



1 Physical Frailty

Bias:

"Older women are physically weak, fragile, or incapable of performing certain tasks."

Impact:

Can lead to unnecessary assistance, limiting independence, or exclusion from physical activities or opportunities that require physical effort.



2 Asexuality

Bias:

"Older women are not interested in or capable of having romantic or sexual relationships."

Impact:

Can obscure older women's sexuality and issues of sexual violence, making it more difficult to talk about or to disclose.



3 Diminished Professional Value

Bias:

"Older women are less competent, adaptable, or productive in the workplace compared to their younger counterparts."

Impact:

Can result in being passed over for promotions, forced into early retirement, or excluded from professional development opportunities.



4 Caretaker Stereotypes

Bias:

"It is natural for women to be the caregiver and to put the needs of others first."

Impact:

Can lead to expectations of unlimited, unpaid care, sacrifice of self care, burn-out, financial instability, loss of personal autonomy.



5 Invisibility in Media and Society

Bias:

"Older women are not relevant or interesting."

Impact:

Can reinforce the notion that older women's contributions are less valuable. Lack of representation in media supports social isolation and invisibility of older women in society.



6 Cognitive Decline

Bias:

"Older women are less mentally sharp and more prone to memory loss simply because of their age."

Impact:

Can lead to patronizing behavior, such as not taking their opinions seriously or excluding them from decision-making processes.



7 Cultural Discomfort with Female Aging

Bias:

"Older women should be quiet and retiring, not asserting authority or taking up space."

Impact:

Can affirm the belief that women have no value once they move beyond roles defined by youth, appearance and service to others.



8 Perceived Lack of Technological Competence

Bias:

"Older women are not capable of using modern technology or are resistant to learning new technological skills."

Impact:

Can lead to exclusion from digital communication or professional opportunities that require technological proficiency.