

Communication in the Process and Context of Ageing

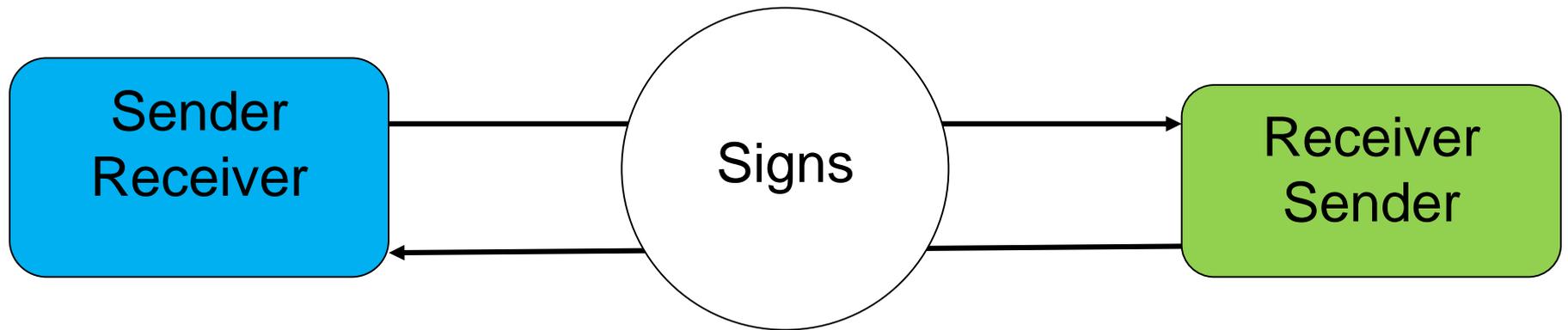
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Outline

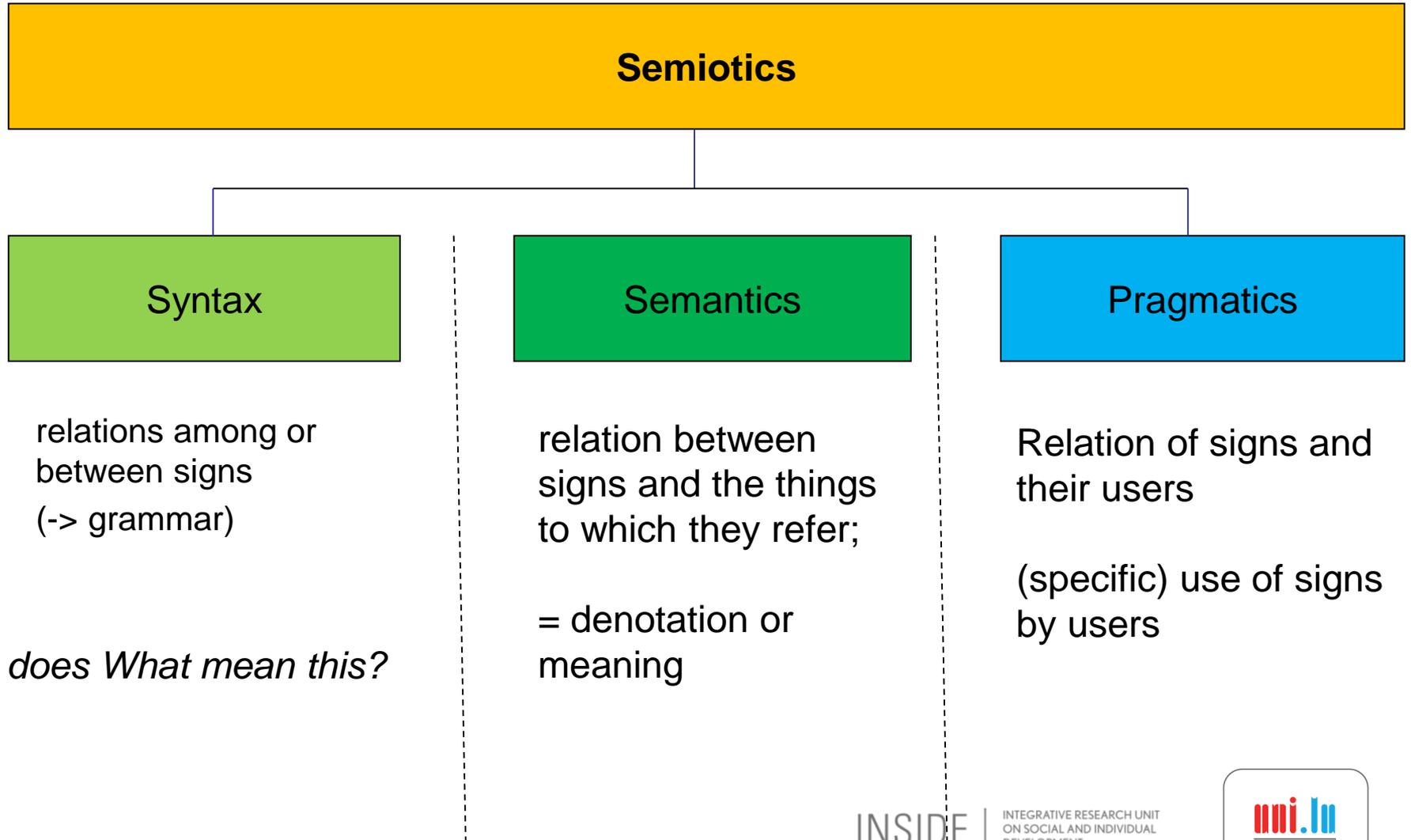
- Some basic concepts – semiotics or „how we do things with signs“
- What actually changes ...
- Age stereotypes and communication – a co-construction
- The digital world ...

