



Middle-Aged Resiliency and Resistance Study

**Middle-Aged Resiliency and Resistance Study (MARRS): A
Mixed-Methods Exploration of Ageism Across the
Lifespan**



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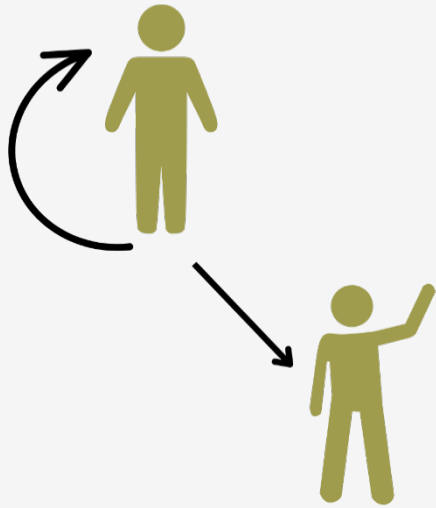
Middle-Aged Resiliency and Resistance Study



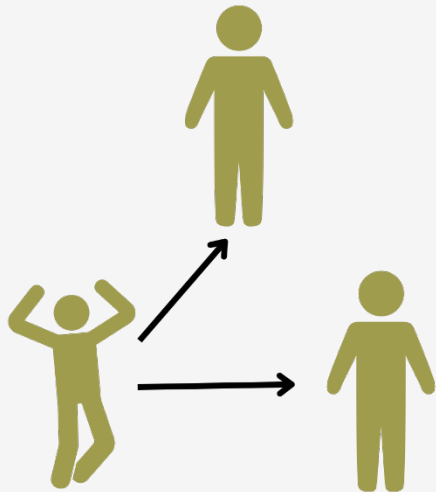
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Self-Directed Ageism



Other-Directed Ageism



KEY TERMS

Ageism refers to the stereotypes, prejudice, or discrimination against individuals due to chronological age¹

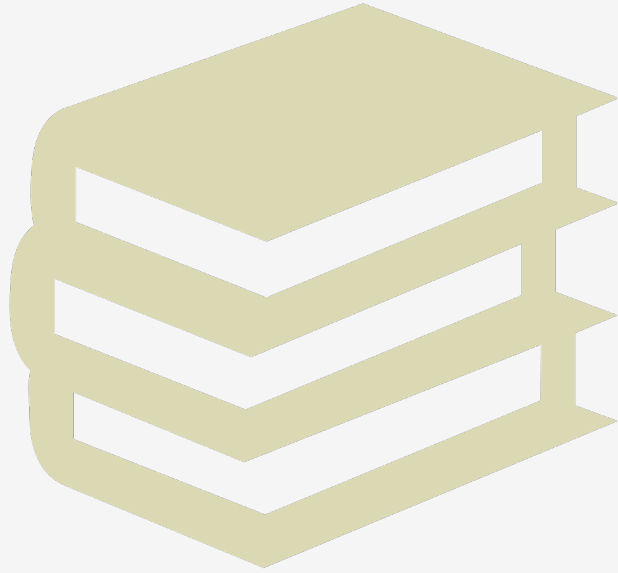
Self-directed ageism refers to the negative attitudes and ageist beliefs that individuals hold or perpetrate toward themselves or others²

Other-directed ageism refers to the negative attitudes and ageist beliefs that you witness between others or experience personally²

Subjective age refers to the age with which one identifies, and which is not necessarily the same as their chronological age^{2, 3}

1. Ayalon & Tesch-Römer, 2017
2. Ayalon, 2022
3. Wurm et al., 2017

BACKGROUND – WHY DO THIS STUDY?



