

Decades of literature have brought attention to the issue of ageism and the consequences of age-related discrimination. Nevertheless, ageist attitudes, stereotypes, and messages are still widespread in modern society. Despite growing awareness and public discussion of the many social and cultural forces that contribute to racism and sexism across the U.S. and other western societies, ageism often continues to go unnoticed and unchallenged in the dialogue of social injustice. This symposium brings together a collection of presentations that serve to highlight key social cognitive mechanisms by which ageist attitudes continue to persist in today's society, and introduce potential avenues for initiating change in the way we think about old age. Chopik begins with a presentation surrounding age differences in implicit and explicit attitudes about older adults from a large sample of Americans ages 15–94 that participated in Project Implicit. Giasson follows using state-level Project Implicit data to present geographic patterns and socio-ecological correlates of implicit age bias across the U.S. Kornadt delves into the nature of implicit and explicit age stereotypes by examining domain-specific family and health-related age stereotypes across age groups in Germany. Weiss incorporates data from over 30 different countries to offer a unique cross-cultural examination of the role of cultural power-distance norms and social hierarchy beliefs in shaping how older adults feel about their own aging process. Final remarks by James Jackson will discuss ways to address underlying social cognitive biases at the individual and societal levels to enact change in the way we think about aging.

AGE DIFFERENCES IN EXPLICIT AND IMPLICIT AGE ATTITUDES ACROSS THE LIFESPAN

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A large body of research has focused on the correspondence between implicit and explicit attitudes. However, little attention has been paid to how implicit and explicit attitudes differ across the lifespan. In the current study, we examined implicit (measured via the IAT) and explicit (measured via self-report) attitudes towards older individuals in a sample of participants ranging from age 15 to 94. A preference for younger people was found among participants of all ages; however, implicit and explicit attitudes showed divergent associations with age. Implicit preference for younger people (versus older people) was highest among older adults; explicit preference for younger people (versus older people) was lowest among older adults. People who felt subjectively older than their actual age reported lower implicit and explicit preferences for younger people. The current study's findings are discussed in the context of lifespan development and research on subjective aging.

GEOGRAPHIC PATTERNS AND PREDICTORS OF IMPLICIT AGE ATTITUDES: THE UNITED STATES OF AGEISM?

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U.S. states differ in terms of several social, economic, health, and political indicators. Additionally, the relative

proportion of older adults in the population differs drastically by state across the U.S. Using publically available data from Project Implicit, we examined differential patterns of state-level implicit attitudes towards older adults across the 50 states. We expected age bias to be associated with demographic state differences. Regression analyses showed that, at the state-level, implicit preferences for younger versus older adults were associated with having a higher proportion of the state population aged 65+, a lower proportion of the state population with at least a high school education, and higher state spending on Medicare. The current study was one of the first to examine geographic variation in ageist attitudes. Results highlight possible contextual contributors to covert ageist attitudes. Findings are discussed in terms of bidirectional influences, and areas for interventions to combat ageist attitudes.

IMPLICIT AND EXPLICIT AGE STEREOTYPES FOR SPECIFIC LIFE DOMAINS ACROSS THE LIFE SPAN

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To better understand different processes of age stereotyping across the lifespan, we assessed implicit and explicit age stereotypes for the domains of family and health in a sample of $N = 90$ younger, middle-aged, and older adults. Overall, age stereotypes were negative for the health domain but not for the family domain. Distinct age group differences emerged depending on domain and assessment method. In the family domain, older participants held the least positive explicit and the most positive implicit age stereotypes. For the health domain, middle-aged participants implicitly and explicitly showed the most negative age-associations. Our findings suggest that domain-specific implicit and explicit age stereotypes represent largely independent constructs. We argue that age group effects reflect the result of accommodative and assimilative processes that are used to cope with age-related changes.

SUBJECTIVE AGE AROUND THE WORLD: THE ROLE OF POWER DISTANCE AND HIERARCHY BELIEFS

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Although aging comes with seemingly inevitable changes, there is a great variability in how young or old people feel. However, we know very little about cross-cultural differences in subjective age. Thus, we examined whether cross-cultural differences in subjective age can be explained by the influence of cultural norms (i.e., conformity). We tested this idea across 5 experimental and survey studies including more than 30 different countries. First, we demonstrated that the tendency for older adults' to feel younger than their chronological age is more pronounced in low than in high power-distance cultures. Second, we showed that this effect is mediated by adults' social hierarchy beliefs. Third, our analyses revealed that social hierarchy beliefs impact the subjective age of older adults, because they define chronological age as static and unchangeable. The discussion focuses on how ideologies may affect subjective conceptions of aging and older adults' responses to aging-related changes.