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# Aging and self-stereotyping effects on face-name memory

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## Introduction

### Face Name Associative Memory

- High everyday salience, but challenging for adults of all ages and specifically for older adults Fraas et al., 2002; Hosey et al., 2009

### Self-Stereotyping Effects

- Age stereotypes in general and beliefs about aging and memory in particular are predominantly negative Chasteen et al., 2011; Hess, 2006
- Self-stereotyping occurs when stereotypes become self-relevant and consequently influence behavior (e.g., memory performance) Levy, 2009; O'Brien & Hummert, 2006

### Role of Self-Relevance

- Feedback affects memory, and younger adults (YA) have greater gains than older adults (OA) West, et al., 2001
- Memory self-efficacy (MSE), confidence in one's memory ability, is correlated to performance cross-sectionally and over time Beaudoin & Desrichard, 2011; Valentijn et al., 2006
  - Greater feedback gains for OA with higher than lower MSE West, et al., 2009
- Self-beliefs may moderate self-stereotyping effects Hess et al., 2003; Kornadt & Rothermund, 2012; Weiss & Lang, 2012

## Research Aims and Hypotheses

**Aim 1.** Examine change in name memory over five occasions in response to false, age-salient performance feedback (positive, negative, control) in YA and OA

- For YA: initial increase in negative and sustained increase in positive condition
- For OA: sustained increase in positive condition

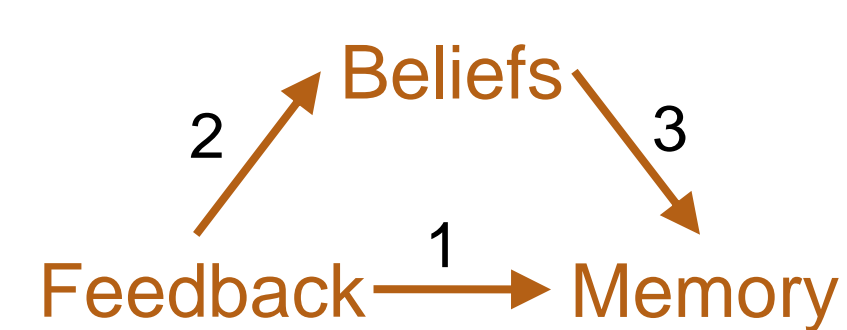
**Aim 2.** Examine change in self-beliefs, specifically MSE, as function of feedback

- For OA (not YA), expect increase in positive and decrease in negative condition

**Aim 3.** Examine relationship between  $\Delta$  MSE and name memory

- For YA and OA: Moderate positive correlation  $\Delta$  MSE and name memory (YA & OA)

### Aims Overview



## Methods

### Participants

- $N = 178$  healthy, well-educated community-dwelling Caucasian adults
  - 95 YA ( $M = 19.20$ ,  $SD = 1.28$  yrs., 72.6% female)
  - 83 OA ( $M = 73.83$ ,  $SD = 3.92$  yrs., 72.3% female)
- Randomly assigned to feedback condition

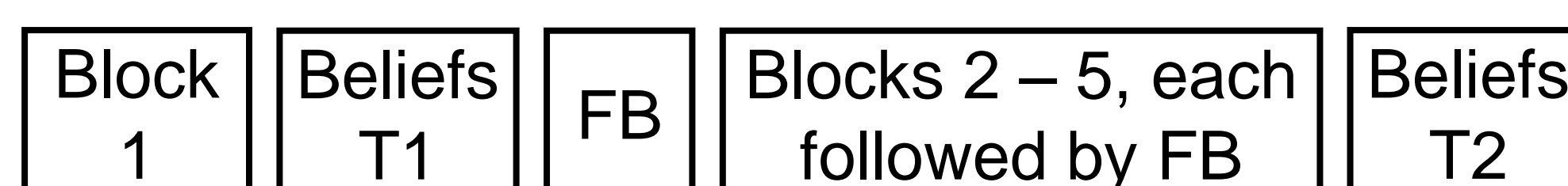
### Face Name Memory Task

- High-frequency first names SSA, 2012
- Young and old male & female neutrally-expressive faces Ebner et al., 2010
  - Blocks same gender, different ages
- Counter-balanced recall and recognition