- Theories of Ageism:
 - Terror Management Theory⁴
 - Intergroup Contact Theory of Ageism⁵
- Scarce literature on the midlife years and ageism toward middle-aged adults
- Study Aims:
 - Address the prevalence of ageism toward middle-aged adults
 - Conduct an in-depth analysis of aging misconceptions and ageist notions held by adults across their lifespan
 - Address ageism in society

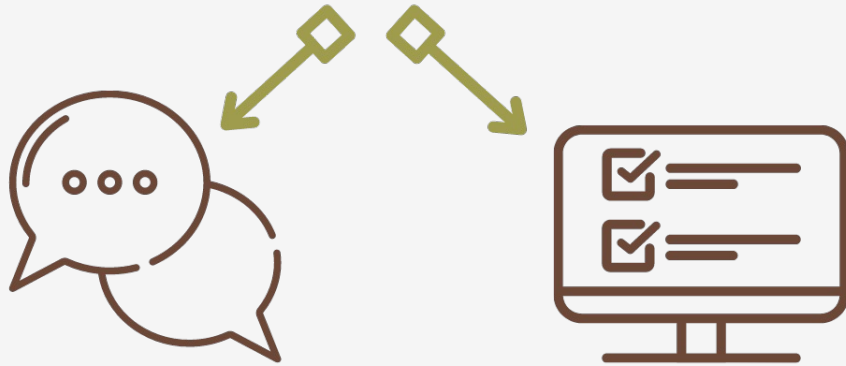
4. Greenberg et al., 1986

5. Allport, 1954

WHAT IS MARRS?



Middle-Aged Resiliency and Resistance Study



Qualitative Study

- Interviews
- 17 Participants
- Middle-Aged Adults
- Saskatchewan-based

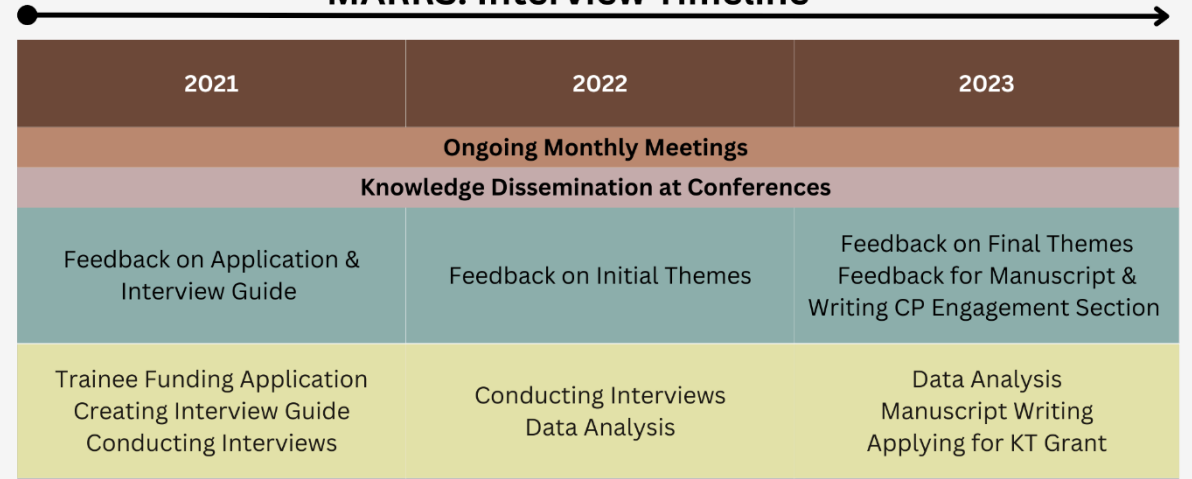
Quantitative Study

- Qualtrics Survey
- 375 Participants
- Younger Adults
- Middle-Aged Adults
- Older Adults
- Canada-wide

	Qualitative	Quantitative
Gender		
Female	15	131
Male	2	44
Non-Binary		5
Preferred not to answer		195
	Qualitative	Quantitative
Cultural Origin		
Canadian Origins (e.g., Quebecois, Nova Scotian)	6	
European Origins	6	
Indigenous (e.g., Inuit, Metis, First Nations)	5	
Racial Background		
Asian		8
Black		12
Biracial	1	
Indigenous	2	10
White	14	141
Preferred not to answer		204

