**Handbook on Ageism**

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# 1. Ageism-Defining the concept

## **1.1. Conceptualizing Ageism**

Snellman, Fredrik

The aim of this chapter is to theoretically examine and exemplify empirical, normative and constitutive types of ageism definitions as a way of conceptualising a wide range of opportunities available to the scientific community. Normative definitions are those singling out older people as a target group (e.g. Minichello, Browne & Kendig 2000) or describing ageism as simply negative (e.g. Greenberg, Schimel & Martens 2002), (cross-references to e.g. chapters on intervention studies, normative definitions are also in the backdrop of national legislation against age discrimination, Nygård & Snellman 2014). Constitutive definitions/concepts (practices) are those that take into account the dialectics between individual and the structure of society (e.g. Wilkinsson & Ferraro 2002, Krekula 2009, Snellman, accepted), i.e. that structure influences – not determines – individual behaviour (is constituted by) and individual behaviour establishes (constitutes) the structure of society (potentially cross-references to manifestations). This chapter establishes a foundation for the continued work on conceptualising “(an) empirical, normative and constitutive (theory)/theories of ageism” and highlights what distinguishes the different approaches from each other.

1. Introduction and aims
2. Empirical definitions
3. Normative definitions
4. Constitutive definitions
5. Summary and future directions for the conceptualisation and terminology of ageism

## **1.3. Gendered Ageism**

Clary Krekula, Pirjo Nikander & Monica Wilinska

The intersectional approach has slowly entered the debate on ageing in general and has been used to explore the intersections between age, gender and class ((see McMullin & Cairney, 2004; Zajicek et al., 2007), race (Mair, 2009), and sexuality (Ambjörnsson & Jönsson, 2010). However, the theoretical problematisation of intersectional perspectives on ageism remains underdeveloped. This chapter contributes to such a theoretical problematisation by placing the concept of ageism in a historical and theoretical context. Following this, we discuss existing research that points to the fact that the consequences of ageism affect diverse groups of older men and women differently also according to social class, ethnic background and level of ability. Based on these theoretical discussions, the chapter then concludes with a draft of an applicable research approach that goes beyond ageism to offer fresh ways of exploring inequalities in later life

1. An intersectional perspective on ageism
2. The differential effects of ageism in men and women across social class, ethnic background and level of ability
3. Beyond ageism: Exploring inequalities in later life

## **1.4. Ageism: Age Stereotypes and Age Discrimination**

Peggy Voss, Ehud Bodner, & Klaus Rothermund

Age stereotypes that older people hold themselves might affect their interpretation of other peoples’ behavior towards them and even their own behavior. Similar effects of age stereotypes might also account for (perceived) age discrimination in stereotype-relevant situations (Voss, Wolff, & Rothermund, 2015; see also O’Brien, Kinias, & Major, 2008; Mendoza-Denton, Downey, Purdie, Davis, & Pietrzak, 2002). Possible processes that potentially mediate the relation between age stereotypes and perceived age discrimination are internalization, self-stereotyping, and stereotype threat (e.g. Levy, 2009; Lamont, Swift, & Abrams, 2015). Which of these processes is most prominent probably depends on the specific form of age discrimination that is investigated. In everyday life interactions, a reciprocal influence of the stereotypes held by an older person and an interaction partner is easily conceivable where their expectations and behaviors mutually reinforce each other leading to (perceived) age discrimination.

Despite their conceptual relation, the mere activation of age stereotypes is by no means a sufficient condition for the occurrence of age discrimination. The perceiver’s perspective plays an important role which provides us with a broader and more comprehensive understanding of the stereotype-discrimination relation and also implies a promising new starting point for interventions targeting age discrimination.

1. Introduction
	1. Ageist behavior and perceived age discrimination: Different sides of the same coin?
	2. Age stereotypes and age discrimination: Distinguishing between conceptual and empirical relations
2. Ageism from the actor’s perspective: Age stereotypes as predictors of ageist behavior
	1. Review of existing evidence for different forms of ageist behaviors
	2. Moderators of the relation between age stereotypes and ageist behavior
3. Ageism from the perceiver’s perspective: Individually held age stereotypes as predictors of perceived age discrimination
	1. Review of existing evidence for different forms of perceived age discrimination
	2. Mediators of the relations between age stereotypes and perceived age discrimination
4. Interrelations between the perceiver’s and the actor’s perspectives
5. Conclusion and implications

# 2. The Origins of Ageism

The following chapters address different theoretical perspectives that attempt to explain the origins and maintenance of ageism.