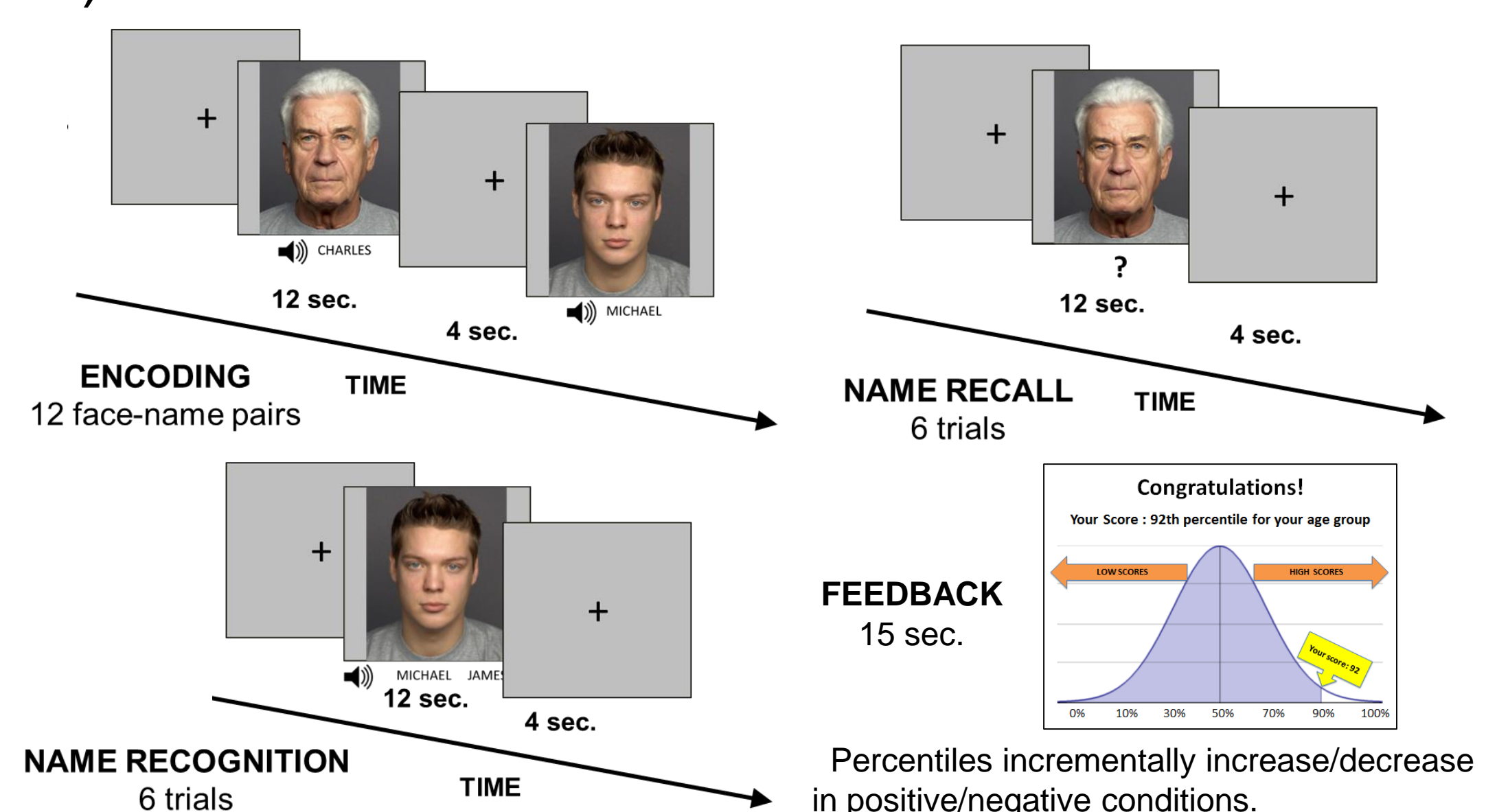
### Beliefs Measures

- Memory self-efficacy West et al., 2003
- Subjective age identity Kastenbaum et al., 1972