S e m i o t i c s

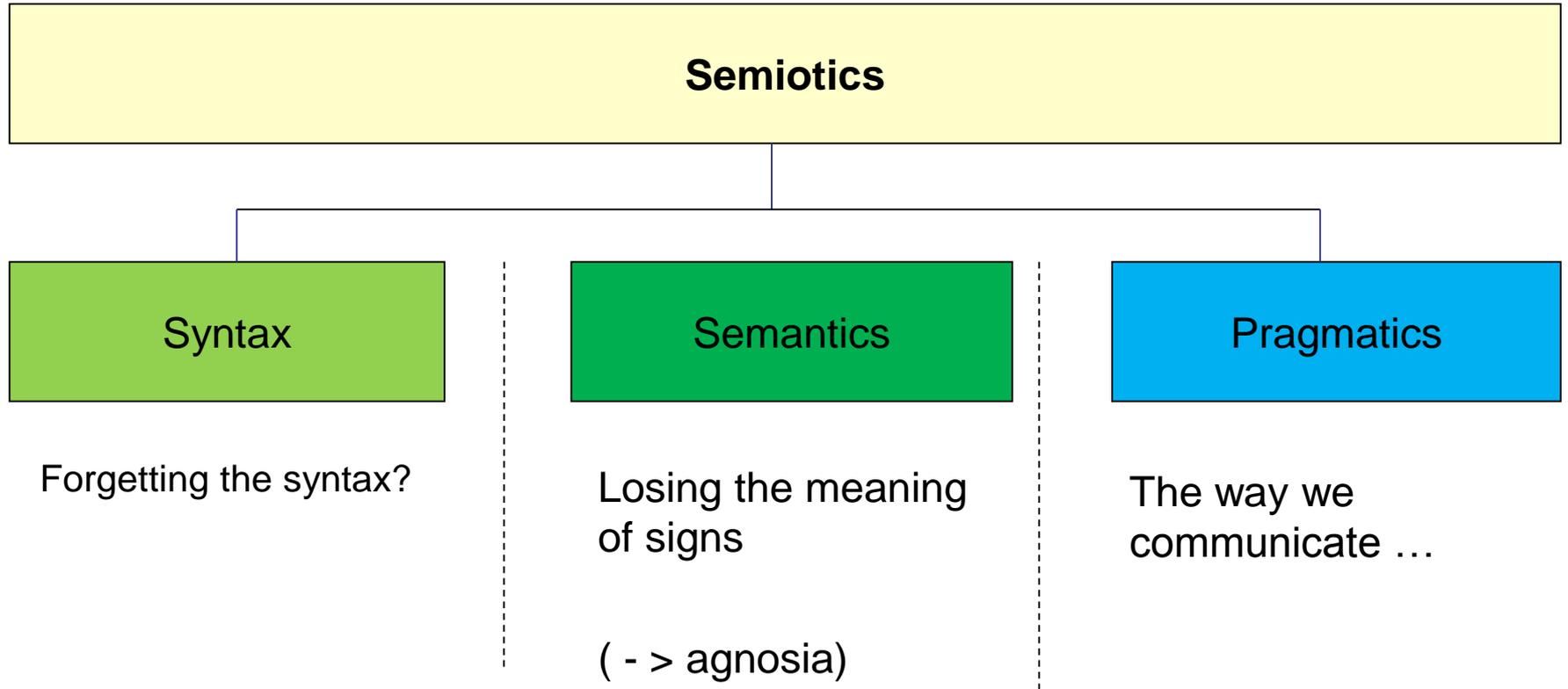
„how we do things with signs“



Basic dimensions of semiotics according to Morris



Basic dimensions of semiotics according to Morris

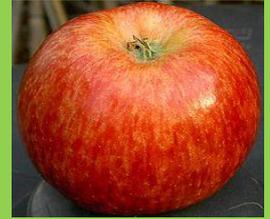


What changes in old age?

Why and how we use signs^a

Representation

A P P L E



Expression about myself
Expression about our relation

„I am hungry; love apples, ...“
„You should know about the apple!“

Appeal

„Get me an apple, please.“
„Don't mention „meat“

INSIDE

INTEGRATIVE RESEARCH UNIT
ON SOCIAL AND INDIVIDUAL
DEVELOPMENT


UNIVERSITÉ DU
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^aFollowing Karl Bühler's Organon model (see Innis, 2013)

What actually changes ...



The Zimmers "My Generation"



The Zimmers "My Generation"

What actually changes - Cognitive resources and impairments

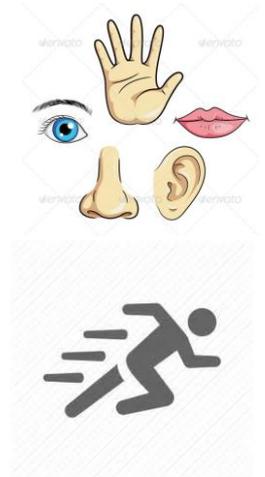
Sensory **restrictions** and impairments

Reduced **speed** of information processing

Attention deficit

Failed **suppression** of cortical activity associated with task-irrelevant representations

Impaired **working memory** performance



What actually changes – nonverbal communication

Structural changes of facial muscles

Lines and wrinkles

- Limited facial movements and expressions
- Facial expression is more difficult to “read”



What actually changes – paraverbal communication

Increases

- Shifting of pitch and tone of one's voice
(-> shaky voice)
- More pauses, breaks in speech flow, less precise articulation; dysrhythmic speech
(-> working memory)

Decreases

- Intensity and volume of voice
 - Physiologic hormonal changes
- Speech speed

What actually changes – Socio-emotional selectivity and the „narrowness“ of the experiential world

Contents of conversations and intergenerational communication



Communication Predicament Model

Stereotype Activation Model

Communication Predicament Model

Encounter an elderly person



Changes
•Physiological
•Psychological
•Sociocultural

Recognition of
Old age cues
•Physiological
•Psychological
•Sociocultural

Is it that simple?