COMMUNITY PARTNER ENGAGEMENT

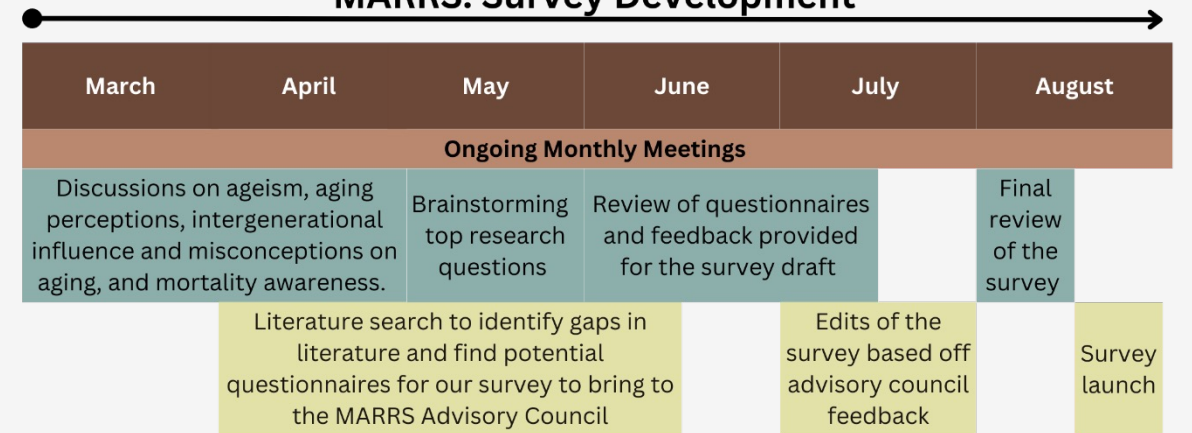
MARRS: Interview Timeline



MARRS Advisory Council

Research Team

MARRS: Survey Development



MARRS Advisory Council

Research Team



RESULTS

Four Topics:

- Self-Directed Ageism
- Other-Directed Ageism
- Mortality Awareness (Quantitative Study)
- Subjective Age