### Overview of Session

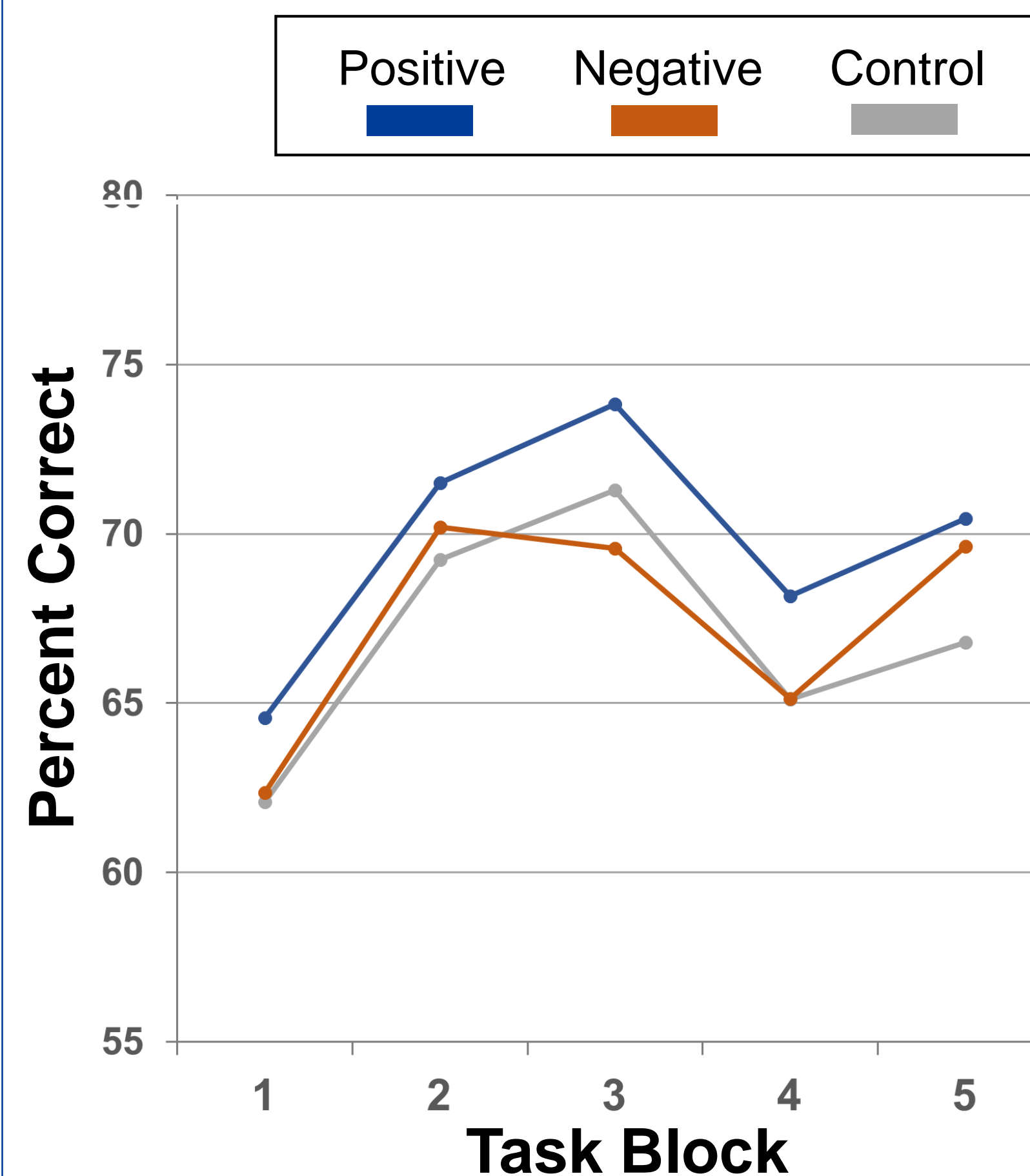


### Example Block with Positive Feedback



## Results

**Aim 1.** Similar trend for the effect of feedback on memory over time for YA and OA



\* Indicates  $p < .05$ .

