RECENT AGE-PERCEPTIONS IN HUNGARY

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ABSTRACT

Like in many developed countries, the ageing tendency of the population is typical also for the Hungarian age structure, which requires greater attention of the society in the economic, social and health aspects, furthermore, it causes changes in cooperation of generations and their habits and norms. It is related among others to social mobility and the fragmentation of family relationships, which may mean the separation of the older generation from the younger one, therefore children do not get to know older people's lives or only just a few patterns of those, and they lack coexistence and cooperation opportunities. This situation is influenced by nowadays' trends (for example anti-ageing), social impacts and expectations associated with the natural ageing process; developing a negative image of ageing in many (especially young) people. For these reasons the study seeks associations with ageing and age-determination in respect of generations to recognise how positive or negative their points of view or feelings are, and how they influence their everyday lives. The results were obtained by using four evaluation methods: personal and online researches, taking of nationally representative samples, organising three focus group discussions, and interviewing master's students. The results show that the Hungarian respondents have preferably negative opinions about the ageing-related terms. This aspect may have a negative influence on the attitudes of the generations about their subjective value judgment regarding themselves, their age and life situation.

KEY WORDS: ageing, Hungary, generations, associations

1. INTRODUCTION

Ageing has a significant impact on societies and different cultures express age in different ways. The study's aim is to get acquainted with the mentality and beliefs of Hungarian people about ageing. Within the framework of the EFOP-3.6.1-16-2016-00004 project called "Comprehensive improvements to the University of Pécs in order to achieve the smart specialisation" this study seeks associations with ageing (in forms of words and attitude statements) and age-determination in respect of generations to recognise how positive or negative their points of view or feelings are, and how they influence their everyday lives. For this, the study examines whether there are any connections between age-associations and subjective feelings about health, generation-relationships or lifestyle. Furthermore, what do the Hungarian people feel when they hear "young", "middle-age", "elderly" or "old" terms? Realising the various associations is an important task, because these have significant impacts on our behaviours, feelings or perceptions, which could influence the lifestyles, cultures of people or nations.

The perceived differences about ageing-assessment show equally similarities, contrast or contradictions between cultures, and these assessments changed historically in time, or by judge-changes in the nations; so, for this reason, different attitudes and practices have evolved towards ageing, ageing-perceptions or death (Cokayne, 2005; Montepare, 2009; Turai, 2009; Meyers, 2009; Chopik et al., 2018). In olden times there was much more appreciation expressed towards the old people than nowadays in general. Present Eastern cultures have socialised in the strong respect of the elderly, where it is a duty to care for the elderly within the family. In these societies, the oldest family members often play a leading role in the family and play a key role in educating grandchildren (Yamato, 1993; Yoon, 2013). Unfortunately, Western cultures place emphasis on activity rather than contemplation. Youth is respected and the elderly are often removed from their communities to hospitals, nursing homes or left alone in ageing villages, so younger children can have little in common and personal experience with older people. According to Erikson (in: Jere, 2016), the fear of ageing in Western societies keeps those living in it from being able to live a full life. There has been a lot of shame about ageing (especially about physical signs) so older people may feel something is wrong with them, they have become worthless

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to the society (Johnson, 2005) and there are examples of the different age judgments of the generations (among others Kastenbaum et al., 1972; Cohen, 1983; Abrams & Hogg, 1988).

Ageing individuals can also be typified based on attitudes towards ageing (for example senior-marketing in the 1990s). Those who are balanced and accept their age can be thought of as a sovereign, age-appropriate ageing stratum. The members of the group that do not identify with ageing demonstratively reject their age or activities and products related to their age, follow and wear the style and taste of young people. Traditional seniors are self-sufficient, still active, but devalue themselves and their bodies along with their age and accept the stereotypical social perception of the elderly.

2. THE SITUATION OF AGEING IN HUNGARY

2.1. Presentation of relevant literature

Age distribution in Hungary is also characterised by the ageing of the population, i.e. the proportion of the elderly within the total population is gradually increasing (OECD, 2017). The process requires more attention of the society in terms of economic, social, and health care aspects, but also brings changes in the co-operation of generations, habits, and norms that affect private life and lifestyle changes. It is related to social mobility and the fragmentation of families. The older age group is often separated from the younger generations, so children do not see or see only a few samples of the lives of the elderly (Bromley, 1966). The lack of real information is replaced by images from the environment, e.g. displaying the elderly in the media, which is largely focused on more negative factors. In this way, the thinking of young people can change in the context of ageing, new patterns of behaviour may appear compared to old times. Mostly in today's Hungarian advertisements, the elderly rarely appear, and even if they do, in a negative context (Jászberényi, 2008; Csizmadia, Győri Szabó & Kovács, 2015): as the target of a joke, a sad, bad counsellor, a sick person or a person in an inessential background role. Elderly is included only if they have specifically 'old' roles (e.g. Santa). Based on the content of the advertisements, the conclusion may be that – according to the advertising industry – the 'old' is not good for anything, so it is not worthwhile to deal with them.

