
Contents

Preface ix

Contributors xv

I Origins of Ageism

1

Doddering But Dear: Process, Content, and Function in Stereotyping of Older Persons

Amy J. C. Cuddy and Susan T. Fiske 3

2

Ageism: Denying the Face of the Future

Jeff Greenberg, Jeff Schimel, and Andy Martens 27

3

Implicit Ageism

Becca R. Levy and Mahzarin R. Banaji 49

4

A Social-Developmental View of Ageism

Joann M. Montepare and Leslie A. Zebrowitz 77

II Effects of Ageism

5

Attitudes toward Older Adults

Mary E. Kite and Lisa Smith Wagner 129

6

Ageism in the Workplace: A Communication Perspective

Robert McCann and Howard Giles 163

7

Ageist Behavior

Monisha Pasupathi and Corinna E. Löckenhoff 201

8

The Paradox of Well-Being, Identity Processes, and Stereotype Threat: Ageism and Its Potential Relationships to the Self in Later Life

Susan Krauss Whitbourne and Joel R. Sneed 247

III Reducing Ageism and Future Directions

9

Acting Your Age

Sarit A. Golub, Allan Filipowicz, and Ellen J. Langer 277

10

Will Families Support Their Elders? Answers from Across Cultures

Sik Hung Ng 295

11

Reducing Ageism

Valerie Braithwaite 311

12

Thirty Years of Ageism Research

Jody A. Wilkinson and Kenneth F. Ferraro 339

Index 359