## **2.1. Origins of Ageism at the Individual Level**

Sagit Lev, Susanne Wurm, Liat Ayalon

This chapter discusses theoretical arguments concerning the origins of ageism at the individual level. For instance, we know that human beings are afraid to die. In order to manage the "terror of death" cultures create cultural values which provide life (and death) with meaning (Terror Management Theory). Based on this idea, it can be assumed that ageism is one form of managing the anxiety to grow old and die. Another potential explanation for the origins of ageism lies in the social identity theory, which suggests that individuals try to identify with groups of high status in order to enhance their own self-perception. Because age is devalued in society, people attempt to distance themselves from all symbols associated with old age.

1. The paradox of ageism
2. Stereotypes as a cognitive shortcut
3. In vs. outgroup discrimination and social identity theory
4. Terror management theory
5. Conclusions and future directions

## **2.2. Work Environment and the Origin of Ageism**

Wouter De Tavernier, Laura Naegele & Moritz Hess

We present an overview of theories and findings in the scientific literature regarding the role of organizations in cultivating, preserving or reducing ageism within them. Focusing on studies from industrialized countries we, first, identify how certain organizational characteristics affect ageism, including for example age structure, organizational structure, shared values and HR management. As organizations never exist within an institutional vacuum, we subsequently identify contextual factors that shape organizational behavior, and hence ageism within the organization. Here, we consider elements such as market position, sectorial affiliation and legal framework. In addition to reviewing organizational and contextual factors independently we, in addition, discuss how they might be interconnected with each other.

1. Setting the Scene: Ageism at the Workplace (brief)
2. Organizational Characteristics as Sources of Ageism in the Workplace
	1. Age Structure
	2. Human Resources Practices
	3. Cooperated Identity
3. Contextual factors as Sources of Ageism in the Workplace
	1. Sector
	2. Legal framework for Retirement
	3. Legal framework for Hiring
	4. National and Supranational Activities to fight Ageism
4. Intersections between organizational and contextual factors
5. Conclusion: How can we use the knowledge on the origins of ageism at the workplace to fight it?

## **2.3. Demographic Changes and the Origin of Ageism**

Kamellia Lillova and Marta Sugareva

 During the second half of the 20th century profound modifications have taken, labelled as second demographic transition. Marriages decreased dramatically, divorces increased, and new family forms emerged which partly replaced the traditional marital family.

The chapter elaborates on the impact of demographic aging and family transformations on the emergence of various forms of ageism. The accent is on the differences between Eastern and Western Europe, but we also look into regional differences and variations by social groups. The chapter specifically addresses the breakdown of the traditional family is creating conditions for various forms of ageism. The chapter also discusses the intersection of age and financial status in relation to age discrimination.

1. Demographic changes and ageism
2. Family transformations and ageism
3. Gender issues/problems and ageism
4. Current recommendations and best practices

#

# 3. On the Manifestation and Consequences of Ageism

## **3.1. Ageism in Gerontology**

Angela Kydd and colleagues

It is becoming apparent that some people in the third age do not want to be seen to be entering into this fourth age and will distance themselves from anything that may place them in this category. The gap between expectations of the third and fourth age is summed up eloquently by the social gerontologist Hazan (2009:98):

‘… the liminal geography of the third age stretches between the face-lifted edges of a dreamed of middle age and the murky terrains of lived in and feared old age’. The transition to the fourth or real old age - the state of being - as described by Gilleard and Higgs (2014) has to be avoided. Characteristics, personal appearance, identifying traits and practices that might link a person to the fourth age are avoided by some. These individuals do not wish to live in environments designed for ‘the old’, nor do they wish to use aids and equipment that might put them (in other people’s eyes) in the oldest old category. Some may seek to maintain their appearance through dying grey hair, having Botox to eradicate wrinkles and undertake cosmetic surgery in the quest to avoid being seen as one of the ‘real’ old. This distinction between the third and the fourth age is encouraged not only by popular values in society, but also in the field of gerontology, which advocates for successful aging by asking older adults to continue functioning as middle-aged individuals. This chapter discusses the tensions between the third and fourth age and their manifestations in the field of gerontology.

1. Theoretical distinctions between “good” and “bad” aging
2. Manifestations of ageism in the third age.
	1. Cosmetic interventions
	2. Use of aides
	3. Housing.
3. Manifestations of ageism in the fourth age.
4. Conclusions and recommendations

## **3.2. Ageism in the Media**

Eugène Loos and Loredana Ivan

The current chapter reviews the origins and the characteristics of the recent trend (starting with the (pre)retirement of the first Baby Boomers) towards a positive visual media representation of older people. Use will be made of studies focusing on a critical analysis of magazine advertisements, television commercials and policy documents in journals such as Psychology & Marketing, Journal of Ageing Studies, Critical Social Policy and Discourse & Communication.