Today's consumers are looking for their identity and reference points; continually rethinking, interpreting their attitudes towards themselves and their health status, or to the naturally occurring ageing process among the trends of our time (self-culture, individualism, health, etc.) and the social effects, expectations, sharing interests, political and cultural relations. By researching trends, new consumer behaviour patterns, target groups and marketing solutions can be found in the markets (Horx & Wippermann, 1996; Törőcsik, 2011). One of the most significant megatrends present today is the youth-desire (Törőcsik, 2017). In many cases, people are willing to spend a lot of money to preserve youth, or at least its appearance, to slow down the ageing process, to maintain their youthful beauty, their health and flexibility. For this reason, many products, services, and technologies can be found in the market, promising youth and its preservation. Maintaining and demonstrating marketability is also determinative for relationships and work in shaping our body besides the expression of our personality.

In addition, the loosening and disappearance of generation borders can be observed (Rubin & Berntsen, 2006; Törőcsik, 2011; Törőcsik & Németh, 2018). The previously clearly defined life-streams become fragmented, their borders are blurred, and they show very different patterns per person, individually (some sections disappear while others are significantly lengthened). Kids want to get into the young age-group as soon as possible. Young people later want to be independent and taking responsibility for others, and later want to start adult life. Older people mostly desire to stay young, as the whole society prefers it. Classification of age sections becomes increasingly difficult and it is hard to establish rigid boundaries, to categorise age-related groups. Today's Hungarians have set the young generation between 16.5 and 30 years on average, estimated between 40.5-51 years for the middle generation and 64-73 years for the old age, among which there are not listed "gaps, spaces life years", and transitional periods (Hegedüs, Törőcsik & Németh, 2018). As the age grows, the boundaries of large age groups are increasingly pushed. Youngsters identify the initial and endpoints of the classic generations (young, middle and old) compared to the average, and think in wider intervals than the older generations. Subjective divergences of opinion also affect consciousness, especially among young people, who are likely to live longer and see their 20s as the peak of their abilities. Over the years, human life lasts longer than human identity (Turai, 2009), the sense of completeness is sustainable, and that is due to the unequal distribution of positive and negative content culturally assigned to certain stages of life, so self-identification becomes problematic after a given age. On the other hand, individuals often have a feeling of distance; they do not really feel part of their real, own human lives.

Age alone does not arbitrate whether the individual is considered old or not, much more important factors are the physical and mental abilities (Dobossy & Virágh, 2004). According to the Central Statistical Office's research at the beginning of the 2000s, Hungarians mostly considered old people who were unable to care for themselves (60.6%),

mentally degraded (50.5%), or their health deteriorated (48.6%). By 2016, the list of the most important criteria for old age changed (Monostori & Gresits, 2018). The first factor is the "difficult to adapt to change" aspect (99.5%), preceding the "unable to care for themselves, rely on others" (58.7%) or mentally impaired (55%) factors. However, it is clear that there is a negative approach to old age. This attitude is complemented by the negative vision of the Hungarian youth, the inexperience, and their loss of hope. The Hungarian Youth Research 2016 (Székely & Szabó, 2017) surveyed 8,000 young people aged 15–29 between September and November 2016 in Hungary. The research is representative of the population aged 15-29 in Hungary, according to the area, settlement types, age groups and gender. In 2016, respondents saw the most pressing problems of their generation in financial difficulties, insecurity and impoverishment, despite the fact that their financial situation was considered to be much more favourable compared to the 2012 data, and almost half of them classified themselves in the middle social class. While at the turn of the millennium, the most acute problems of young people were settled around housing, impecuniosity and unemployment, in 2004 the issue of drug and alcohol consumption and the outlook of the unprecedented future was most concerned by those aged 15-29. In the 2008 data, the lack of money, poverty, unemployment, and the unprecedented, uncertain future came to the top of the most pressing problems, which dominated in 2012, also the hopelessness, the fear of the future are clearly visible.

The study derived from the literature that in our western culture, socialisation is negative in the face of ageing and not just the youth, but most people think destructively about ageing. There is a scarcity of studies, statistical statements or marketing materials on the ageing topic that would help change thinking in Hungary. For this reason, the study is meant to get a deeper picture of the thinking of Hungarian respondents, so that later marketing materials can be prepared to improve the trend.

