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What do old people think about aging? It is a simple question, which however generates surprising, complex, multi-faceted, and cultural context dependent answers, which then lead to yet more questions. In a recently published survey conducted in Finland, more than one thousand individuals between 75 and 96 years of age were asked “Do you want to live to be 100?”. About a third of the group responded affirmatively. Those who desired to live long had generally positive attitudes, whereas fearful and bitter attitudes and feelings of having no purpose in life were typical in the group giving negative answers. A second study conducted in Hong Kong, China, brought to light a high degree of societal context in the thinking of the elderly interviewed there. The older individuals strongly emphasized their desire not to be a burden to their family members and the society. A third study conducted in South Korea surveyed the attitudes of older women to beauty practices, the maintenance of their personal beauty and appearance. The majority of the women stated that their efforts for nice personal appearance, rather than being an attempt to deny aging, reflected the desire to maintain sociability, to enhance positive sociality and engender self-esteem through mutual respect. The three studies reveal a high degree of cultural and societal impact on the view elderly people have of themselves. The elderly interviewed in Finland tended to fit the typical view of Western societies, where individuality and personal values dominate. In contrast, the elderly interviewed in Hong Kong and South Korea seem to reflect the Confucian cultural heritage, with its emphasis of societal values and individual self-restraint.

(Karpainen H and collaborators, Do you want to live to be 100? Answers from older people. *Age and Ageing* 45:543, 2016; Luo M and Chui EW, An alternative discourse of productive aging: a self-restrained approach in older Chinese people in Hong Kong, *Journal of Aging Studies* 38:27, 2016; Eflving-Hwang J. Old, down and out? Appearance, body work and positive ageing among elderly South Korean women, *Journal of Aging Studies* 38:6, 2016.)