The main argument of the chapter will be that the recent positive visual media representation of older people is an ‘enabling constraint’ (Giddens, 1984). On the one hand this kind of visual representation as a part of the 'healthy ageing' discourse (also called ‘positive ageing’, ‘ageing well’ and ‘successful ageing’, e.g. Rozanova, 2010) empowers older people to live as healthy as possible. On the other hand it encourages visual ageism by suggesting that good good health in later life is an individual choice and responsibility - accusing those older people who are not being able to reach this goal.

1. Why is visual representation important? Or the impact of visual represenation
2. A historical review of the visual representation of older adults
3. Current representation of older adults in the media: the good, the bad and the ugly
4. The distinction between the third and the fourth age from a media perspective
5. ‘Enabling constraint’ imposed by the healthy aging perspective
6. Future recommendations and best practices

##

## **3.3. Ageism and Sexuality**

Ateret Gewirtz- Meydan, Jeane Jackson, Trish Hafford-Letchfield, Yael Benyamini and Liat Ayalon

Although sexual satisfaction and sexual functioning are increasingly recognized as important and integral components of one's wellbeing (World Health Organization, 2010), sexuality in later life still confronts myths which deny older persons their sense of sexual normalcy and the legitimacy to express it (Nay, McAuliffe, & Bauer, 2007). Ageist myths regarding sexuality in later life are characterized by irrational fears, stereotypical thinking and a lack of knowledge, and have been found as the most significant barriers to sexual expression, sexual behaviors and a sense of self in later life (Snyder & Zweig, 2010; White, 1982). At the same time, the active aging and successful aging paradigms reinforce high expectations concerning sexual behaviors, activities and desires, which are often inconsistent with the reality of many older adults (Woloski-Wruble, Oliel, Leefsma, & Hochner-Celnikier, 2010).

The present chapter will focus on several aspects related to ageism and sexuality:

1. "Normal" sexual functioning among older adults (in brief)
2. Current myths about sexual functioning of older adults from the following perspectives:
	1. Older adults
	2. Younger adults
	3. Staff members
	4. The media
3. Reasons for these various views on sexuality
4. The implications of these various views
5. Viagra, successful aging and active aging and their potential impact on the perceptions of sexuality in old age
6. Conclusions and recommendations

## **3.4. Ageism and Housing**

Blanca Deusdad

Our home is more than just a place to rest and shelter. It is where we develop many living, social and leisure activities, which provide us with an important feeling of security and strength. Most older adults prefer to remain at home as much as they can and avoid institutionalization. Ageing-in-place has been publicly discussed (OECD, 1994), fostering the need of older adults to continue living in their own residence and in their communities. The difficulties in doing so are mainly related to housing and urbanism issues, how social care is organized, not to mention a clear need for more social policies and programmes.

Thousands of dwellings built in western countries in the last decades has been done without taking into account life cycle' needs. As if growing old never existed, houses had been designed for the young without a gender or aging perspective. The fear of aging makes invisible or unpredictable the possible needs of growing, when one is becoming older.

Designing houses for all generations will imply introducing elevators, ramps, handrails, even grab bars, while avoiding barriers that limit access. Age-Friendly cities (WHO, 2007) will mean taking in to account topographic features of neighbourhoods, its climate, renovating dwellings, wheel chair ramps, adapting pavements for mobility and access to means of transport, amongst others. The chapter addresses the following issues:

1. Aging–in-place as the preferred housing alternative
2. The exclusion of older adults from the public sphere
	1. Long term care as an ageist practice- the disengagement theory
	2. Lack of consideration of older adults' needs in housing planning
3. Reasons for the prevalence of ageism in housing planning
4. Potential solutions in current practice:
	1. Age-friendly cities (WHO)- house design
	2. Specific design requirements that take aging into account
	3. Co-housing
5. Future recommendations and considerations

## **3.5. Ageism in the Labour Market**

Pirjo Nikander, Justyna Stypinska

This chapter addresses key theoretical and conceptual problems with ageism and age discrimination in the labour market from an interdisciplinary perspective. Ageism in the labour market bears some of the same characteristics as ageism in other spheres of social life, with distinct features of its own. One of these is, that age discrimination in the labour market, unlike in other circumstances, has been legally prohibited in many industrialized countries (in U.S. since 1967 and in European Union since 2000). This in itself, sheds new light onto the issue, exposes its complexity, and also direct potential and need for intervention.

