

Chapter 2

Stereotypes and Images

MULTIPLE CHOICE QUESTIONS

1. Stereotypes
 - a. are concerned with unique individual variations.
 - b. are emotionally neutral.
 - c. are generalized beliefs or opinions based on individual experience.
 - d. are usually produced by rational thinking.

ANS: C PG: 32

2. Which of the following stereotypes is considered as negative aging?
 - a. impotency
 - b. mental decline
 - c. illness
 - d. All of these choices

ANS: D PG: 33

3. Positive stereotypes of older adults
 - a. demean the young.
 - b. categorize all older adults in a favorable manner.
 - c. make individuals have negative attitudes.
 - d. All of these choices

ANS: B PG: 34

4. The biomedicalized version of aging
 - a. has reduced prejudice against the elderly.
 - b. focuses primarily on the healthy aged.
 - c. is a comprehensive view of the biological, social, and behavioral aspects of aging.
 - d. limits possibilities for physical, psychological, and spiritual growth in later life.

ANS: D PG: 34

5. A “compassionate” stereotype of aging
 - a. shows elderly people in an active, positive light.
 - b. shows the elderly in need but not deserving of help.
 - c. shows the elderly in need of help and also deserving of help.
 - d. encourages respect for the accomplishments of older persons.

ANS: C PG: 34

6. Which of the following illustrates a biomedical stereotype of older adults?
 - a. neglected
 - b. slow-thinking
 - c. afraid
 - d. sad

ANS: B PG: 33-34

7. Which of the following age groups watch the most television?
- a. elementary school children
 - b. teenagers
 - c. women age 25-49
 - d. the elderly

ANS: D PG:35

8. All of the following make it difficult to define “old age” precisely EXCEPT
- a. retirement is no longer a life-course transition in the U.S.
 - b. people age differently due to the many influences on aging.
 - c. different cohorts enter later life with different life experiences and attitudes.
 - d. medical science has improved longevity and health of older people.

ANS: A PG:37

9. The term “Centenarians” refers to
- a. individuals living in the 1900s.
 - b. individuals born in the year 1900.
 - c. older adults living past their 100th year.
 - d. individuals born in the year 2000.

ANS: C PG: 37

10. The interpretation of events in our lives is partially a reflection of how we are treated, which is called
- a. self concept.
 - b. social construction of self.
 - c. self perception.
 - d. self reliance.

ANS: B PG: 38

11. In the Goldman & Goldman study, children believed what about older adults?
- a. They had a decline in sexual power.
 - b. They had a decline in physical powers.
 - c. They had a decline in socioeconomic powers.
 - d. All of these choices.

ANS: D PG: 39

12. Research about self-concepts of the elderly show
- a. elders adjust best if they realize that they are not the same person they were in earlier life.
 - b. self-esteem inevitably declines as one’s body ages.
 - c. identity development is based more on chronological time than particular events.
 - d. elders are less likely to identify as old if they identify as being who they have always been.

ANS: D PG: 38

13. Phenomenology

- a. develops scientific measurements of personality and psychology of the aging processes.
- b. looks at the meaning of aging as defined by personal narratives of the elderly.
- c. focuses on confirming testable hypotheses about the process of aging.
- d. focuses on biological study of human brain functioning as one ages.

ANS: B PG: 38

14. Ageism is considered to be

- a. spatial.
- b. institutional.
- c. developmental.
- d. all of these choices.

ANS: D PG: 42

15. According to Kaufman, the ageless self draws meaning from what?

- a. the past
- b. structural aspects
- c. social and educational background
- d. all of these choices

ANS: D PG: 39

16. Children develop stereotypes about elders through all of the following EXCEPT

- a. family and social interactions with peers.
- b. media influences.
- c. instinctual knowledge.
- d. school influences

ANS: C PG: 39

17. Teachers can change children's attitudes towards old age by

- a. explaining that negative stereotypes are wrong.
- b. telling them about the physical and mental capabilities of older adults.
- c. showing pictures of healthy older adults.
- d. providing social research statistics about the elderly.

ANS: B PG: 40

18. Pairing older adults with children to perform school-based tasks produced _____ in children's attitudes about the elderly.

- a. no change
- b. short-term changes that lasted less than a year
- c. one-year but less than five-year changes
- d. long-term (five year) changes

ANS: D PG: 40

19. In a 2005 University of Southern California survey, 61 percent of college students believed that loneliness is a serious problem for older people compared to _____ of the people over 65 who agreed.
- a. 90
 - b. 74
 - c. 55
 - d. 33

ANS: D PG: 41

20. In a phenomenological study of college students attitudes about the elderly, students paid the most attention to
- a. mental decline in the later years.
 - b. physical appearance and capabilities.
 - c. personality differences compared to their own generation.
 - d. economic dependence on their families and society.

ANS: B PG: 41

21. A 1994 study that conducted memory tests with old and young mainland Chinese, old and young from the American Deaf culture, and old and young hearing Americans found
- a. the Chinese had the most negative image of aging.
 - b. younger subjects, regardless of culture, perform better on memory tests than older subjects.
 - c. older Chinese and older Deaf participants outperformed the older American hearing group.
 - d. older Chinese performed similarly to the younger Chinese of the same level of education.

ANS: C PG: 43

22. The “language of aging” reveals
- a. there are many age-specific terms today that refer positively to older people.
 - b. initially positive terms, such as elderly and aged person, are considered negative by some today.
 - c. ageist language did not begin until the 20th century.
 - d. songs in the late 19th and early 20th century generally depicted old age as desirable.

