

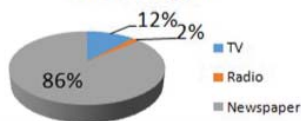
Ageism & Media

Are older adults represented in the news?

Monitors coded a total of 354 news stories over the two-week monitoring period.

- 42 Television
- 7 Radio
- 305 Newspapers

Total Coded Stories by Media Type



But...

- “I feel that older adults were left out of consideration.”
- “There was more ignoring of seniors than there was evidence of them.”

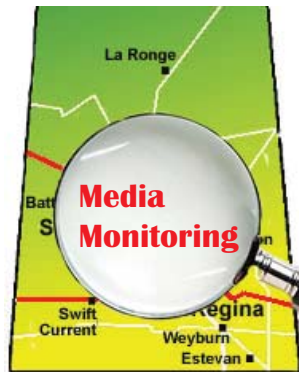
How do people interpret news stories?

The absence of older adults dismayed many monitors and led one to conclude that this signified “institutionalized discrimination by the media, regardless of topic.”

- “The only thing about older adults universally celebrated was birthdays. It was almost as if they were surprised you made it that far!”
- “...Writing them off as incompetent and unable to use modern technology.”
- “What was this journalist’s interaction with older adults?”

Monitoring Process:

- 39 monitors throughout Saskatchewan **quantitatively** coded 354 news stories between February 6 and 18, 2017.
 - 305 articles
 - 42 TV news stories
 - 7 radio news stories
- 18 items were qualitatively analyzed.

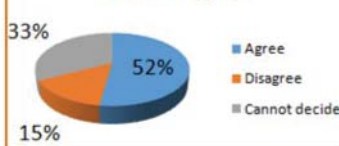


Goals arising from monitoring:

- See how older adults were portrayed in news media.
- Offer a glimpse into how individuals view reporting of older adults.
- Collaborate with media on how to improve coverage of older adults.

How are they represented?

Challenges Ageist Stereotypes



News items were viewed as:

- 52% *Neutral*
- 33% *Positive*
- 15% *Negative* about the challenges of ageing.

And...

- 52% Challenging ageist stereotypes
- 15% Not challenging
- 33% Cannot decide if challenging or not

Moving Forward

SMM will be working with journalists and media outlets to implement positive changes!

Some helpful tips to get started:

- Be cautious in *LANGUAGE* use. Avoid ageist terms and phrases.
 - Frail...elderly...geezers...
- Work to *DISCOVER* and correct any existing ageist tendencies in reporting.
 - Assumptions about what it means to age.
- Media works best in *COLLABORATION* with advocacy groups for older adults.