1. Introduction: Ageism and age discrimination in labour market: distinctions
2. Types of ageism in the workplace
* Stereotypes and age categorizations of (older)workers
* Ageism and discrimination at different stages of professional life course
1. Age Discrimination in legal framework
* Age discrimination and retirement
* Age discrimination in employment – economic explanations
1. Intersectionality of ageist experiences in employment
2. Costs and consequences of ageism and age discrimination in employment
* Policy responses

## **3.6. Ageism in Immigration Policies**

Pnina Dolberg, Ursula Trummer, Sigurveig H. Sigurðardóttir

 Since the late 1960s, the global economy has been characterized by transnational movements of people in search of better lives and employment opportunities in developed countries (Castles & Miller, 1993; ILO, 2011; Sasken, 1999 ). Up to date, Immigrants born outside the OECD countries represent 7% of their population, and a further 5% of the native-born population has at least one immigrant parent (European commission, 2015).

In the past few decades, the older immigrants' population has become wider. This population consists of individuals who migrated in older age (Greenwood et al., 2003; Leach, 2008) as well as the ageing immigrant population in the countries of settlement, i.e. individuals who migrated to the booming European economies on the 1960's and 1970's and are now close to retirement age. The older immigrants' double jeopardy to poverty (Terrazas, 2009), health problems (Beiser, 2005; Jaso et al., 2004), mental health problems (Bhugra, 2004; Pumariega et al., 2005) and social isolation (Victor et al., 2012) are well known; yet, most immigration studies failed to observe the older immigrants jeopardies as practices of Ageism. The current paper aims to identify the implicit and explicit expressions of ageism against older immigrants, as manifested in policies and regulations as they relate to ageism.

1. Current immigration trends (and a distinction between older adults who immigrated many years ago vs. older immigrants)
2. A distinction between implicit vs. explicit ageism in immigration policies
3. Current policies towards older immigrants who immigrated in old age
4. Current policies towards older immigrants who immigrated at an earlier age
5. Ageism as a precipitator of immigration trends (i.e., Europe is aging and as a result brings in younger people to work; only the young can leave due to the challenges of immigration)
6. Potential reasons for differences in policies across countries and the consequences of these differences
7. Recommendations and implications given current immigration waves

## **3.7. Ageism in the Health Care System**

Sharon Shiovitz-Ezra, Mary Wyman

Empirical studies show that ageism has direct implications for the lives of older people, particularly when they are subjected to disability or illness (Kane, 2004, 2008; Stewart, Giles, Paterson, & Butler, 2005). Research conducted among health care professionals revealed evidence of overall discrimination against older people, which has a detrimental impact on the quality of treatment provided to that population as well as on the nature of services that they receive (Courtney, Tong, & Walsh, 2000; Pasupathi & Lockenhoff, 2004). This chapter critically discusses some of the implications of ageism vs. healthism in the healthcare system and points to the often ambivalent stand faced by health care professionals, who at times, may employ justified age biases.

1. The prevalence and manifestation of ageism in the healthcare system
2. Ageism, healthism and their interaction in the health care system
3. The consequences associated with ageism in the health care system
4. Reasons for the high prevalence of ageism in the healthcare system
5. Justified versus unjustified age biases
6. Current policies and their effectiveness.

## **3.8. Ageism and Medication in Older Patients**

Daniela Fialova, Marcel Leppee, Anna Ballóková, Ingrid Kummer and Margita Držaič

Published studies document in older population increased rate of adverse drug events, hospitalizations, mortality and increase in healthcare costs associated with polypharmacy, inappropriate prescribing, medication non-compliance and other problems related to mismanagement of pharmacological and non-pharmacological strategies. These problems are many times associated with various clinical, psycho-social and economic factors, directly or indirectly linked to ageism. The proposed book chapter will focus on mismanagement of medication treatment strategies in older patients, aspects of ageism and economic and social implications of these problems.

1. Introduction
2. Polypharmacy and polyherbacy in the elderly
	1. definitions, epidemiology and risk factors of polypharmacy and polyherbacy in the elderly
	2. negative consequences of polypharmacy and polyherbacy in the elderly

2.2.1. Health and medical consequences

2.2.2. Psycho-social, economic and other consequences (1-2.2. should be very brief)

* 1. Ageism and polypharmacy/polyherbacy
1. Potentially inappropriate prescribing in the elderly

3.1. Definitions, epidemiology and risk factors of potentially inappr. Prescribing

3.2. Negative consequences of potentially inappropriate prescribing in the elderly (3.1-3.2 should be very brief)

3.3. Ageism and potentially inappropriate prescribing

1. Medication noncompliance in the elderly
	1. Definitions, epidemiology and risk factors of medication noncompliance
	2. Negative consequences of medication noncompliance in the elderly (4.1-4.2 should be very brief)
	3. Ageism and medication noncompliance in the elderly
2. Conclusions: Implications for future research and practice
3. references

## **3.9. Ageism in Mental Health Care**

Ehud Bodner, Yuval Palgi, & Mary Wyman

Though it is generally acknowledged that older adults are underserved in the area of mental health services, the impact of ageist stereotypes on mental health diagnosis and access to care has not been extensively studied and is not well understood. This chapter reviews the sparse literature on ageism and mental health services to examine practices related to the assessment of mental health diagnosis, and barriers to treatment of older adults from the social perspective of ageism.