2.2. Evaluation of methods

In order to gain a deeper understanding of the Hungarian population's opinion about ageing, the study uses both quantitative and qualitative methods; so the results were obtained using four methods:

1. interviewing nationally representative *personal* samples (n=2001; all interviews were conducted by a trained interviewer in respondents' homes, and the participants were chosen by random-walk technique) and

2. *online* research's (n=1038) samples.

Both are representative of the Hungarian population aged 15-74 in gender, age groups (10-year intervals) and the region of residence. Variables included in the analysis were as follows: gender, generation, type of settlement, educational attainment, and subjective judgment of income situation. In the researches, the same questions were used for comparability and detecting the discrepancies between the online and personal responses. In the course of the discussion, only the results that showed significant differences in statistical terms are presented from the online research and are compared to the personal sample in writing. The main demographic characteristics of the interviewed people are shown in Table 1, by generations and gender. Responses were quantitative and analysed for the assessment of the hypotheses below:

H1: the generations think differently about ageing-candidate terms.

H2: there is a significant, positive relationship between the positive attitudes and feelings about ageing and the point of view about different life-factors (for example relationship between generations, lifestyle, health) of the respondents.

Chi-square analysis was used to answer the hypotheses and all analyses were performed at a level of significance set at 5%. To run the analyses IBM SPSS Statistics version 25 was used. There was no specific policy developed to handle missing data, such data were excluded from further analyses.

Table 1. Demographical data – nationally representative samples (gender & generations) – online and personal researches

Online research			Personal research		
	capita	% (n=1038)		capita	% (n=2001)
Male	505	48.6%	Male	973	48.6%
Female	533	51.4%	Female	1,028	51.4%

Young generation	221	21.3%	Young generation	462	23.1%
Middle generation	577	55.6%	Middle generation	1,082	54.1%
Old generation	240	23.1%	Old generation	457	22.8%

Source: Created by authors; the sample distribution is equal to the distribution of the Hungarian population along with the particular criteria. The online research has a representative sample of that part of the Hungarian population who use the internet consistently.

3. Three focus group discussions were organised, each with 8 persons: 3 young, 3 middle aged and 2 old ones (n=24), based on a pre-prepared scenario (lasting 1.5-2 hours), led by trained moderators. An additional criterion was also considered in the selection of participants: they are open to their surroundings. The data collection was conducted in April and May 2018. The focus groups aimed to survey the differences between the generations' opinion about generations' preconceptions and stereotypes. The responses are shown in word-clouds below.

4. In addition to recognising the youth's opinion, master students of the University of Pécs Faculty of Business and Economics were personally interviewed in the study as the closure of the research, which took place in October 2018 with 20 participants. Of course, this is not representative of the Hungarian youth, but the responses can help to a deeper understanding of what younger people think about their own ageing and it can be a base for later researches.

To investigate age-related (generational) differences, respondents were classified into individual groups. To separate respondents into distinct groups, two choices were available: classic cohorts (Smith & Clurman, 1997; Törőcsik, 2011) and media-driven generational classification (Törőcsik, Kehl & Szűcs, 2014). For the purposes of this paper, the classic cohort classification was chosen, namely, 30 years and below were grouped as 'young', those between 30-59 years of age as 'middle generation' and those aged 60 years and above were categorised as 'elderly'.

## 2.3. Feelings about "young", "elderly" and "old"

Respondents were asked to evaluate their feelings when they hear the young, elderly and old markers. On a 10-grade scale (better sensor for the differences), 1 reported that the respondent had a very negative feeling for the given marker, and 10 showed a very positive feeling. Figure 1 summarises the responses from online and personal interviews. 80% of online respondents considered the young marker positively, 40.5% of them had positive feelings about the elderly and only 37.6% about the old ones (6-10 values). In contrast, the 3 markers (83.6%; 53.9%; 47.6%) rated more positively all three categories in the personal interviews, which differences are particularly significant for 'elderly' and 'old' markers. This difference may be due to the sample deviation or the way in which the interview was conducted. A high rate of at least 8 was given to the 'young' marker, which is the most sympathetic for them. In the case of 'elderly' and 'old' markers, rather medium evaluations were made – in these cases, the modus was already 5. Concerning the young marker, based on the online questioning, compared to the average (7.54 on the 10-grade scale), women, and people with secondary education had more positive attitudes, as did those who live from their income and have ability to save a little from their salary. These findings are complemented by a personal interview, where young people and middle-aged people, as well as those who can live on and save money, think more positively than the average (7.98). In terms of place of residence, only the inhabitants of the category 'other towns' (i.e. not a capital city or a city with county rights) had a slightly modest opinion compared to the residents of other types of settlements.

Middle-aged people, inhabitants of the capital city or towns with county rank, and individuals with secondary education or lower qualification have more negative feelings than the average (online: 5.33) about the 'old' indicative. Compared to the average value of the personal interview (6.02), middle-aged people were more positive, while the younger generation, individuals in good financial circumstances, and also people living in bad financial difficulties had negative opinions. There is a difference in the results of the online and personal interviews based on the place of residence: inhabitants of the county seat and the villagers considered this indicator to be more positive than the average.