SELF-DIRECTED AGEISM





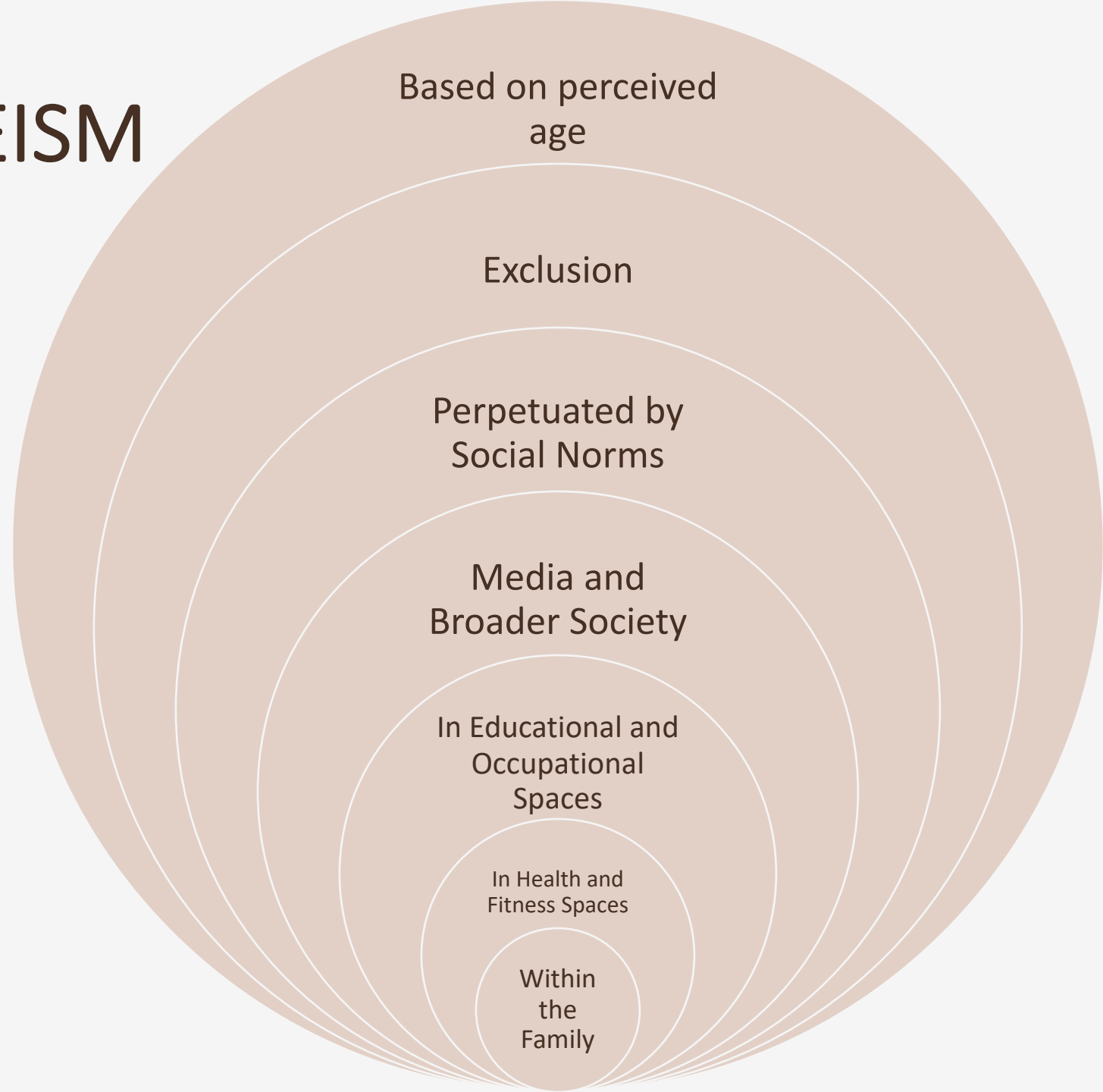
QUOTES: SELF-DIRECTED AGEISM

“I don't even know if I would walk into [that salon] because I feel like they would look at me and go, ah, you're, not our clientele. You're not a young, pretty person. (B-06, woman, 49 years old).”

“I am in a hurry even when I'm not in a hurry. I'll drive past some grandma behind the steering wheel... [there's] an assumption that they're driving slow because they're cautious and they're afraid of driving... maybe you should have a driver's test. Maybe you shouldn't even be driving anymore” (B-11, woman, 54 years old).

