

A Pilot Study

Ageism

The Unchallenged Prejudice.

A Research Project of
Kwantlen University College
Office of Research

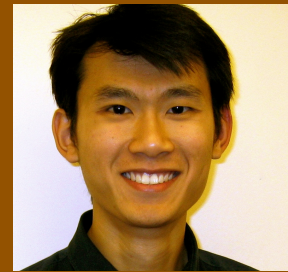
Attitudes when put into practice turn into discrimination



Research Assistant
Lawrence Prasad



Principal Investigator
Larry Anderson PhD



Research Assistant
Yongjie Yon BAA

Project Manager: Elizabeth Anderson

Special thanks to Ivy Ng and Dr. John Marasigan

Project Partners:

- Kwantlen University College Health Institute
- National Institute for Sustainable Community Development
- Langley Seniors Resource Society
- Community Building Research & Action

Prejudice is:

"A feeling, favorable or unfavorable, toward a person or thing, prior to or not based on actual experience..." (Gordon Allport)

Statement of Aging Issue

Canadian Society is rapidly aging. For example, in Langley, by 2031 more than 27.3% of the population will be over the age of 60. This type of increase will have profound consequences for Canadian society.

Recent research has highlighted the problem of Ageism in Canada. "Ageism" is a term expressing prejudice about older adults through attitudes and behavior. A recent editorial in the Canadian Journal of Public Health refers to ageism in Canada as, "The Quiet Epidemic". Our goal is to bring Ageism into public discussion.

Summary of Methodology

I Survey

Erdman Palmore (2005) recently designed and tested an Ageism Survey in the United States and Canada. He found that "...ageism was reported more often in Canada than in the United States." Further, "Canadians reported incidents of ageism that had occurred more than once twice as often as Americans".

Our study uses Palmore's survey instrument.

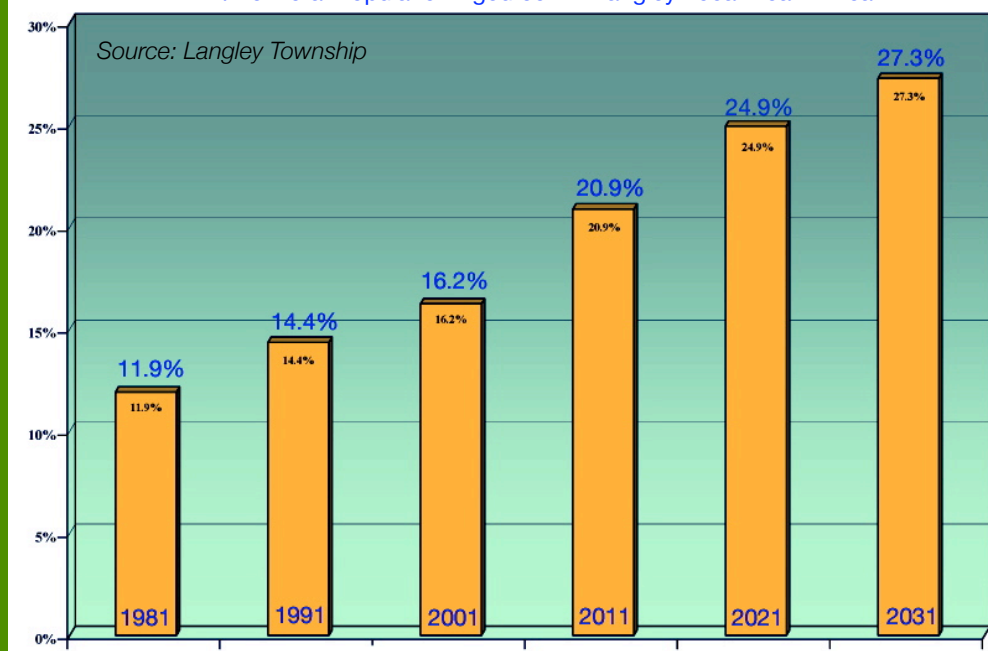
Our research asks:

- What is the overall prevalence of ageism in the Lower Mainland?
- Which types of ageism are more prevalent?
- What are the ethnic/cultural differences?

The survey is being administered to a convenience sample of persons in local seniors and community centres.

The responses will be analyzed on the basis of age, gender, level of education and ethnic/cultural background.

% of Total Population Aged 60+ in Langley Local Health Area



II Vignettes

We are following the qualitative Model provided by RoAD in Great Britain. Researchers provide Vignettes (short stories) and then ask respondents to comment on them. The vignettes are usually told in the first person but some times told as a short story in the third person. A small group of respondents at the Langley Resource Centre will reply to the Vignettes and participate in a Study Circle discussion about their responses.

<http://road.open.ac.uk/>

Discrimination "...comes about only when we deny individuals or groups of people equality of treatment which they may wish"
(Gordon Allport)

Participating Centres

Langley Seniors Resource Society; White Rock Seniors Centre; Newton Seniors Centre, Surrey; Cloverdale Seniors Centre, Surrey; Walnut Grove Community Centre, Langley Township; Century House, New Westminster; Wilson Centre, Port Coquitlam; Sunrise Pavilion, Surrey; 411 Senior's Centre, Vancouver

Advisory Committee

- Erdman Palmore Ph.D. Duke University
- Bill Bytheway Ph.D. Open University
- Steven Dooley M.A. Director, NISCD
- Dyan Symonds Ph.D. Director, KUHI
- Sharon Birnie, E.D., Langley Seniors Resource Society

for more contact information go to

www.4communitybuilding.com