1. Overview
	1. Biased psychiatric diagnoses in late life: How is ageism related to these biases?

1.2 Difficulties in the assessment of older persons with mental health problems

1. Ageism among clinicians and patients
	1. Ageist attitudes and perceptions among clinicians

2.2 Self-ageism among older patients with mental health problems

1. An integrative view of the path leading from ageist attitudes to a biased psychiatric diagnosis in late life

3.1 Possible psychological and social mechanisms.

3.2 The relationship between ageist attitudes and stereotypes, the misdiagnoses of four psychiatric diagnoses, and the therapy of older adults.

1. Recommendations

## **3.10. Ageism in Long-Term Care**

Sacramento Pinazo-Hernandis Alice Coeffy

Ageism is highly prevalent in long term care and can be manifested in a variety of ways. The present chapter reviews the various forms of ageism in long term as they are manifested by residents, staff and the general community. Drawing from the detachment theory, the chapter also discusses long term care as a form of discrimination towards older adults. The consequences of ageism in long term care and their impact on older adults are delineated.

1. The prevalence and manifestation of ageism in long term care:
	1. Among older residents
	2. Among older adults in the community
	3. Among staff
	4. Among family members
	5. The actual setting
2. The impact of ageism in long term care
3. Potential explanations (disengagement theory)
4. Conclusions and recommendations for practice and research

## **3.11. Ageism and Dementia**

Simon Evans

This chapter complements the book by exploring a specific example of ageism: prejudice and stigma regarding dementia. Dementia is an age-related disease. For example, of the 815,827 people with dementia in the UK in 2013, 773,502 were aged 65 years or over. Despite the increasing global prevalence of dementia, both the level of stigma attached to this disease and the incidence of discrimination against those who have it remain high, which can have a substantial impact on the quality of life of people living with dementia. This is manifested across a range of arena, each of which will be covered within a chapter sub-heading.

The chapter will conclude by discussing how, despite these and other forms of discrimination faced by people with dementia, there are signs of improvement and progress. For example, in the UK a strong rights movement has emerged based on the experiences of people with dementia and their family carers. Alongside this there has been a government commitment to enabling people to ‘live well with dementia’, particularly through the Dementia Strategy, the Prime Ministers Dementia Challenge, and Dementia Friends. These initiatives have led to a growing awareness of the need to raise awareness of dementia across society, to improve services for people living with dementia and the importance of adopting a truly person-centred approach.

1. Dementia and its prevalence as a function of age
2. The impact of dementia stigma on:
	1. Media portrayal
	2. Health services
	3. Social contact and engagement
	4. Research funding
3. The relationship between dementia stigma and ageism and the view of old age as synonymous with dementia
4. Recent changes and potential lessons learnt.

# 4. How Should We Respond to Ageism?

This section details potential interventions that target ageism.

## **4.1. Ageism and Anti-Ageism in the Legal System**

Israel (Issi) Doron, Ann Numhauser-Henning, Benny Spanier, Nena Georgantzi, Eugenio Mantovani

The goal of this proposed chapter is to provide a descriptive overview of the existing literature in the field of law and ageism, while trying to provide a broad analysis of the key themes that can be found up-to-date.

The chapter will not present any new original empirical studies, but rather attempt to describe, summarize and organize the existing studies in the field of law and ageism. In its discussion and conclusion, the chapter will try to propose directions for future studies as well as policy recommendations aimed specifically at the legal system.

1. Law and aging: a short history:
2. Law and ageism: law as an instrument for social construction and for social change:
3. Ageism and International Human Rights
4. Ageism and Legislation
5. Ageism and the Courts
6. Ageism, Lawyers and Older Clients
7. Discussion and Conclusion

## **4.2. The Council of Europe’s Approach towards Ageism**

Barbara Mikołajczyk

The Council of Europe is an organisation gathering 47 States – EU and non-EU members. According to its Statute of 1949, one of the mains aim of this organisation is the “*discussion of questions of common concern and by agreements and common action in realisation of human rights and fundamental freedoms”* (Article 1). Indeed, over two hundred treaties dedicated to human rights and the States’ cooperation in this field have been adopted at this forum. However, despite all this, not one of them is dedicated to the rights of the elderly. Moreover, “the jewel in the human rights’ crown” – the European Convention of Human Rights – does not even list a prohibition on age discrimination, and the European Court of Human Rights rarely invokes the premise of age in its judgements, and does not use the term “ageism” at all. the analysis will cover resolutions, recommendations and other documents of the main Council of Europe organs, especially the most recent recommendation of the Committee of Ministers of 2014 on the promotion of human rights of older persons and the Parliamentary Assembly’s resolution of 2013 on combating discrimination of older workers.

