Reframing Aging Through Images: Recommendations from Research

Images shape attitudes about aging.

A new study from AARP and the FrameWorks Institute, Reframing Aging through Images, finds that communicators of all types have the power to shape attitudes and perceptions about aging with the images they choose.

Why this matters:

► On average, people with more positive attitudes about aging at mid-life live longer, healthier lives than those with negative attitudes.¹

► Adults age 50 and older spend 56 cents of every dollar in the United States.² By 2050, the annual economic contributions of the 50+ age group will triple, from $8.3 trillion to $26.8 trillion.³

► 1 in 5 adults age 50+ have boycotted a brand based on ageist advertising.⁴
Tips for Communicators and Aging Advocates

**Tip 1:** Images of older people in a work setting have the greatest positive impact on attitudes about aging compared to other types of images. Images set in the community have a smaller positive impact than those set in a work setting, but a greater positive impact than images set in the home.

**Tip 2:** Images of physical activity in everyday situations have greater positive impact on attitudes about aging than images showing extraordinary physical feats.
Tip 3: Images of older people with limited mobility have greater positive impact on attitudes about aging when people are shown engaging with others.

Tip 4: Images of older people using technology have greater positive impact on attitudes about aging when they show familiarity and ease of use.

3. Ibid.

www.aarp.org/ReframingAging

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