

# Positive aspects of ageing - fighting the negative stereotypes about older adults

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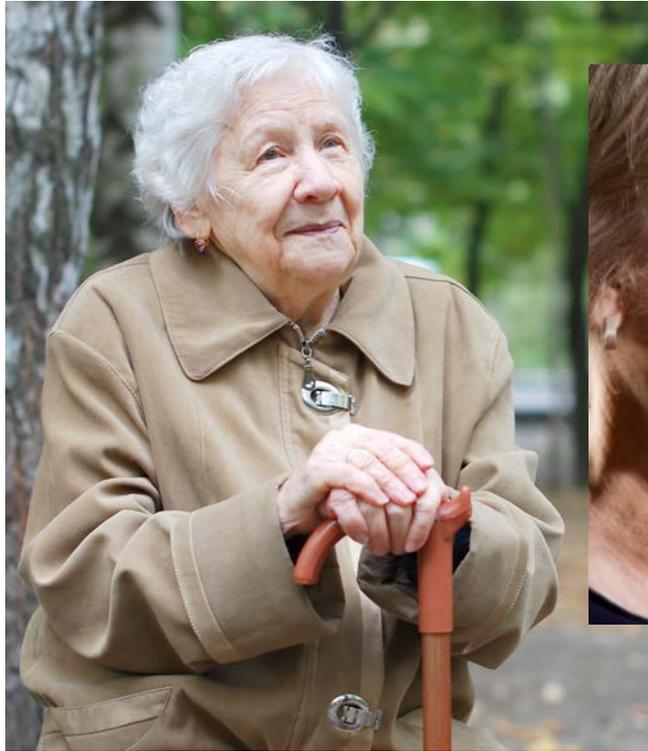
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# What do you imagine...

- When you think about an old person?



# What do you imagine...

- When you think about yourself?



# What do you imagine...

- When you think about yourself getting old?



# What do you imagine...

- When you think about an old person?

Clinical Interventions in Aging

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ORIGINAL RESEARCH

## Is older adult care mediated by caregivers' cultural stereotypes? The role of competence and warmth attribution

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Carmen Huici<sup>2</sup>

**Purpose:** The purpose of this study is to examine, from the stereotype content model (SCM) perspective, the role of the competence and warmth stereotypes of older adults held by professional caregivers.

**Methods:** A quasi-experimental design, ex post facto with observational analyses, was used in this study. The cultural view on competence and warmth was assessed in 100 caregivers working in a set of six residential geriatric care units (three of them organized following a person-centered care approach and the other three providing standard geriatric care). In order to assess caregivers' cultural

# What do you imagine...

- When you think about yourself?

J Pers Soc Psychol. 1996 Dec;71(6):1092-107.

## **Improving memory in old age through implicit self-stereotyping.**

Levy B<sup>1</sup>.

### **+ Author information**

#### **Abstract**

This research demonstrates that subliminally activated stereotypes can alter judgments about oneself and can change cognitive performance. In the first study, an intervention that activated positive stereotypes of aging without the participants' awareness tended to improve memory performance, memory self-efficacy, and views of aging in old individuals; in contrast, an intervention that activated negative stereotypes of aging tended to worsen memory performance, memory self-efficacy, and views of aging in old participants. A second study demonstrated that for the strong effects to emerge from the shifting stereotypes, the stereotypes must be important to one's self-image: Young individuals randomly assigned to the same conditions as the old participants in the first study did not exhibit any of the significant interactions that emerged among the old participants. This research highlights the potential for memory improvement in old individuals when the negative stereotypes of aging that dominate the American culture are shifted to more positive stereotypes.

# What do you imagine...

- When you think about yourself?

## Reducing Cardiovascular Stress With Positive Self-Stereotypes of Aging

Becca R. Levy,<sup>1</sup> Jeffrey M. Hausdorff,<sup>2</sup> Rebecca Hencke,<sup>3</sup> and Jeanne Y. Wei<sup>2</sup>

<sup>1</sup>Department of Epidemiology and Public Health, Yale University School of Medicine, New Haven, Connecticut

<sup>2</sup>Beth Israel Deaconess Medical Center and Harvard Medical School, Boston, Massachusetts.

<sup>3</sup>Harvard Graduate School of Education, Cambridge, Massachusetts.