1. What is the council of Europe and why is it important in the field of ageism?
2. How is ageism targeted by the council of Europe
3. What is the rationale for current explicit neglect of ageism
4. Future recommendations

## **4.3. The European Union’s Approach towards Ageism**

Nena Georgantzi

The proposed chapter will discuss existing and under development ageing policies at the EU level. It will be written from the perspective of practitioners active in AGE Platform Europe. It offers a unique perspective on EU’s performance in addressing demographic change and tackling ageist attitudes. It will build on existing literature enriched through insights based on experiential knowledge from practitioners in the field. A critical overview of EU policies as well as specific case studies will be presented to illustrate both achievements and shortcomings at the policy level.

So far policies on demographic ageing have embraced an ageist discourse focusing on its financial implications and *‘burden and needs’* instead of *‘rights*'. An historical perspective, using anecdotal examples will illustrate how such ageist perspectives are embedded in policy thinking. Moreover, taking stock of the most important milestone in addressing age discrimination at EU level, the Employment framework directive, we will discuss the limits of the existing legal framework, which does not extend protection beyond employment and occupation. We will highlight the shortcomings of exceptions to age equality and the wording of the draft directive which would cover access to goods and services, but –to date- includes a blanket exemption for age.

1. Ageism is not as unacceptable as sexism and racism
2. Ageism is the most often cited ground for discrimination yet it remains unaddressed
3. Ageist approaches fail to reflect the diversity of older people
4. The EU contribution to tackling ageism
5. What can be done?

## **4.4. Interventions against Ageism in Media Policies**

Lilia Raycheva

Ageing is expected to raise significant challenges to the European community in the upcoming decades. These challenges are connected not only with the problems concerning the labor market employment, the health care ensuring, and the welfare programming for the elderly people, but as well as with the quality of their social life, and in particular, with their activities in the communication space as consumers or prosumers.

The proposed chapter will trace the major policy and regulatory measures, related to the ageing population in Europe. It will concentrate on elaborating the good practices and the deficits in the pan-European media landscape concerning ageism. The analysis will be based on the expertise of the European Platform for Regulatory Authorities (EPRA) – the **oldest and largest network of 52 broadcasting regulatory authorities from 46 countries.** The standpoints on the problems by the European Commission, the Council of Europe, the European Audiovisual Observatory and the Office of the OSCE Representative on Freedom of the Media as standing observers of EPRA will be taken in consideration.

1. Why is the media important in the case of ageism?
2. What are current practices with regard to media and older adults? How are older adults portrayed etc? very brief
3. What are current good practices with regard to media and older adults?
4. What are the major policies and regulatory measures?
5. What are the current gaps in practice?

## **4.5. Interventions against Ageism in the Educational System**

J. van Hoof, M. Zwamborn, S. Metz W. Bosems

Intergenerational contact in the educational system can result in reduced discrimination towards older adults. Combatting ageism, wrong stereotypes and false assumptions underlying aging among students and lecturers is one of the desired outcomes of these projects. Seniors in class allows seniors to share skills and knowledge, broaden their social network, and improve self-esteem. Reciprocity is a part of the project, as seniors also learn from the students they coach, for instance, through computer instructions. These types of intergenerational activities are discussed within the perspective of the contact theory, as a way to combat ageism.

1. A brief overview of educational interventions available.
2. The theoretical rationale behind educational interventions of various types
3. Examples of different interventions and their outcomes
4. Pros and cons of intergenerational interventions
5. Recommendations for future research and practice

## **4.6. Interventions against Ageism in Long-Term Care**

Håkan Jönson, Tove Harnett & Annika Taghizadeh Larsson

In this chapter we will critically examine established attempts to counter ageism, highlighting how they have failed to include the so called fourth age, but might instead contribute to further stigmatization of older people with care needs. Drawing upon models from disability policies we will then introduce *an* *equal rights framework* and show how it could be used in order to combat discrimination and improve everyday conditions of older people in need of care. The chapter is divided in three sections. We will use the equal rights framework to question existing cases of “institutional ageism” whereby older people with impairments are excluded from government programs benefiting younger people with disabilities. Instead of acting as a normative reference group, as the ideal or individually correct way that older persons may fail or manage to live up to, it is possible to use the third age as a comparative reference group and argue that society should make available for older persons with impairments living conditions that are typical for members of this group.