The 'old' indicator was considered to be more positive for men and for those with a good financial situation, who can save money, compared to the average (online: 5.02). On the basis of the results of the personal interview (avg. 5.54), those who live in county seats or villages and have enough income, but are not able to save money, also have a positive opinion about it. The most positive are the villagers. 'Elderly' indicator receives less negative answers (59.5%) than 'old' indicator (62.5%) and old generations are more positive about it than the younger ones, however, the respondents thought in

the negative (1-5) range about both indicators, but mostly giving them medium ratings. The personal interview shows a slightly more positive picture about it, compared to the online results, but it does not differ in its basic idea inasmuch as the 'old' indicator has a more negative meaning than the 'elderly' has.

Figure 1. Feelings about young, elderly and old terms – online & personal research
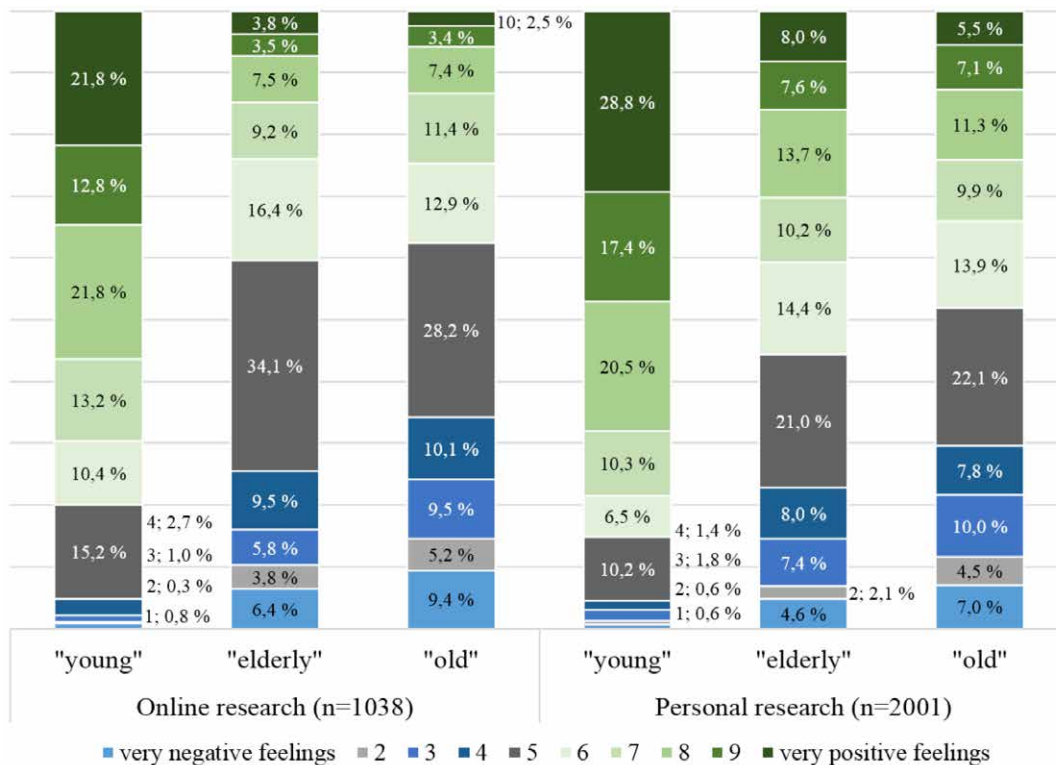
Source: Created by authors

The study looked for relationships between 'young', 'elderly' and 'old' indicators and the subjectively assessed life ratings through a cross-variable independence test (group effect analysis). For the latter, 12 questions were used from the basic questionnaire on health status, lifestyle, spending patterns and intergenerational relationships. Table 2 illustrates the strength and direction of relationships between selected issues and subjective feelings for markers. Pearson's χ2 probe was used to investigate the group effect, with a strong condition of asymptotic significance below the 0.050 thresholds. Only in one case it was not fulfilled: between the perceptions of the 'elderly' marker and the subjective judgment of the health, so there was no significant statistical correlation between the two variables. The strength of the group effect was determined by the value of Cramer V coefficient. Among the indicators that can be used in the case of ordinal variables and non-symmetric tables, Kendall τc and Goodman-Kruskal γ were chosen to examine the strength of the relationship. The relationship is overestimated by γ occasionally, so the following procedure was used: if γ | - | τc |> 0.05, then the value of τc was taken into account if | γ | - | τc | ≤0.05 then γ.