We examined whether aging self-stereotypes, or older individuals' beliefs about elderly people, can influence cardiovascular function. Older individuals were subliminally exposed to either positive or negative aging stereotypes. Then all participants faced mathematical and verbal challenges. Those exposed to the negative aging stereotypes demonstrated a heightened cardiovascular response to stress, measured by systolic blood pressure, diastolic blood pressure, and heart rate, compared with those exposed to positive aging stereotypes. The aging stereotypes appeared to influence the outcome variable of skin conductance in the same way. It appears that the negative aging stereotypes acted as direct stressors, whereas the positive aging stereotypes reduced cardiovascular stress. These findings indicate that negative aging stereotypes may contribute to adverse health outcomes in elderly persons without their awareness. The results also suggest that positive aging stereotypes could be used in interventions to reduce cardiovascular stress.

# What do you imagine...

- When you think about yourself getting old?

## ATTITUDES AND SOCIAL COGNITION

### Longevity Increased by Positive Self-Perceptions of Aging

Becca R. Levy and Martin D. Slade  
Yale University

Suzanne R. Kunkel  
Miami University

Stanislav V. Kasl  
Yale University

This research found that older individuals with more positive self-perceptions of aging, measured up to 23 years earlier, lived 7.5 years longer than those with less positive self-perceptions of aging. This advantage remained after age, gender, socioeconomic status, loneliness, and functional health were included as covariates. It was also found that this effect is partially mediated by will to live. The sample

Live 7,5 years  
more in mean.

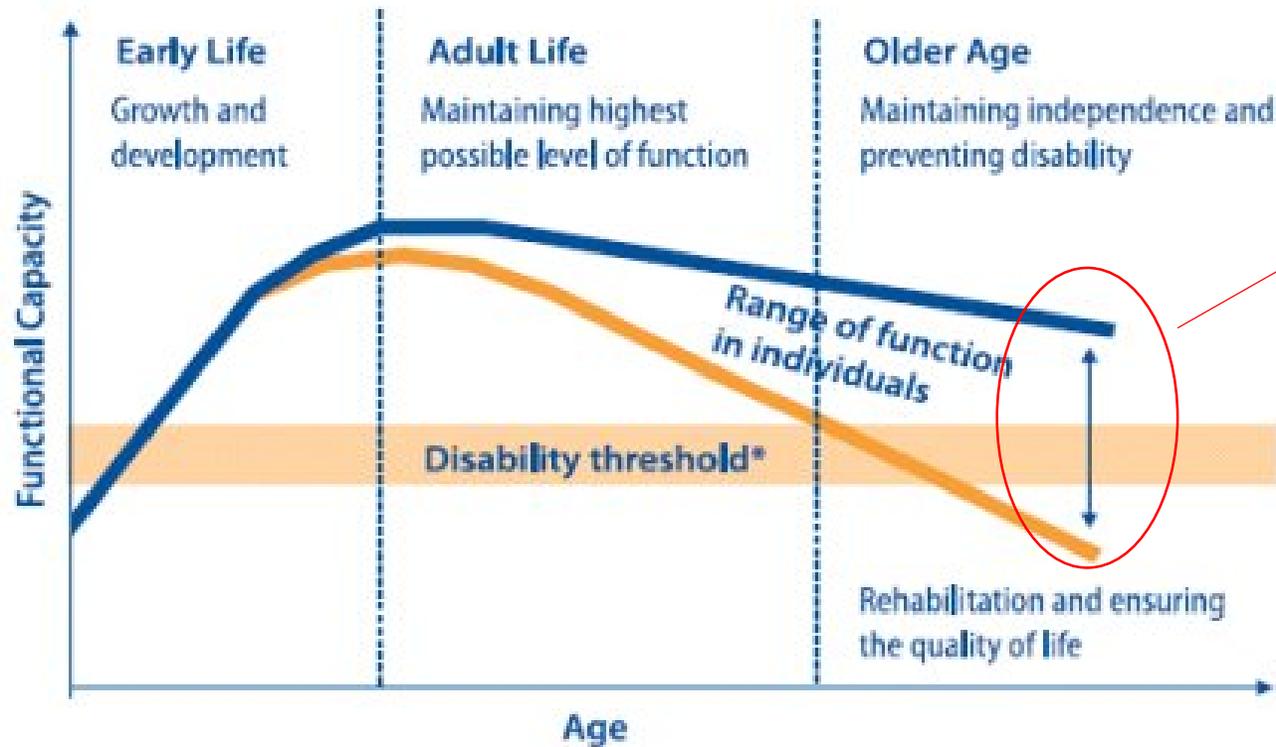
# Ageing stereotypes

- All older are the same
- Older people are sick, have functional dependence and are fragile
- Seniors are lonely and isolated
- Older people cannot learn and have cognitive decline
- Old people are rigid and do not adapt to changes
- They do not face aging changes
- Older people should not continue working
- They don't have sexual relationships