OTHER-DIRECTED AGEISM

Younger adults
>
other-directed
ageism than
middle-aged &
older adults



QUOTES: OTHER-DIRECTED AGEISM



Through
exclusion

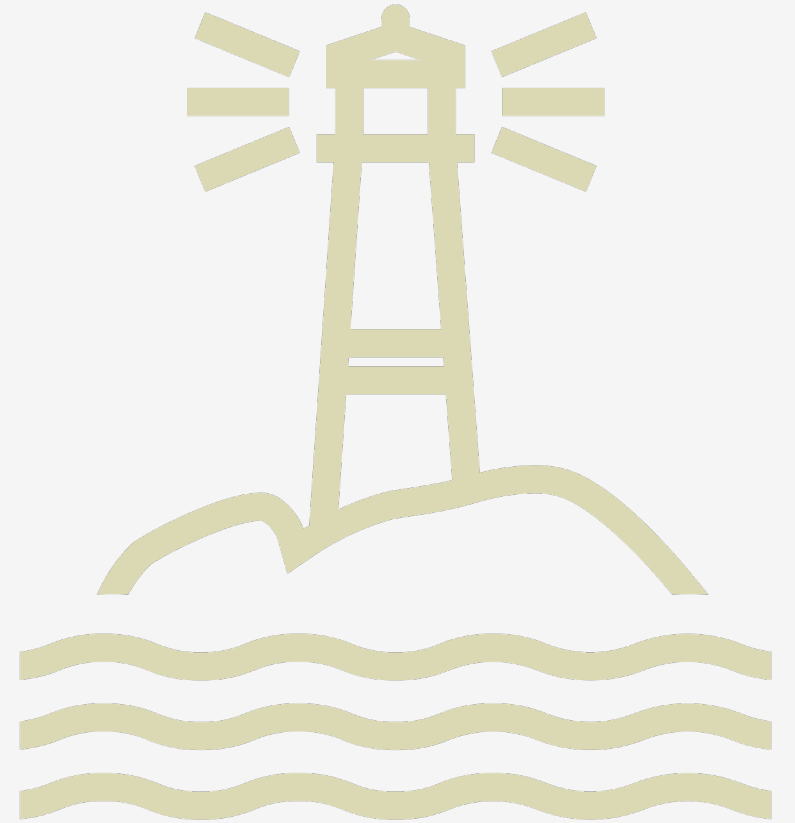
“I mean, my wife is 12 years older than me and, she has friends her age and, I would go hang out with them and, and I’m basically the lamppost, like I don't exist” (B-07, man, 45 years old).

