36.

A literature search revealed no ageism scale suitable for use with older people. It was felt useful to develop a scale to measure ageism that could be used with this population, and which might be used to explore the relationship between ageist attitudes, social withdrawal, and an existential form of dementia. A twenty item scale was developed. This article describes the inquiry pilot, the questionnaire's reliability with younger adults, and the reliability of the ageism scale with older people. (RH)  
ISSN: 13603671

"I'm not bad for my age": the meaning of body size and eating in the lives of older women; by Jillian R Tunaley, Susan Walsh, Paula Nicolson.

Ageing and Society, vol 19, part 6, November 1999, pp 741-760.

Empirical research on women's feelings about their body size has traditionally focused on adolescents and young adults and has been carried out within the framework of experimental social psychology. This article examines the subjective meanings of body size for sample of 12 women aged between 63 and 75 years via an analysis of in-depth interview data. The findings suggest that body size has a complexity of contradictory meanings for older women, which are shaped in relation to social discourses surrounding beauty ideals, gender identity and constructions of age and ageing. Many of the older women were dissatisfied with their body size, highlighting the cross-generational influence of a 'thin ideal' of size. At the same time, however, the women adopted a laissez-faire attitude towards body size and eating, rejecting the pressures surrounding size and food. This attitude was related to the women's constructions of this stage of their lives as a time of freedom, their awareness of personal mortality, and their beliefs about the inevitability of weight gain as they grew older. The findings are discussed in relation to feminist approaches to body size and gerontological research on age/gender stereotypes. (AKM)

ISSN: 0144686X

Models of intervention for "elder abuse and neglect": a Canadian perspective on ageism, participation, and empowerment; by Joan Harbison.

Journal of Elder Abuse & Neglect, vol 10, nos 3/4, 1999, pp 1-18.

Ageism is widely acknowledged as pervasive in our society, both in the literature and by the public at large. The mistreatment of older people may be seen in part as a reflection of that ageism. Various models of intervention to alleviate specific instances of elder mistreatment are described in the literature, and six such models are identified by the author: the psychopathological model, the systems model, the hierarchical model, the quasi-legal model, the child welfare model, and the participatory model. To provide a context for a discussion for these models, this paper discusses the ageist context for interventions in "elder abuse and neglect". It reviews the limitations imposed on interventions by existing legal/professional frameworks; and considers how the construction of elder abuse and neglect as a social problem relates to ageism embedded in the models. Models of intervention are reviewed, and the extent to which they reflect embedded ageism and/or the potential to tackle it, are discussed. It is concluded that, at present, all of the models have ageist elements, but that the participatory model has the most potential to overcome ageism and promote older people's well-being through empowerment. (RH)

ISSN: 08946566

From : Haworth Document Delivery Service, Haworth Press, Inc., 10 Alice Street, Binghamton, NY 13904-1580, USA.

Older generations in print: a report ... for the UK Secretariat for the International Year of Older Persons, 1999; analysis by Emily Seymour; edited by Bridget Cass; by Brian Groombridge, Emily Seymour, Bridget Cass, Media Age Network UK; UK Secretariat for the International Year of Older Persons. London: UK Secretariat for the International Year of Older Persons, 1999, 40 pp.

As an activity for the UN International Year of Older Persons 1999, it was decided to carry out a Print Audit of whether and how newspapers treat issues facing an ageing society, and how older people themselves are portrayed. Older people from all over the UK gathered data for the Audit, checking local, regional and national newspapers for the whole week beginning 14 June 1999. In total 1,096 different papers from 726 titles were audited and 3,686 references to older people and older people's issues recorded. This report outlines the audit criteria, presents the Audit's findings, discusses some implications of the research, and suggests how the Audit could be followed up. Appendices include lists of the papers audited and who participated in the audit. The report found that in terms of quantity, older people and the big issues facing society are being covered by the British press. However, the concept of what stories are worth telling about older people themselves has not been

updated. Older people continue to be portrayed as victims or frail objects of pity. The report acknowledges that editors and journalists face some difficulties; these could be remedied by more discussions with older people's organisations and older people themselves. (RH)

From : UK Secretariat for the International Year of Older Persons, 1268 London Road, London SW16 4ER.