# Ageing stereotypes

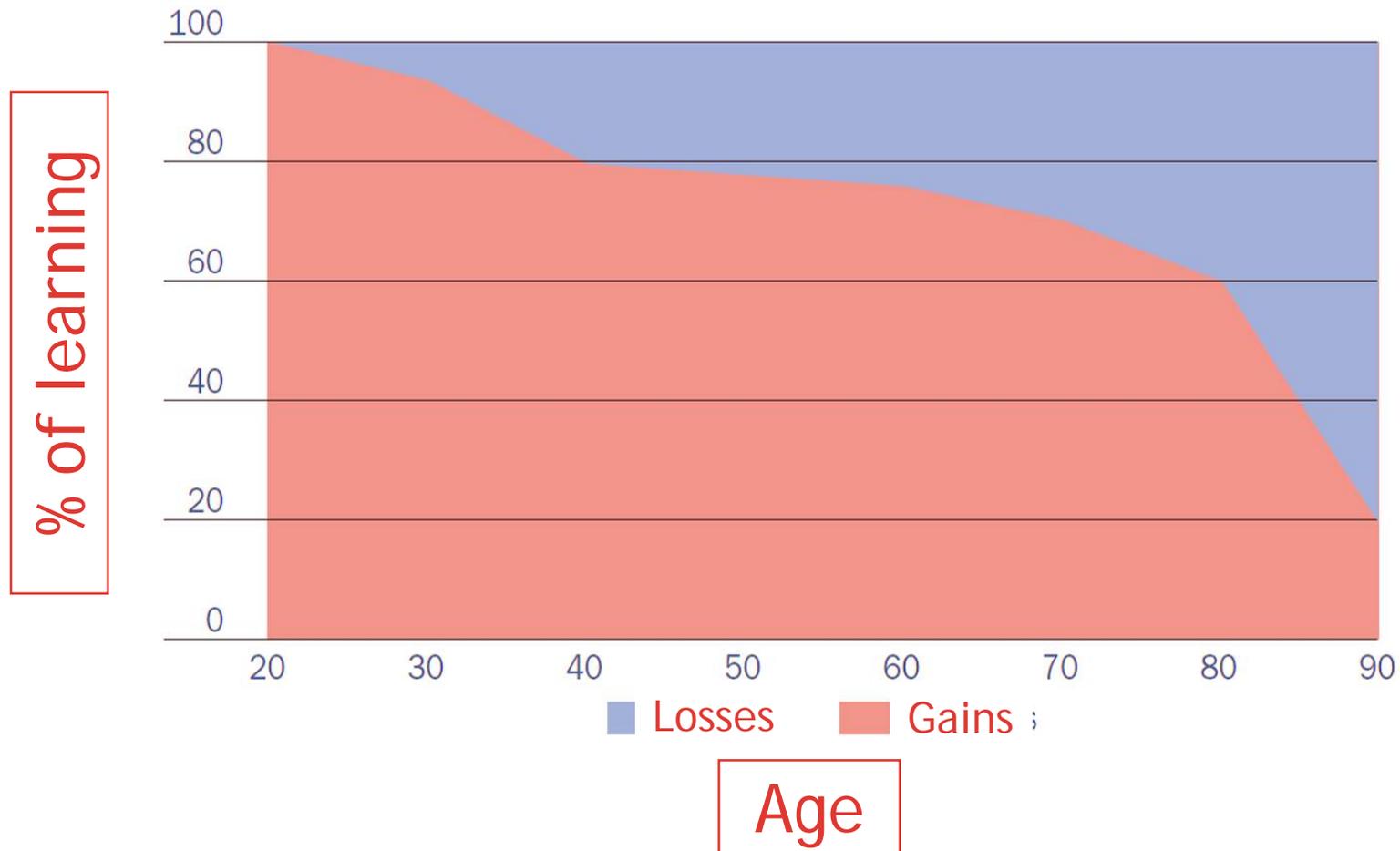
- All older are the same



Here, is represented the variability between old people. The older people are the more variability you observe