Regarding to questions *"How healthy do you feel?"* and *"How do you feel if you hear "young"?"* a moderately strong, positive correlation was found between the results of a cross-variable independence study (φc = 0.202; if 0.20 <φc ≤ 0.25 then the relationship is moderately strong), so the healthier the respondent felt, the more positive his/her feelings were with the 'young' marker. In terms of the 'old' indicator, there is also a positive relationship, although its strength is very weak.

Figure 2 illustrates in more detail the change in the relationship. It can be seen that a worse health condition has a connection not only with the perception of the 'old' indicator but also the feelings associated with the 'young'. There is a very weak negative relationship with the 'elderly' and 'old' markers concerning the change of spending habits, so the more the individual's spending habits have changed in recent years, the more negative s/he judges the two indicators. This may be due to the increasing demand for health and anti-ageing products. The more positive attitude towards a more active lifestyle and quality of life also helps to judge age indicators in a positive way, which is true for intergenerational relationships. Respondents who were more likely to agree with "those who are older than me are annoying me" were particularly sensitive to the 'elderly' marker in a negative way. There is likely a greater sympathy towards 'old people' than towards 'elderly', who were considered a few years younger (Hegedüs et al., 2018).

Table 2. Crosstabs independence test (group effect analysis) between age-senses and subjective thoughts about life

How do you feel…?	"Young"	"Elderly"	"Old"
How healthy do you feel?	p=0.000; moderately strong, positive correlation	no	p=0.000; weak, positive correlation
…have your purchasing and spending habits changed in the recent years?	p=0.015; weak, positive correlation	p=0,002; weak, negative correlation	p=0.000; weak, negative correlation
…all the good and the bad things together, how do you determine your quality of life (on the whole)?	p=0.000; weak, positive correlation	p=0.000; weak, positive correlation	p=0.000; weak, positive correlation
…how active is your lifestyle?	p=0.000; moderately strong, positive correlation	p=0.000; weak, positive correlation	p=0.000; weak, positive correlation
…how typical is the cooperation, or the tension of the different generations?	p=0.000; weak, positive correlation	p=0.000; weak, positive correlation	p=0.000; weak, positive correlation
The generations understand each other.	p=0.000; weak, positive correlation	p=0.000; weak, positive correlation	p=0.000; moderately strong, positive correlation
This society does not like young people.	p=0.000; weak, negative correlation	p=0.000; weak, negative correlation	p=0.000; weak, negative correlation
This society does not like old people.	p=0.000; weak, negative correlation	p=0.000; weak, negative correlation	p=0.000; weak, negative correlation
The generations really help each other within the family.	p=0.000; weak, positive correlation	p=0.000; weak, positive correlation	p=0.000; weak, positive correlation
The generations fight with each other in the workplace.	p=0.000; weak, negative correlation	p=0.000; weak, negative correlation	p=0.000; weak, negative correlation
Those persons who are younger than me are annoying me.	p=0.000; weak, negative correlation	p=0.000; weak, negative correlation	p=0.000; weak, negative correlation
Those persons who are older than me are annoying me.	p=0.000; weak, negative correlation	p=0.000; moderately strong, negative correlation	p=0.000; weak, negative correlation

Source: Created by authors (results of online (n=1038) research)

**Figure 2.** Link between subjective health and „young/old" sense
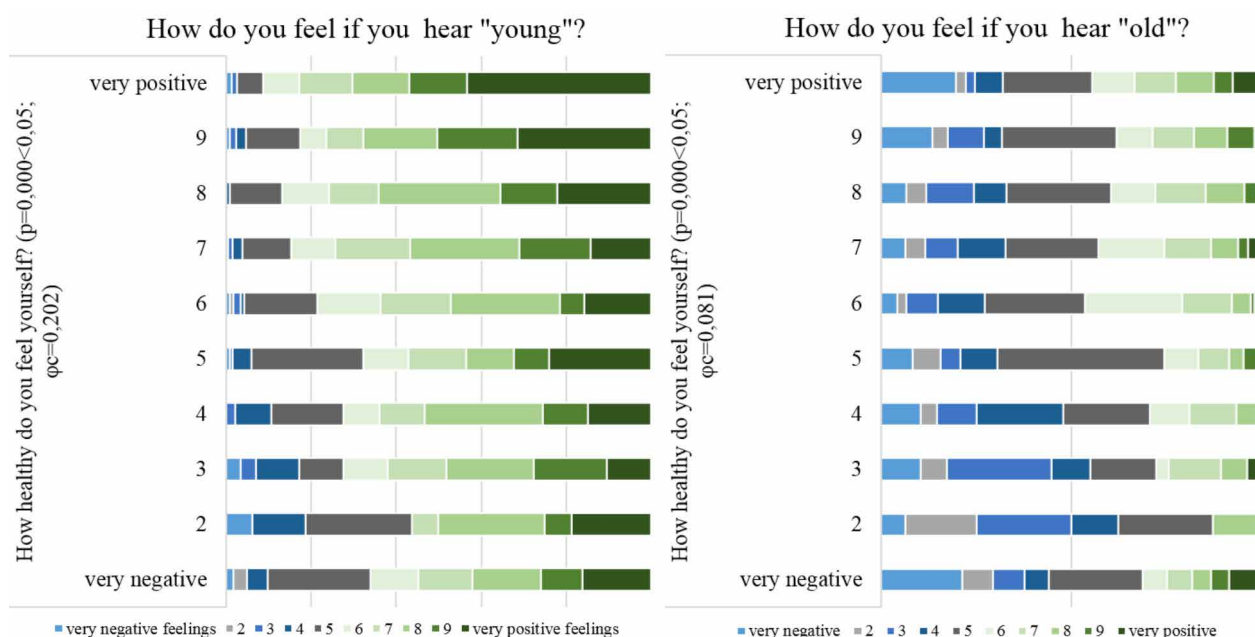
Source: Created by authors (results of online (n=1038) research)