Perpetuated by
social norms

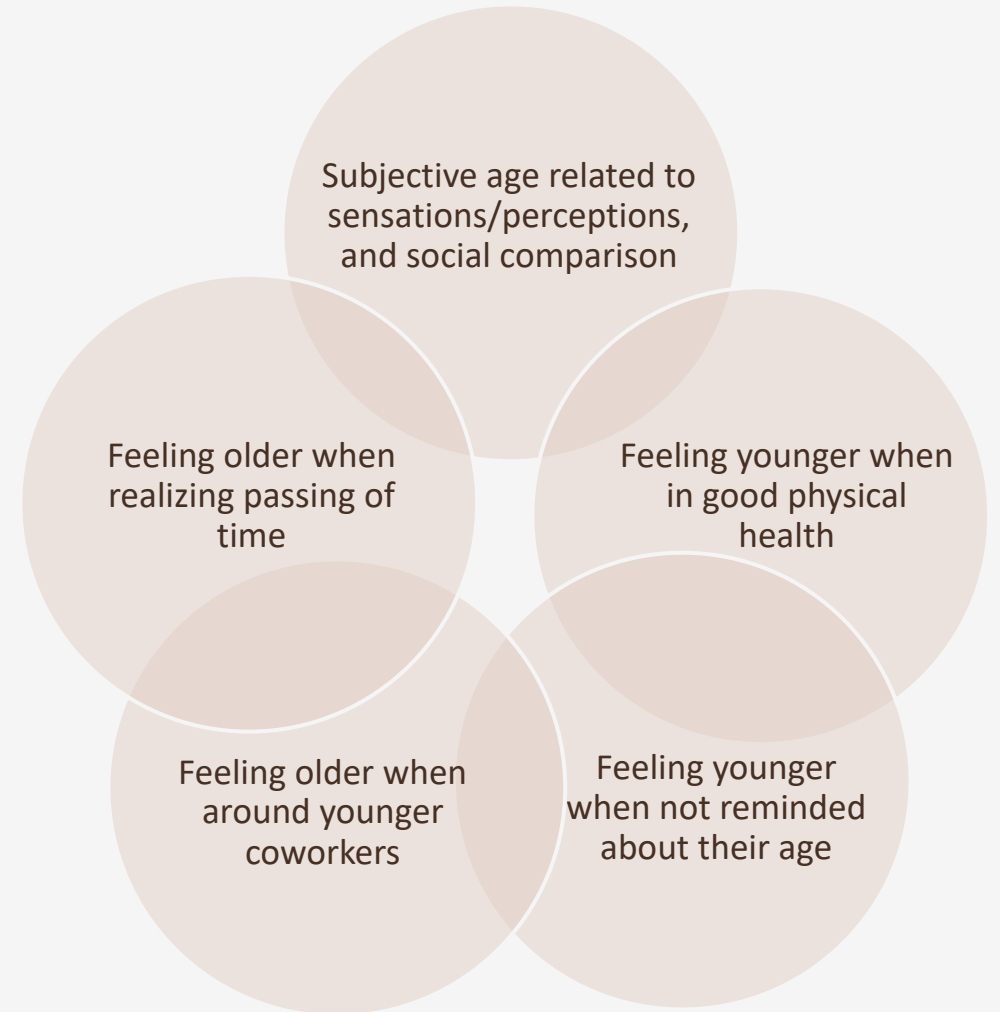
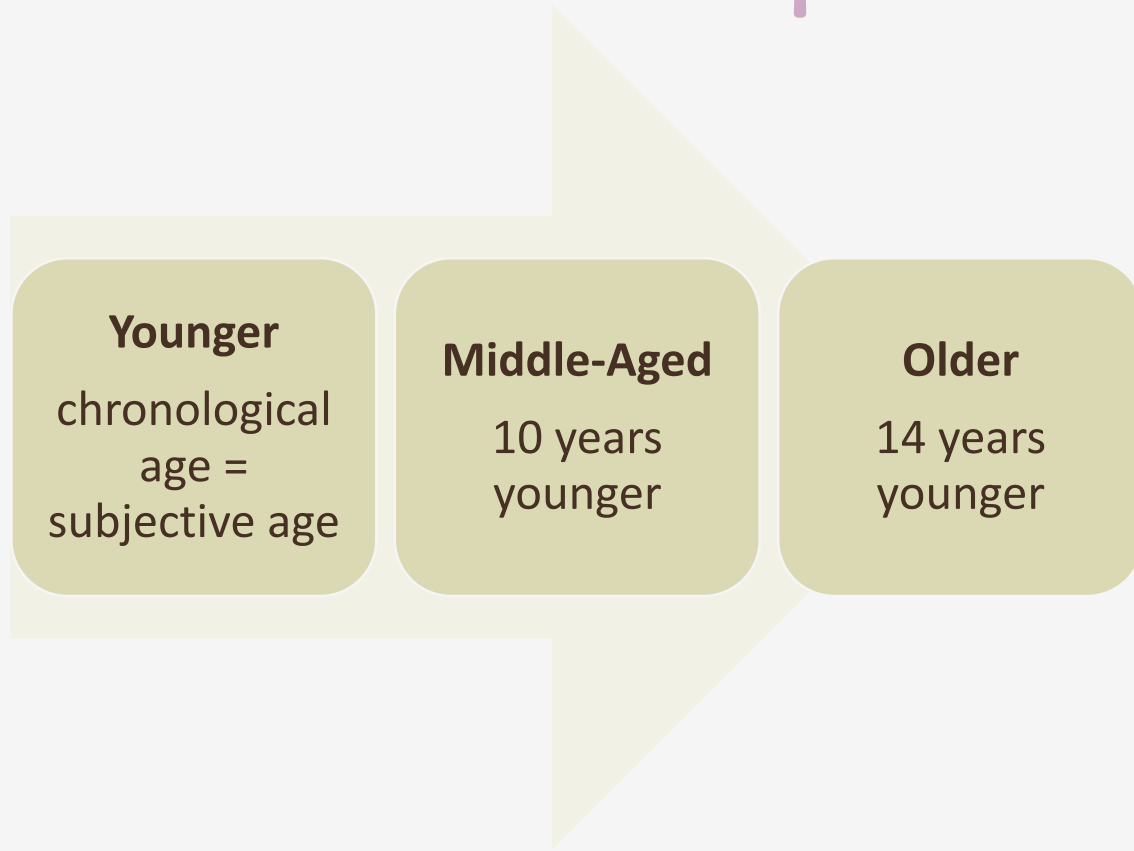
“I don't think people use this term to mean elderly, but the word ma’am really gets under my skin” (B-21, woman, 51 years old).