# Ageing stereotypes

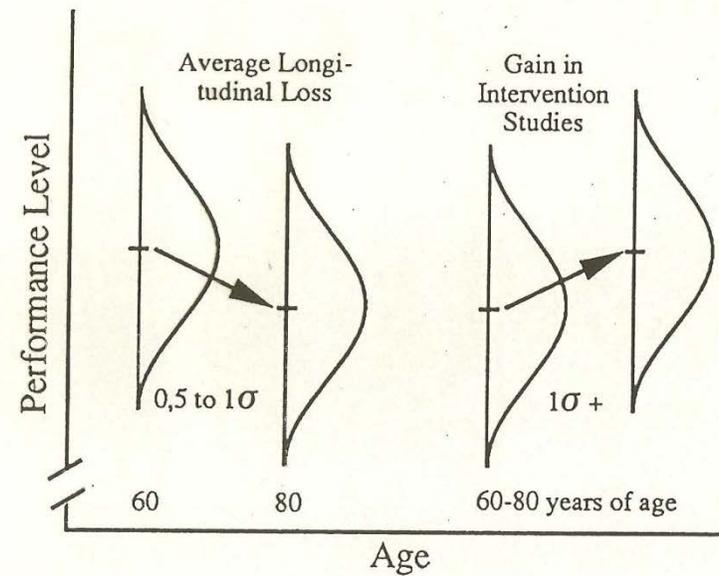
- Older people cannot learn and have cognitive decline



# Ageing stereotypes

- Older people cannot learn and have cognitive decline

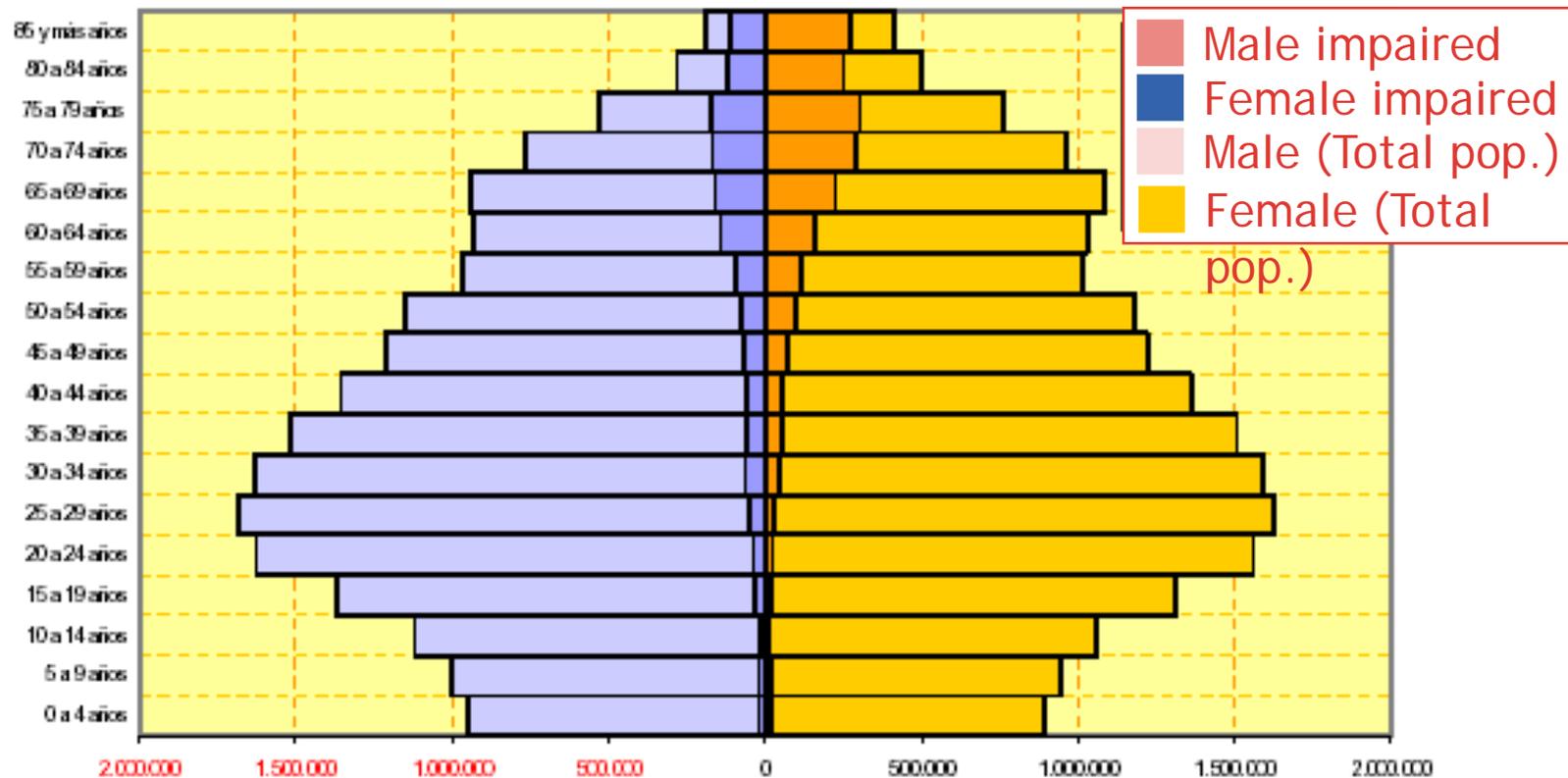
Figure 4: Magnitude of Average Longitudinal Loss in Performance on Fluid Intelligence Measures Compared to Average Gain Through Training of Fluid Abilities



