

Attitudes towards Old Age: A Study of the Self-Image of Aged

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ABSTRACT Aging occurs in a societal context, ranging from the micro scale of the family to the macro scale of the society. This context includes the attitudes, stereotypes and age norms, which determine age appropriate behavior for the aged (social-image). Further, the aged have an image of themselves (self-image) and an image of how they feel, the 'others' in the society perceive them (image of social image). The societal attitudes shape the social behavior towards the aged. The interactions of the aged in the social environment result in the self-image of the aged being reinforced by the social image. The present paper is an attempt to study the "self-image" of the aged, their "image of the social image", and the influence of "social image" on their "self- image".