1. Advantages and disadvantages of countering ageism through the concept of "healthy aging"
2. Lessons from disability policies and disability research
3. The equal rights framework and institutional ageism
4. Conclusions and recommendations

## **4.7. Interventions against Ageism in Health Promotion**

Paula Alexandra Silva; Mary McDonnell-Naughton; Johan Barstad

Europe is facing the challenges of an increasing and sedentary older population where development in medicine and healthcare has contributed to a longer living population. There has not yet been enough focus on the importance of active aging, so the elder population is to a large degree experiencing lifestyle-related conditions that might have been remedied if they had been more physical active.

Over the past decades, Europe has seen increased focus on the promotion of increased activity, but implementing effective and good solutions is still in its infancy. In this chapter, we will explore how (and if) remedies to inactivity manifests through projects and interventions designed to keep older people more physically active and thus living longer and healthier and contributing more to society.

1. Recommendations and practices concerning physical activity among older adults (brief)
2. Physical activity and ageism
3. Current EU policies concerning physical activities among older adults
4. EU funded projects concerning physical activity among older adults
5. Existing gaps in current policies
6. Recommendations for future policies and interventions

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# 5. Researching Ageism

## **5.1. Researching Ageism in Europe**

Hannah J. Swift, Dominic Abrams, Sibila Marques, Christine-Melanie Vauclair, Maria-Luisa Lima, Christopher Bratt

The Attitudes to Age module fielded in the 2008-9 European Social Survey (ESS) across 32 representative samples in the European region (with over 54,000 respondents) is the first major internationally comparable study of individual and societal attitudes to age differences, and ageism. This chapter, written by the team that designed the module, provides the first overview and review of what has been discovered. The chapter will introduce the module and the theoretical and empirical issues it was designed to address. . Many of these issues are framed in terms of social psychological theories of prejudice and discrimination and the approach aimed to provide a robust measurement framework for capturing experiences and expression of ageism. Drawing on empirical work that has used the ESS data the chapter will review and summarise key descriptive discoveries and insights, showing how the module has been used to further understanding of how ageism is experienced and expressed in countries within the European region (Abrams, Russell, Vauclair, & Swift, 2011; Ayalon, 2013, 2014; van den Heuvel & van Santvoort, 2011) and the potential negative consequences of age stereotypes and age prejudice (Bowen & Skirbekk, 2013; Marques et al., 2015; Shiu, Hassan, & Parry, 2015). The chapter will also address how the ESS data have enabled significant theoretical and practical contributions to disciplines exploring ageism and issues associated with ageing (such as, social psychology, sociology, gerontology, social policy and business). For instance, Vauclair et al., (2015) and Ayalon, Doron, Bodner, & Inbar, (2014), have provided valuable insights into the individual and societal factors that make older adults more or less vulnerable to age prejudice. The chapter will also consider research that has examined the robustness of the measurement framework (e.g. Trusinová, 2014; Bratt et al. under review, Vauclair, Marques, & Lima, 2014) to provide insights into its strengths and weaknesses,. The chapter will then highlight the value of methods such as multilevel analysis for exploring ESS survey data on ageism.

1. Introduction: The Attitudes to Age Module in the European Social Survey
2. New empirical insights from the survey: Key discoveries and implications
3. Measurement and Methods for ESS data on Attitudes to Age
4. The distinction between explicit and implicit ageism and its role in survey research
5. Potential challenges associated with cross-national research
6. Future recommendations

## **5.2. Researching Ageism in a Cross-Cultural Perspective**

Monika Wilińska, Astrid de Hontheim, Els-Marie Anbäcken

In this chapter, we discuss the opportunities and challenges of researching ageism form a cross-cultural perspective. On the one hand, we discuss the complexity of exploring diverse ageist practices as performed in different parts of the Minority and Majority world, on the other hand, we reflect upon the researchers’ socio-cultural background that filters the experiences of fieldwork and research tapping into various enactments of ageism. The key tenet of our argument is that these two dimensions interact during the fieldwork to create a unique frame that researchers apply in their studies. We confront our experiences of researching ageism in countries, such as Japan, Poland, Sweden, Uganda, West Papua, and the United States to explore the notion that socio-cultural context matters when it comes to ageism (Radl 2012; Trusinova 2014, van den Heuvel and van Santvoort 2011) and that it matters in three domains: diversity of ageist practices, societal imaginations of later life, and the researchers’ socio-cultural understanding of ageism. We discuss various practices from different parts of the world that are indicative of diverse ways of understanding later life and elaborate on ageist practices that often pass by as unnoticed in a specific socio-cultural context. We also explore the position of researchers who on the one hand, apply a privileged perspective of a stranger to their fieldwork, but on the other hand, are deeply embedded in their own socio-cultural background that affects their way of approaching later life and ageism (cf Anbäcken, 2004; Anbäcken & Kinoshita, 2008; Wilińska, 2014). Instead of providing solutions, in this chapter we open up a forum for discussing opportunities and challenges that cross-cultural studies may bring to research on ageism and how these may lead to substantial changes in the ways we approach ageism as a universal phenomenon.