MORTALITY AWARENESS

- Younger adults reported having the greatest level of death anxiety and mortality awareness
- People who are more anxious about death tend to show higher other-directed ageism



SUBJECTIVE AGE



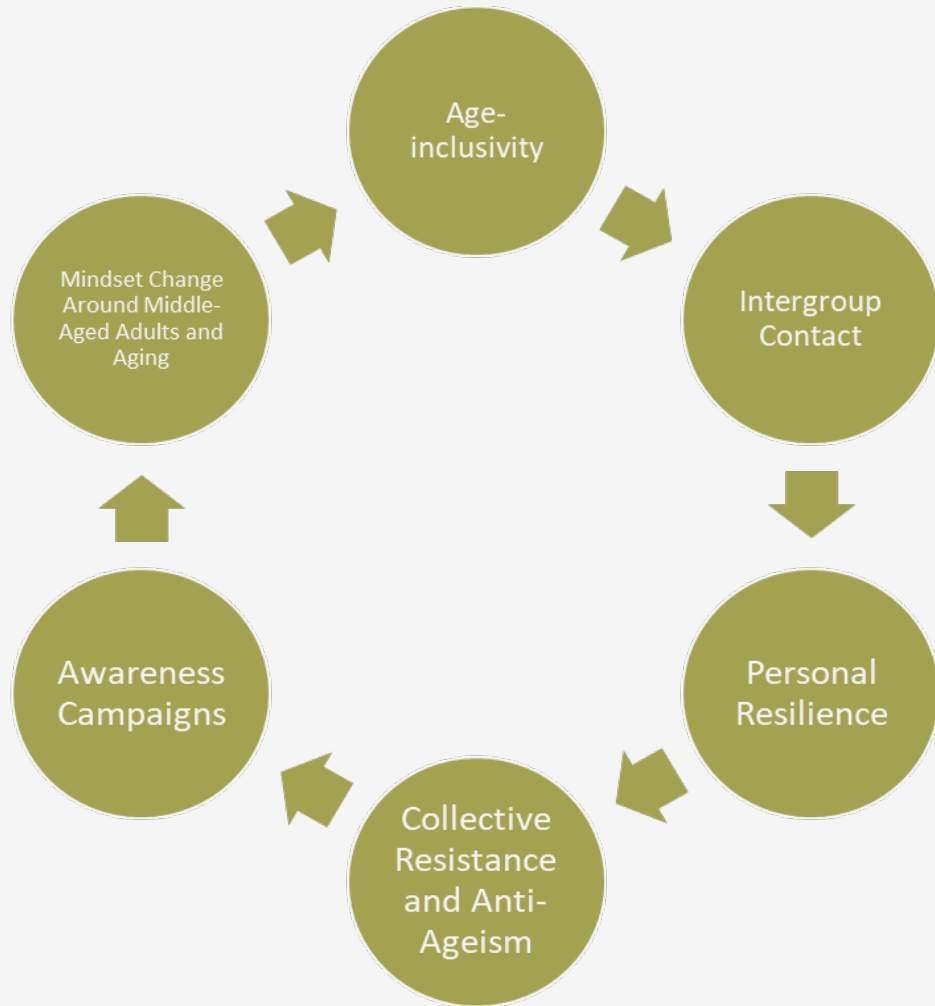


SUBJECTIVE AGE

“You don't want to go to the bar anymore and you're just happy sitting at home on your couch and you think, oh my God, am I getting old?” (B-04, woman, 56 years old)

“I'm probably the same age as people in my fitness class, but I always think of myself as young.” (B-18, woman, 53 years old)

RECOMMENDATIONS



Impact:

- Awareness Campaign

How we can help eliminate ageism:

- Intergenerational Contact
- Education

Future Plans:

- Community Engagement – Online & Events

Thank you!

For more information, or to follow along with MARRS, visit <https://arcresearch.ca/marrs> or scan the QR code

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