### A. Memory over Time

Similar effects of feedback on memory over time for YA and OA

- Both YA and OA improved memory performance over time
- Quadratic and cubic trends

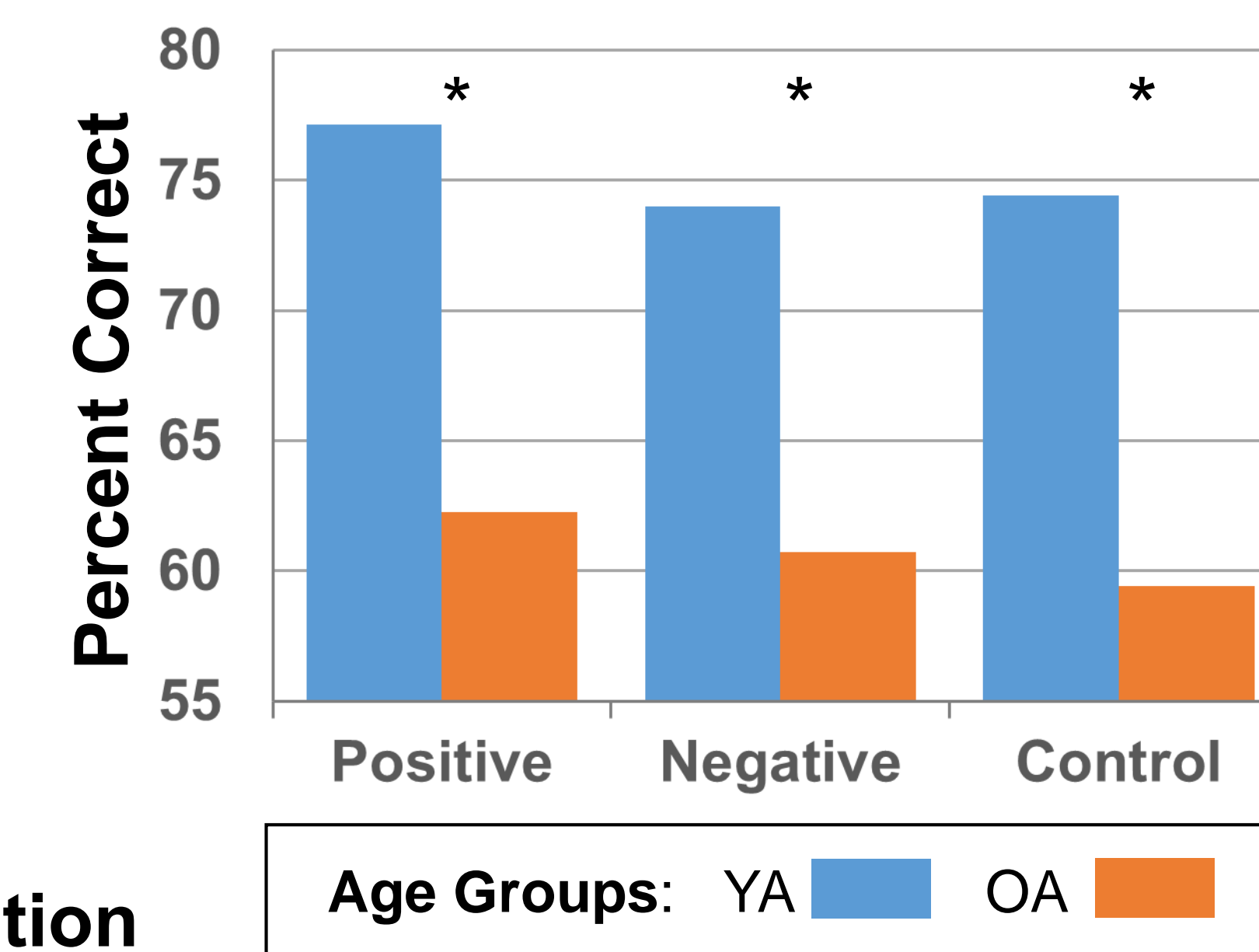
### B. Memory Type and Aging

Age by test type interaction

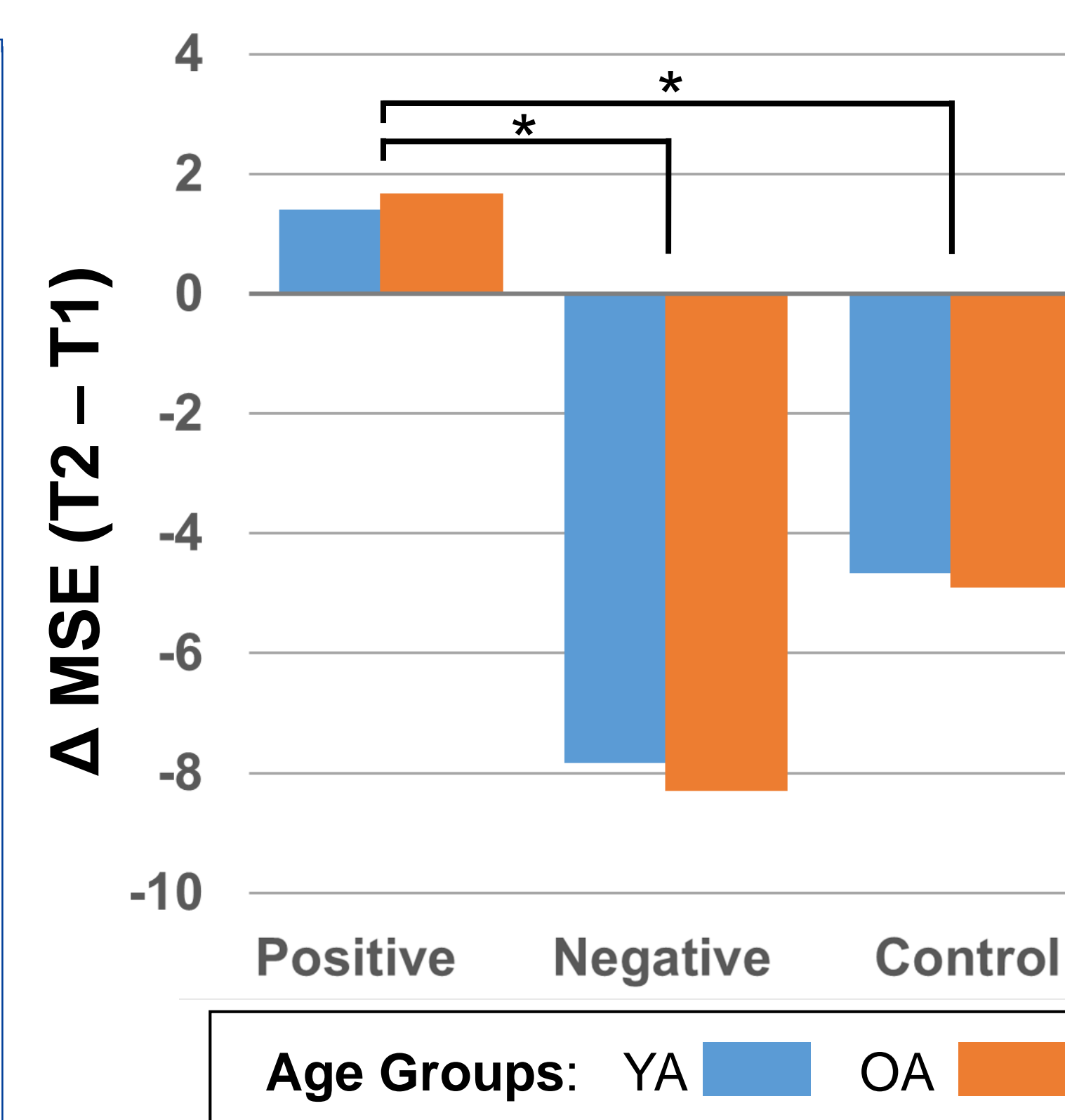
- Name recognition OA = YA
- Name recall OA < YA

### C. Memory and Feedback

- Trend towards greater performance in positive condition, compared to negative and control, in YA and OA ( $p < .10$ )



**Aim 2.**  $\Delta$  MSE by feedback condition



- Increase in MSE for positive condition
- Decrease in MSE for negative and control conditions
- No age difference in this trend

**Aim 3.**  $\Delta$  MSE by feedback condition

- Higher  $\Delta$  MSE  $\rightarrow$  greater total correct recall trials following feedback in OA
  - $r = .23$ ,  $p < .05$
- MSE change not related to memory performance in YA,  $p > .10$

## Discussion

- Positive and negative feedback may initially motivate younger and older adults
  - Disengagement after sustained valence of feedback or task fatigue
  - Difficulty of face sets differed by gender and order of test type
- Highlights significant role of self-beliefs, specifically memory self-efficacy
  - Predictor of memory performance
  - Potential moderator of self-stereotyping effects
  - Explanatory mechanism for resilience to negative self-stereotyping

### Next Steps

- Evaluate visual scanning to show motivational and attentional influences as a function of false, age-salient performance feedback