Note. Cited from Baltes et al. (1984).

# Ageing stereotypes

- Older people are sick, have functional dependence and are fragile



Fuente: Encuesta sobre Discapacidades, Deficiencias y Estado de Salud, 1999. Resultados detallados. INE, Madrid, 2002

# Ageing stereotypes

- Seniors are lonely and isolated.



## NIH Public Access

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## Social and Emotional Aging

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Department of Psychology and Social Behavior, University of California, Irvine

**Laura L. Carstensen**

Department of Psychology, Stanford University

### Abstract

The past several decades have witnessed unidimensional decline models of aging give way to life-span developmental models that consider how specific processes and strategies facilitate adaptive aging. In part, this shift was provoked by the stark contrast between findings that clearly demonstrate decreased biological, physiological, and cognitive capacity with those suggesting that people are generally satisfied in old age and experience relatively high levels of emotional well-

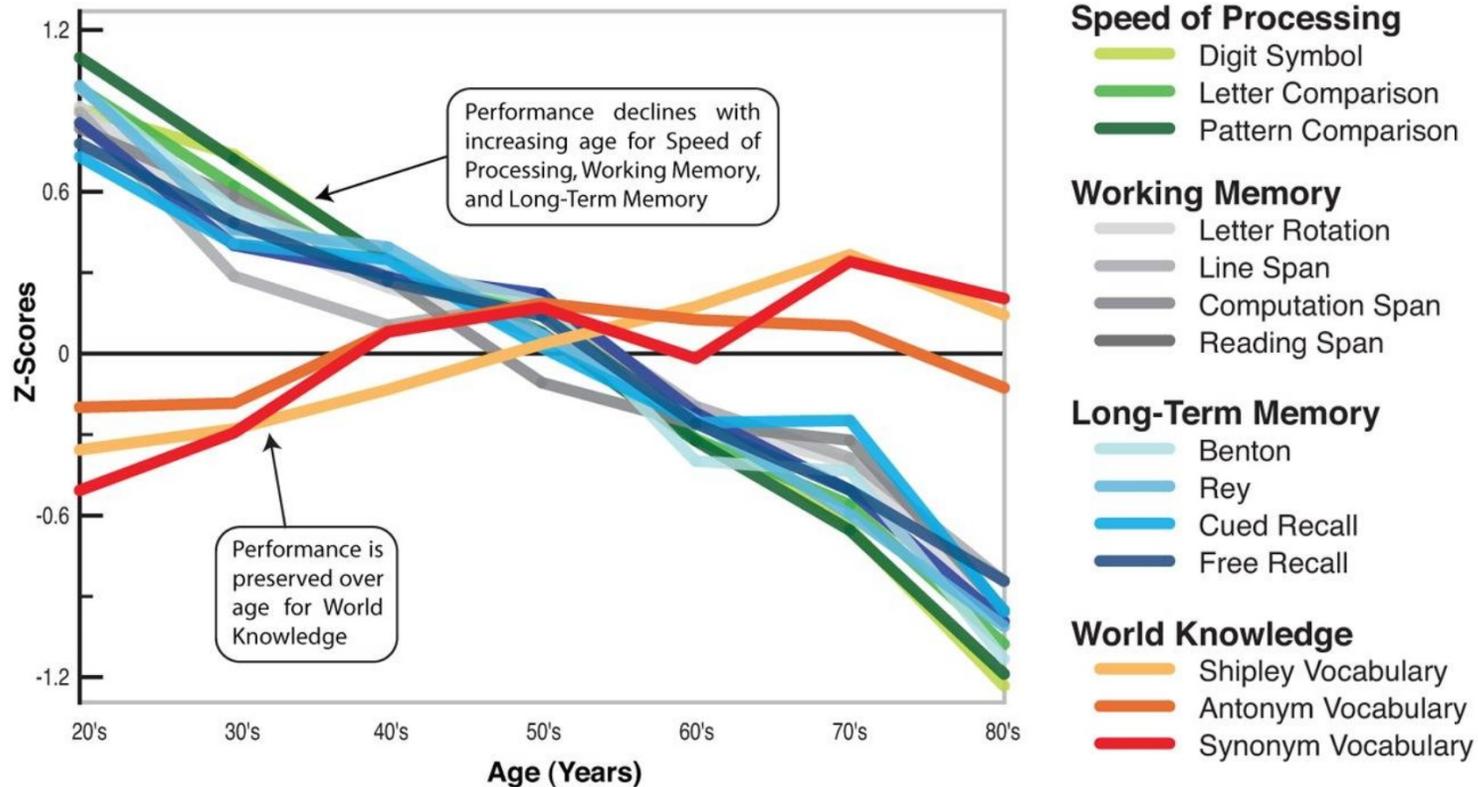


Three important findings of the theory of socio-emotional selectivity (Carstensen, 2010):

- People contacts are reduced as people age
- The reduction occurs in peripheral relationships
- Significant and close relationships increases