The seductiveness of agelessness; by Molly Andrews.

Ageing and Society, vol 19, part 3, May 1999, pp 301-318.

In recent years, many researchers in the study of ageing have adopted a terminology of "agelessness". They argue that old age is nothing more than a social construct, and that until it is eliminated as a conceptual category, ageism will continue to flourish. This article challenges this view, stating that the current tendency towards "agelessness" is itself a form of "ageism", depriving older people of one of their most hard-earned resources: their age. Specific theories of ageing (successful ageing, mask of ageing, continuity theory) are assessed in this light, and original data are presented as evidence of old age as a unique phase of the lifestyle replete with continued developmental possibilities. (RH)

ISSN: 0144686X

Stereotypes of the elderly in magazine advertisements 1956-1996; by Patricia N Miller, Darryl W Miller, Eithne M McKibbin (et al).

International Journal of Aging and Human Development, vol 49, no 4, 1999, pp 319-338.

The globalisation of American culture is increasing as various media target an international market. This article reports the results of a study examining trends in stereotyping of older people in print advertisements appearing from 1956 to 1996 in US magazines. Results showed that the percentage of elderly portrayals in print ads has decreased. There has been relatively little overall stereotyping of older people, with only 4% of the sample depicting negative stereotypes. Nevertheless, there has been an increasing percentage of negative stereotypes and a decreasing percentage of positive stereotypes. Results are analysed in relationship to marketing trends and the social impact of ageing. (AKM)

ISSN: 00914150

Turning your back on us: older people and the NHS; by Caroline Gilchrist, Age Concern England - ACE. London: Age Concern England, 1999, 39 pp.

A 1999 Age Concern / Gallup survey showed that one in twenty people over 65 has been refused treatment, while one in ten has been treated differently since the age of 50. Older people report discrimination - both explicit and implicit - at all levels of the National Health Service (NHS), from primary care to hospitals. Negative attitudes from NHS staff are also reported, denying many older people access to services and the quality of care expected by younger people. This report presents detailed accounts of age discrimination as evidence of unequal treatment and rationing of health care. It recommends that as with other forms of discrimination, the Government should make it illegal for the NHS to refuse treatment or to treat someone differently on the basis of their age. There is the need for a full and open public debate concerning any such policies, practices or proposals. Other recommendations concern access to complaints procedures, ensuring that NHS staff understand older people's needs, and safeguarding older people's quality of life. (RH)

Price: £5.00

From : Age Concern England, 1268 London Road, London SW16 4ER.

Uncommon people and the unselfish generations: the Abbeyfield lecture 1999; by Martin Shreeve. St Albans: Abbeyfield Society, 1999, 14 pp.

The theme of this lecture by the Programme Director of Better Government for Older People is encapsulated in the words of a song by Ewan McColl, "Nobody knew she was there", concerning a common yet uncommon individual of no specified age. Martin Shreeve also develops the theme of 1997 Abbeyfield Lecture in which the Archbishop of Canterbury, George Carey, spoke of valuing old age. He discusses older people as a resource and the image of older people. While the Government has made several significant steps to improve the lot of older people, a sense of betrayal is being experienced, while younger generations seem to be reaping the benefits of progress in education and the economy. He believes that ageism in all its manifestations must be combatted, if we are to construct a socially inclusive society and ultimately achieve social justice. Five reasons for challenging ageism are discussed: humanity; indebtedness, both personal and national or collective; continuity; the eradication of institutional ageism to achieve balance; and "enlightened self-interest", both personal and collective. (RH)

ISBN: 1872380409

Price: £3.00

From : The Abbeyfield Society, Abbeyfield House, 53 Victoria Street, St Albans, Herts AL1 3UW.