2.4. Associations about "young", "middle-aged", "elderly" and "old"

The results of focus group discussions are illustrated below with the help of word clouds. Using focus group discussions, the study collects more in-depth information about age indicators. The first three word clouds illustrate the first associations of young, middle-aged and older generations (Figure 3-4). According to the respondents, today's young people are mostly characterised by immaturity, and as they are still immature, it is essential for them to gain experience in many areas of life in order to plan and organise their future. One of the decisive features of the lifestyle of this age group is the party and the rebellion, which is clearly ranked high among the judgments that characterise them. According to respondents, age rating, adulthood can be a significant indicator of youth, although not in the same way for everyone. Given the age of the respondents, they are characterised by their subjective feelings and thoughts, and their stage of life: childhood, brother, carefree period, lost future, freedom, dynamism that are enviable. In our rapidly evolving technical world, it is inevitable that people typify age groups, especially young people who are receptive to everything (computer, mobile phone). In terms of responses to the middle-aged generation, the family, active age, parents were the most typical, but it is also apparent from the further remarks that this age is considered to be a more serious, more responsible and at the same time the most prosperous age, according to the respondents. Reaching their aims, they already have good existence, life experience, confidence, and the baton is in their hands, either because it has been taken over or passed on.

At the hearing of the 'old age', respondents thought almost unanimously about pensioner and retirement (Figure 4). Only then did they think of them as an example to follow. They are also characterised as having experience, wisdom, and foresight, they are parental, in grandparent role, and lovable. The old age is accompanied by pains, according to the responses. By choosing the old generation for the elderly and the old people, the meaning difference can be discovered (Figure 5). The 'old' word is typically described by the experience; the word mama; the thought and the "old man who feels it" were most likely to be remembered by the respondents. In contrast, old, experienced, and wisdom terms have emerged in relation to the 'elderly'. The experiences of life have a prestigious position at 'elderly' and 'old' indicators in the thoughts of the respondents. The age, years are also present in both cases, but as long as the 'old' indicator is heard, the respondents' opinions are 'how much I feel I am' and 'it is good to be old', this is no longer the case for the elderly. Based on individual and subjective experiences, the meaning of words is linked to a specific person in both figures: my dad, old aunty on the market, married couple – colleagues, neighbours, anglers, grandparents. By recalling both ages, the retired 'status' typically appears, and the feeling that this period carries peace and reconciliation.