1. Introduction: the need to strengthen a cross-cultural perspective in the study of ageism
2. Research on ageism: key recommendations regarding methodologies and approaches in the study of ageism from a cross-cultural perspective
3. Cross-cultural examples from Minority and Majority worlds: each author gives insight into their fieldwork on ageism
4. Discussion part 1: ageism in a cross-cultural perspective
5. Discussion part 2: ageism researchers crossing national borders
6. Conclusion: practicing socio-cultural context in research on ageism

## **5.3. Researching Ageism in Health-Care and Long Term Care**

Buttigieg, Sandra C., Ilinca Stefania., Sousa de Sao Jose, Jose Manuel., Taghizadeh Larsson, Annika

 The literature across different fields defines ageism ambiguously and widely covers a span of interplant knowledge, values, attitudes and behaviors towards older adults or more generally, towards people of a certain age. In this chapter we provide an overview of how ageism is defined, measured, and assessed in health care and long term care. In so doing, we aim to bridge the gap between concept and measurement of ageism in these two contexts and to provide some general insights into the approaches researchers can apply to assess ageism in these settings.

1. Why study ageism in health care and long term care?
2. Evidence for the existence of ageism in long term care (very brief):
	1. Among staff
	2. Older residents
	3. Family members
	4. Older adults in the community
3. Tools used within each of these arenas (a-d-above):
	1. Qualitative
	2. Quantitative
	3. Mixed-methods
4. Current advantages and shortcomings
5. Recommendations for future research

## **5.4. Researching Ageism in the Labour Market**

Lillii Abuladze, Jolanta Perek-Białas

Presenting age discrimination or unequal treatment in the labour market requires reliable and updated data. Usually representative large surveys provide good opportunities to make such generalisations. In this context, we will present an overview and evaluation of the kind of information it is possible to obtain regarding ageism in the workforce. This exercise aims to scratch the surface of how collected information fits the theoretical conceptualisation of ageism in the workforce.

This chapter will map the statistical picture of measurement of ageism, but also contribute to the in-depth discussion of which existing surveys could contribute better to the understanding and prevention of ageism. Various phases connected to labour market participation will be covered: recruitment, employment and retirement.

1. Why study ageism in the workforce?
2. Evidence for the existence of ageism in the workforce (very briefly):
	1. Implicit
	2. Explicit
	3. Self-directed
	4. Other-directed
3. Measures used in large-scale comparative international surveys
4. Current advantages and shortcomings
5. Recommendations for future research

## **5.5. Researching Ageism in Childhood**

Joana Mendonça & Sibila Marques

In this chapter we present a literature review on current available measures to assess children´s attitudes regarding older people. These measures are presented given their qualitative and quantitative nature. Regarding quantitative measures, we have available six scales (e.g., CATE, Jantz et al., 1983) that aim to measure children´s attitudes toward older people. These scales differ from each other in terms of the age of the children targeted and also regarding their methodological characteristics (total number and type of the items). At the qualitative level, there are five different available measures to assess children´s attitudes regarding older people: draw test (e.g., Falchikov, 1990), image identification (Seefeldt et al., 1977), a behavioural measure (Isaacs & Bearison, 1986), sentence completion (e.g., Lichtenstein et al., 2003), and word association task/draw test/interview (Laney et al., 1999).

According to the state of art in this field, future research directions and their potential implications are considered.

1. Why study ageism in children?
2. What is the evidence for ageism among children (briefly)
3. Current measures and their psychometric properties.
4. Challenges associated with assessing ageism among children
5. Recommendations for future research

## **5.6. Researching Ageism in Discourse Analysis**

Amanda Phelan

One manifestation of ageism is through the way older people are spoken of. This chapter examines data generated through research interviews with both older people and others (healthcare professionals etc) who are speaking of older people. The chapter demonstrates how taken fro granted speech perpetuates ageist views and how this can also be perpetuated by older people own view of themselves

1. Discourse and meaning
2. Using discourse analysis to uncover ageist perspectives
3. Findings from selected research interviews:
4. Discourse involving older adults
5. Discourse about older adults
6. What can discourse research teach us about ageism: Lessons for future research and practice