1. What are the two elements of ageism?
   1. stereotypes → belief about a group of people
   2. discrimination → action and behavior
2. Investigate and analyze how older people are reflected in television, film, media images, social media posts, advertising, and products (e.g. cards, T-shirts etc.).
   1. Older persons are not expected to have a social media presence.
   2. Very few if any clothing ads feature older models.
   3. Few TV shows and blockbuster movies star an older actor.
      1. Exceptions are about earlier life, one last hurrah, sad movies, etc.
   4. Some songs are about “when we were younger” or living while you are younger, very few are looking forward to the future.
3. What impact does ageism have on individuals AND our society?
   1. negative stereotypes about old age connected to worse health outcomes
      1. Alzheimer’s disease more prevalent in older adults who had expressed most negative ideas of what it means to be old
      2. Negative perspective on aging correlated with shorter life expectancy, degradation of volume in hippocampus (*Psychology and Aging* study)
      3. People are more likely to become dependent on others in their old age (2010 French Study)
   2. Ageism also impacts society by telling society what it should value or how it should act.
      1. example: social media is pushed within younger generations, but considered odd if older people participate with social media of any kind.
      2. similar with older people taking an interest in fashion.
      3. anti-aging products are popular for ‘hiding’ signs of age, appearing younger (unattractive, ugly, undesirable)
   3. People stop celebrating birthdays. Devalues age as it increases.
   4. “That… erases a lot of the expectations for what you’re supposed to do when and particularly the idea that once you reach 60, you’ve climbed to the top of your mountain and now the rest of your life you’ll be descending.”
4. Reflect on your own ageist attitudes: What did you learn about yourselves after understanding ageism? Analyze your own thoughts and actions with regards to ageism.
   1. Our own experiences shape our attitudes and possibly ageist thoughts or actions. Each of our families and communities is unique and shapes our thoughts regarding older people. Many of our grandparents painted a rosy picture of the later years in life, but not all of them gave us things to look forward to. Some played a huge part in our lives and that definitely influences our attitudes.