ANS: B PG: 44

23. In the 1800-1900 the attitude towards older adults was
- a. positive.
 - b. negative.
 - c. neutral.
 - d. that older adults were ignored.

ANS: B PG: 44 - 45

24. A “reversed stereotype” of the aged on television shows the aged
- a. as passive and lethargic.
 - b. riding motorcycles, performing modern dances, and having a prolific sex life.
 - c. regressing instead of progressing.
 - d. as wise sages.

ANS: B PG: 46

25. Media Watch Task Force is associated with which highly known aging activist group?

- a. AARP.
- b. Medicare.
- c. Gray Panthers.
- d. Senior Source.

ANS: C PG: 46

26. All of the following are true about television advertising EXCEPT

- a. it tells us that aging is ugly and lonely.
- b. it instills a fear of aging or capitalizes on existing fears.
- c. it implies the elderly are preoccupied with irregularity, constipation, and sexual performance.
- d. television consumers in their 50s and 60s respond best to an actor who is about the same age.

ANS: D PG: 48

27. Most makers of feature-length commercial films aim particularly for an audience of

- a. males between the ages of 16 and 24.
- b. females between the ages of 20 and 30.
- c. males and females between the ages of 35 and 65.
- d. males between the ages of 50 and 75.

ANS: A PG: 49

28. Ageism exhibited by an untrusting, insecure person is most likely to be explained by the psychological theory of

- a. frustration-aggression.
- b. selective perception.
- c. authoritarian personality.
- d. communication accommodation.

ANS: C PG: 51

29. Selective perception means

- a. that to understand aging, we need to select the pertinent facts.
- b. we see what we expect to see and selectively ignore what we do not expect.
- c. we all have optical illusions that increase as we age.
- d. as we age, we tend to select activities that are pleasant and ignore those that are not.

ANS: B PG: 51

30. Recent studies have found

- a. intelligence declines substantially in later age.
- b. older people are less capable of learning than younger people.
- c. on some measures, intelligence increases with age.
- d. a majority of elderly show overt signs of senility

ANS: C PG: 51

31. All of the following characterize age segregation EXCEPT

- a. it involves the avoidance of old people.
- b. it results from negative stereotyping.
- c. it causes negative stereotyping.
- d. it helps reduce stereotypes of the elderly.

ANS: D PG: 52, 53

32. A study of fear of aging by Kiemmack and Roff found those who feared aging

- a. had a poor personal sense of well-being.
- b. disliked people who were younger than themselves.
- c. hated other minority groups.
- d. were often suicidal.

ANS: A PG: 53

33. Which of the following was found to be the least satisfying stage of life by the longitudinal Berkeley Older Generation Study?

- a. childhood
- b. adolescence
- c. the 50s
- d. old age

ANS: B PG: 53

34. Negative stereotyping of older adults

- a. causes riots.
- b. stifles the older adults' potential and draws attention away from them being happy and sociable.
- c. causes 70% of older adults to commit suicide.
- d. forces older adults to act out against the stereotypes.

ANS: B PG: 54

35. The Frustration Aggression Hypothesis describes individuals

- a. we see only who they expect to see.
- b. who take out their frustration on others.
- c. as rigid.
- d. as distrusting.

ANS: B PG: 51

TRUE/FALSE QUESTIONS

1. The process of stereotyping fulfills our need to structure and organize situations.

ANS: TRUE PG: 32

2. The view of old people as depressed and lonely illustrates compassionate stereotypes.

ANS: TRUE PG: 34

3. Chronological criterion for determining old age is too narrow and rigid.

ANS: TRUE PG: 37

4. Chronological age is a “full variable”.

ANS: FALSE PG: 37

5. According to Kaufman, older people see themselves as old.

ANS: FALSE PG: 38

6. Generalized stereotypes among college students is based on physical looks.

ANS: FALSE PG: 41

7. “Miser” is associated with one of the 7 deadly sins.

ANS: TRUE PG: 44

8. Children exhibit ageist language by age three.

ANS: TRUE PG: 39

9. Studies show that the attitudes of college students about the elderly are almost entirely negative.

ANS: FALSE PG: 40

10. For older adults, the television often acts as a companion.

ANS: TRUE PG: 47

11. Patronizing communication is less offensive than direct derogatory language.

ANS: FALSE PG: 48

12. According to the text, many television commercials focus on entertainment for older adults.

ANS: FALSE PG: 49

13. Intelligence decreases with the age.

ANS: FALSE PG: 51

14. Professional psychologists and medical students are unlikely to show prejudice against the elderly.

ANS: FALSE PG: 53

15. The majority of older adults are senile.

ANS: FALSE PG: 51

ESSAY QUESTIONS

1. Explain the problems with stereotypes and give examples of stereotypes of the elderly to illustrate these problems.

PG: 32 - 33

2. What are the problems with defining aging in terms of chronological age?

PGS: 35 - 37

3. Explain how the media is a primary source of ageist messages for children.

PG: 39

4. What can schools do to change children's attitudes toward the elderly?

PG: 40

5. What are the problems with television presentations of the elderly? How should television revise its portrayal of the elderly?

PGS: 45 - 47

6. Explain the psychological theories that help us understand age prejudice.

PG: 51

7. What can help disprove negative stereotypes of age?

PG: 51