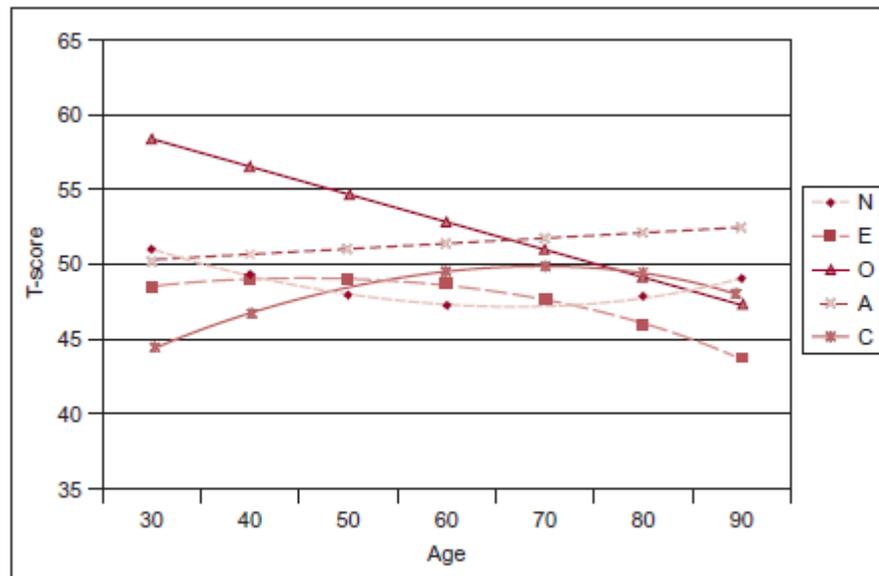
# Ageing stereotypes

- Older people cannot learn and have cognitive decline



# Ageing stereotypes

- Old people are rigid and do not adapt to changes



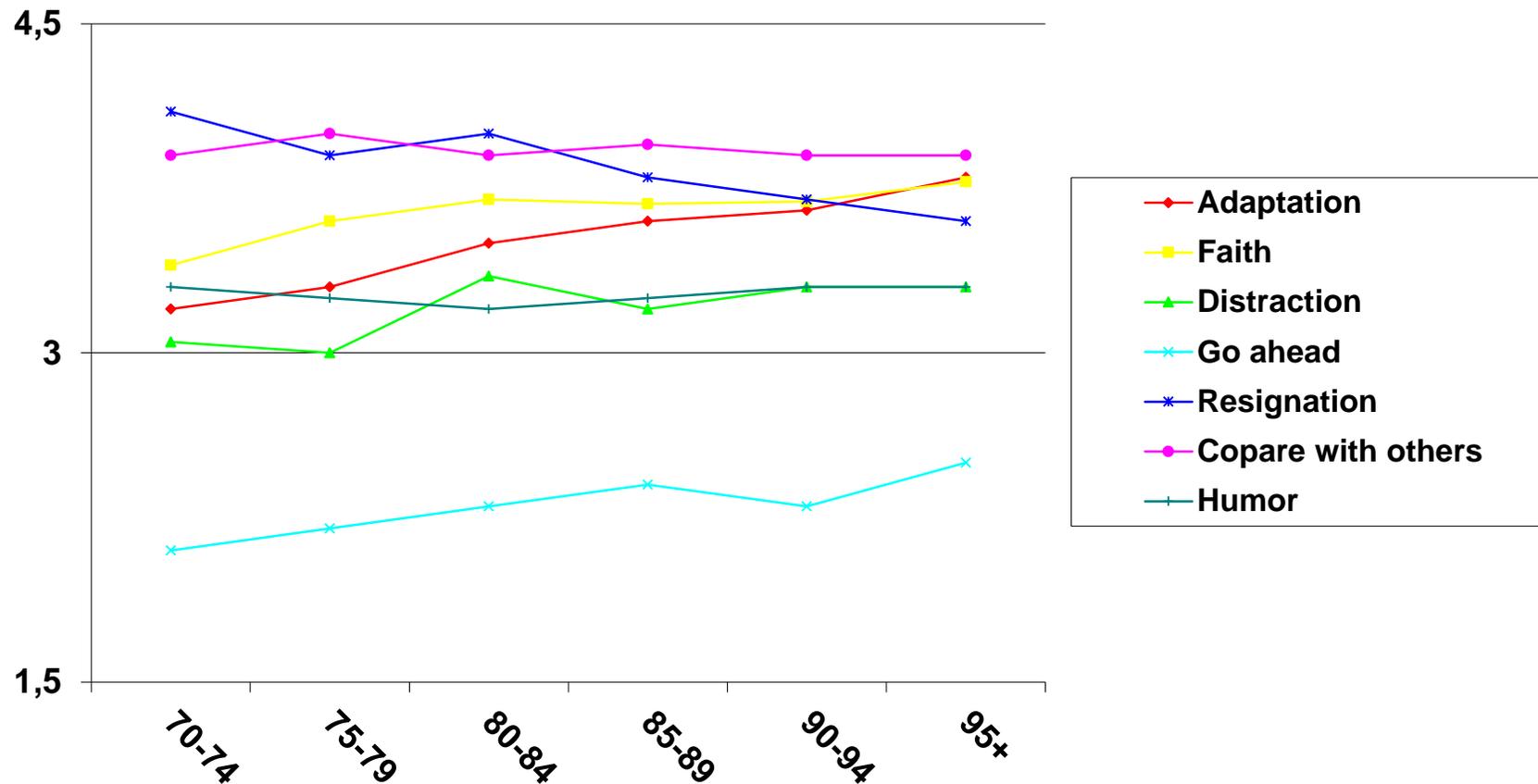
**FIGURE 8.5**

Longitudinal Age Trends:  
Five Factors.  
N = Neuroticism  
E = Extraversion  
O = Openness  
A = Agreeableness  
C = Conscientiousness

Source: Costa, P. T. J. (2010). Personal communication.