Figure 3. First associations about the young (left) and middle-age (right) generations
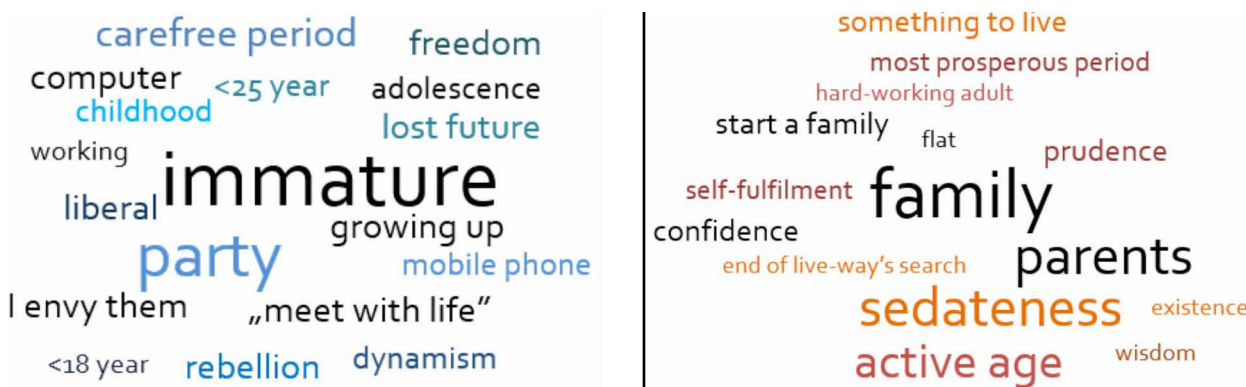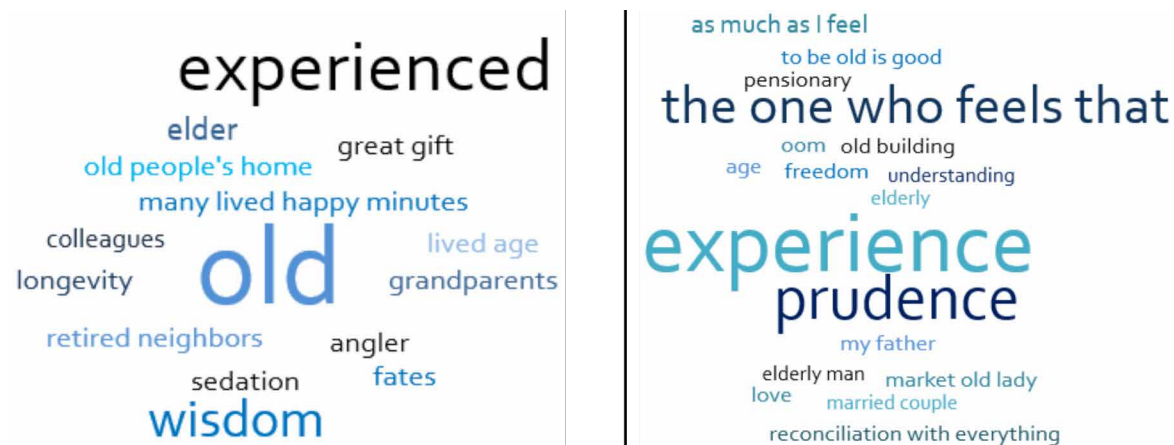

Source: Created by authors; focus group discussions (n=24)

Figure 4. First associations about the old generation

Source: Created by authors; focus group discussions (n=24)

Figure 5. First associations about the elderly (left) and old (right) senses

Source: Created by authors; focus group discussions (n=24)

The next word cloud (Figure 6) reflects the opinion of the young master students in connection with ageing. For young people, according to their opinion, ageing can be described with countless things: a process that is natural and the most characteristic of it is that it is filled with a feeling of misery and fear that includes passing. Although ageing is not linked to age, it is the inherent part of life, body ageing, changing is natural, and it is present in the exterior in a clearly visible way (grey hair, stooping posture, difficult walk, wrinkled face). Dual emotions appear in the respondents' expressions: there is the beauty of the age, the possibility of new things, the enrichment of their lives, their fulfilment, but it is also the age of downfall; nice old age, time for themselves, falling workability, the appearance of illnesses, personality change. Some respondents believe that the age makes you richer, its meaning is a meaningful life, while others say that it is a period of fear, sadness, and a speed that is rushing toward death, which is hard to imagine at a young age. Few think, only, that it is a social problem. Thus, the presence of fear in the way of thinking of young people appears, which is also in line with the results of the Hungarian youth research. It has been mentioned that the fear of ageing is already part of our culture, it is also present as a trend, in which everybody wants to show a younger image – since youth is the most ideal age. By contrast, society considers those unnecessary who do not produce and consume, only stagnate. Fortunately, however, many young people are aware that this is an inevitable process that needs to be learned to embrace and lived just like youth. Positive effects should be seen, the experience, the knowledge, the experiences and memories gathered during life that made the man richer. It was also an interesting concept that while Hungarian "ageing" as a term carries a pejorative content, English "ageing" does not carry it necessarily. Those who are old are generally thought of like a weak, cranky, or perhaps having not so good memory/brain function. Therefore, many people may be afraid of ageing and of losing their physical beauty, despite the fact that ageing carries more experience and wisdom.

Figure 6. What do you think about ageing?
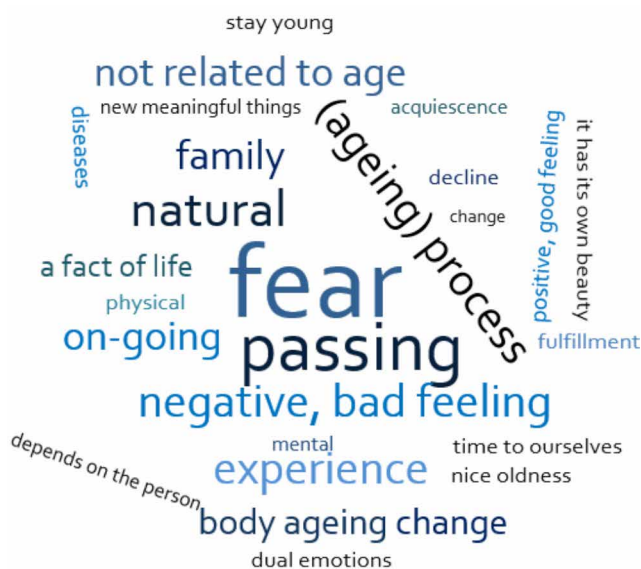
Source: Edited by the authors; master students interviews (n=20)

3. CONCLUSION

The present study analysed the subjective associations of the Hungarian population in the context of ageing concerning the age sections (young, middle-aged, elderly/old), providing a snapshot of the opinions that can be observed today. Due to the observed economic and cultural phenomena (e.g. fragmentation of families, ageing society), the communication impact of media, the fewer or the lack of family-living samples, fewer young people "live" the old age, they mostly "hear/see" from others. Based on these facts they create internal images about ageing. The passing of the "most ideal" age causes a mixed, mostly negative emotion that seems to become a part of our culture. However, what the people know about ageing is not necessarily the same as what s/he feel about ageing. Knowledge and attitudes are not synonymous, but practically everybody has a negative implicit attitude towards older people and ageing (Stuart-Hamilton – Mahoney, 2003). However, the implicit attitudes are not correlated with explicit attitudes to ageing, so there is a difference between what s/he thinks and his/her immediate attitude to older people (Nash, 2017).

According to the results of the research, less than 50% of the Hungarian population thinks positively about the 'elderly' indicator and the 'old' expression follows an even more negative way. Men and villagers thought about ageing more positively, however, the negative attitudes of young people were striking. Subjective feelings related to the person's own life and intergenerational relationships also affect the thoughts of individuals on 'young', 'elderly' and 'old' markers. For example, the healthier, more active or satisfied an individual feels, the less s/he thinks negatively about ageing-related indicators. Based on the results, both hypotheses were accepted.

Ageing slows down life, de-emphasises obligations. It is a natural process in which the individual's lifestyle changes. Certain things (work, compulsion) are reassessed, relationships, family play a greater role. Besides the negative features, many positive traits are reflected in people's thinking, but society, education, and the media must take seriously young people's fearful attitude towards ageing and should reinterpret it. For these reasons, the study wanted to get a deeper picture of the thinking of Hungarian respondents, so that later further researches and marketing materials can be prepared to improve and reverse the destructive trend since there are positive handholds too.

Research limitation is that there were only Hungarian records in the database. For this reason, it is required to examine the validity of our scale at an international level. Maybe it should be adapted to local specificities which could be a further direction of research.

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PERCEPCIJA STARENJA U MAĐARSKOJ

SAŽETAK

Kao i u mnogim razvijenim zemljama, tako je tendencija starenja stanovništva tipična i za mađarsku dobnu strukturu, što zahtijeva veću pažnju društva u ekonomskom, socijalnom i zdravstvenom aspektu; štoviše, ovo uzrokuje promjene u suradnji generacija i njihovim navikama i normama. Između ostalog, ono je povezano i sa socijalnom mobilnošću i fragmentacijom obiteljskih odnosa, što može značiti odvajanje starije generacije od mlađe, i stoga djeca nemaju priliku upoznati živote starijih osoba ili upoznaju samo nekoliko obrazaca življenja, te su uskraćeni za mogućnosti suživota i suradnje. Na ovu situaciju utječu današnji trendovi (npr. anti-aging), socijalni utjecaji i očekivanja povezana s prirodnim procesom starenja uz razvijanje negativne slike starenja kod mnogih (posebno mladih) ljudi. Iz tih razloga, studijom se istražuju asocijacije na starenje i dob s obzirom na generacije, a kako bi se utvrdilo koliko su njihova gledišta ili osjećaji pozitivni ili negativni i kako utječu na njihov svakodnevni život. Rezultati su prikupljeni korištenjem četiri metode: primjenom osobnog i online ispitivanja, koji su provedeni na nacionalno reprezentativnim uzorcima, te provedbom tri fokus grupe i intervjuiranjem studenata. Rezultati pokazuju da mađarski ispitanici imaju negativna mišljenja o pojmovima koji se vežu uz starenje. Ovaj aspekt može negativno utjecati na stavove generacija koji se odnose na njihovu subjektivnu vrijednosnu prosudbu o sebi, njihovu dob i životnu situaciju.

KLJUČNE RIJEČI: starenje, Mađarska, generacije, asocijacije