# Ageing stereotypes

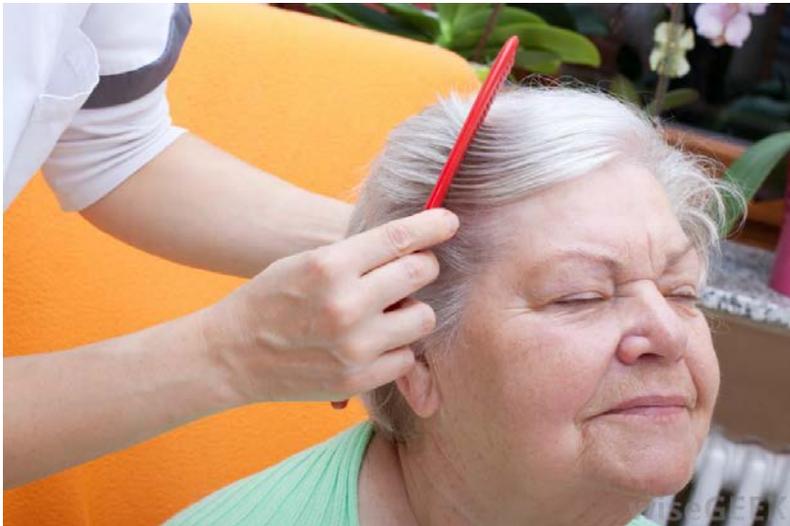
- They do not face aging changes



# When the unavoidable occurs: Care of careers



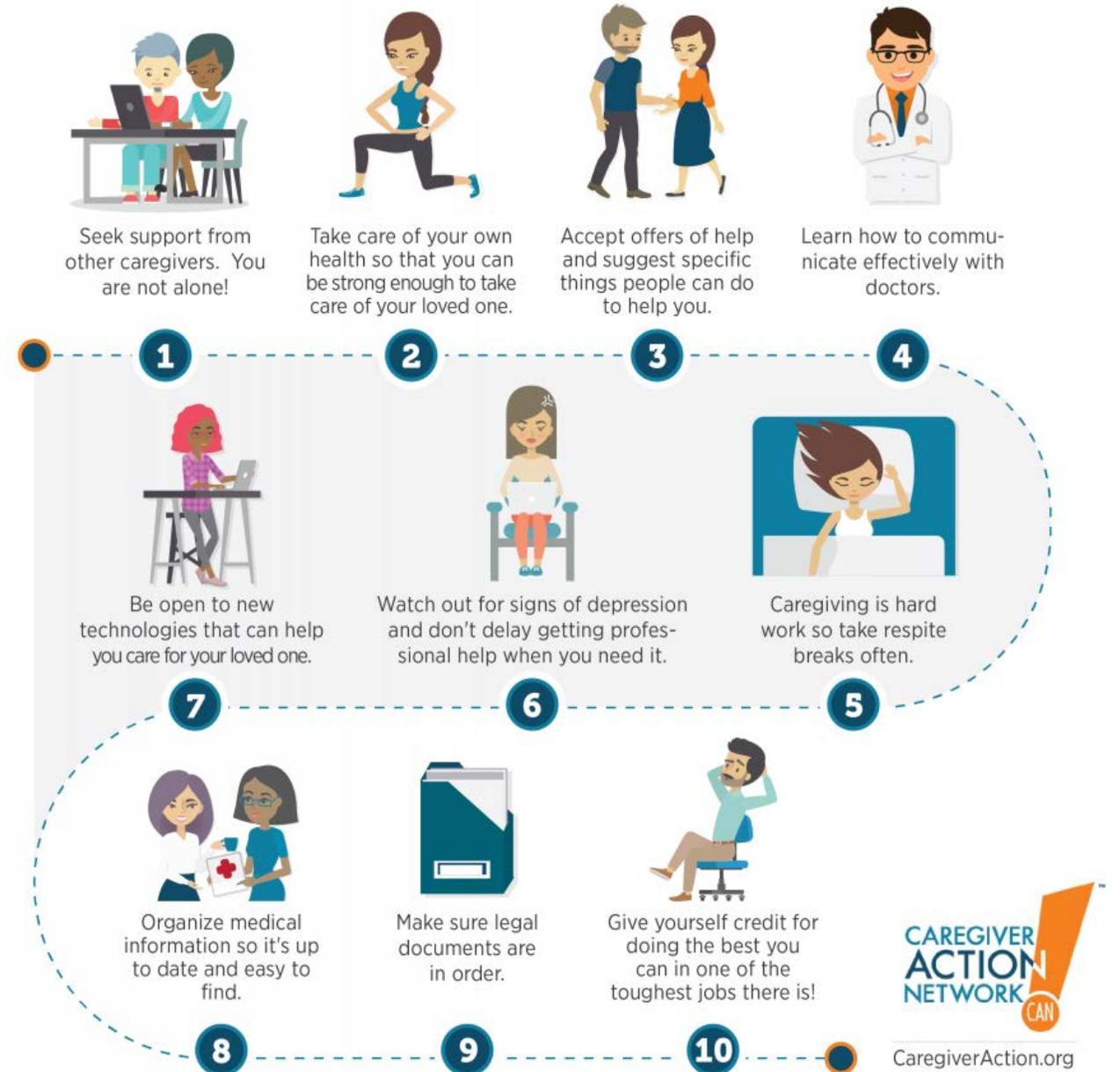
7 days  
24 hours



**IMPACT**

# Care of careers

- Identify the situation: Recognition of stress, anxiety or burnout
- Accept the situation in a whole dimension
- Give yourself a break and ask for help
- Take care of your health



# References

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Thank you for you attention



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