Stereotyped
expectations

Predicament as a
Co-production

Modified speech
behavior towards
the older person

Loss of personal control
and self-esteem

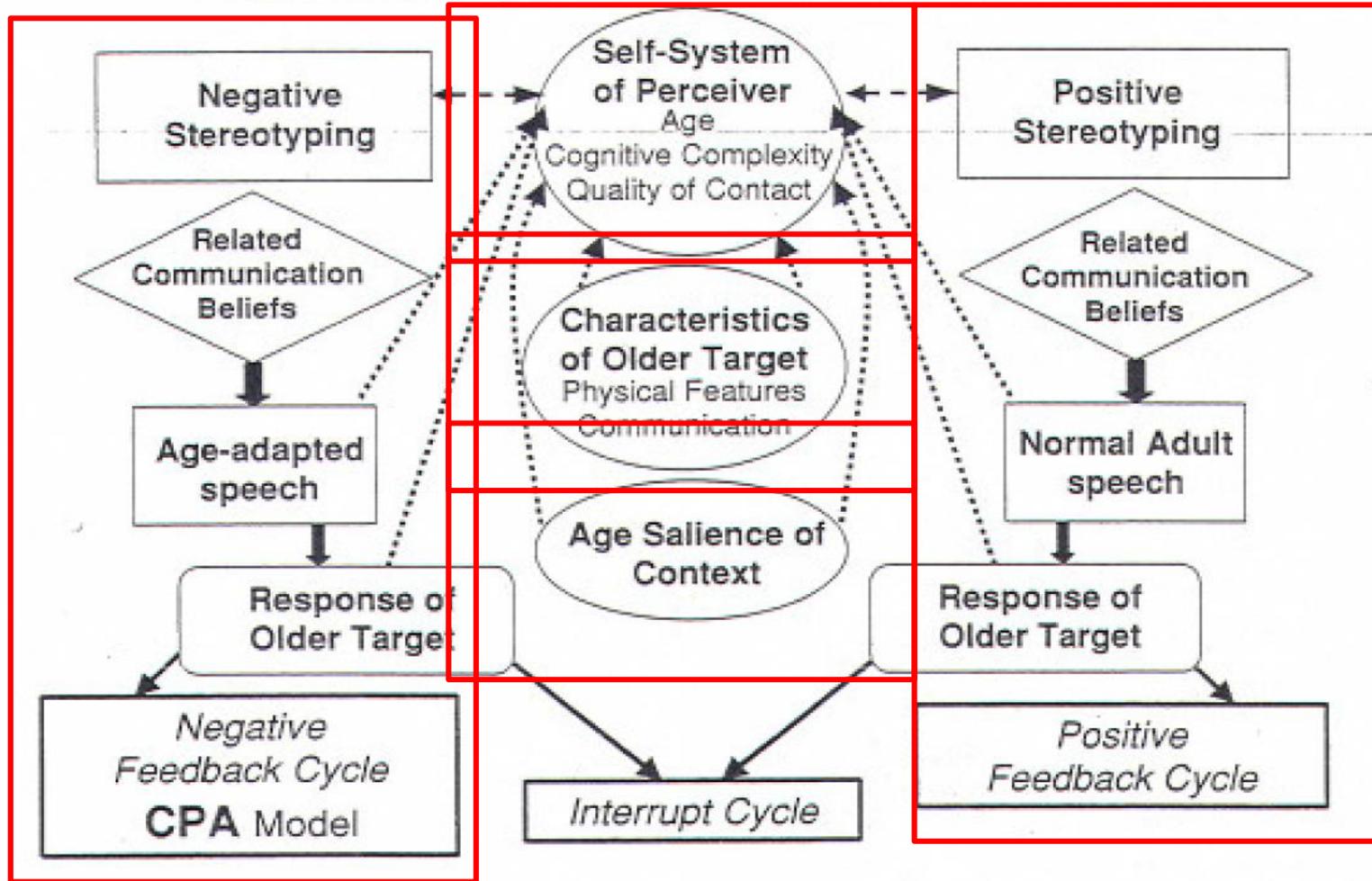
Lessened psychological
activity and social
interaction

Constrained
Opportunities for
Communication

Reinforcement
For age-stereotyped
interaction

Stereotype Activation Model and CPA

Age Stereotypes in Interactions Model



The „Young“

Over-Accommodation

- Patronizing speech
- Secondary baby talk

Under accommodation

- Deficits are perceived but denied/avoided/ not considered

Age-group divergence

- Accentuation of differences

The „Old“

Self-serving devaluation

- Age self-handicapping
- Painful self-disclosure
- Selfstereotyping

Age group divergence

The digital world ...

The digital divide

The digital world ... benefits

- “ability to enroll in **distance learning courses on-line for life-long education,**
- increased **knowledge of news, current events, and medical/health breakthroughs,**
- increased **connectivity with family members** who may live far away,
- increased **intergenerational communication,**
- increased **perceptions of social support,**
- the ability to feel mentally alert, challenged, useful and to feel “younger” “



The digital world ... benefits

Telemedicine

... the use of telecommunications technologies to provide medical information and services.

e.g., data collection; remote monitoring, interactive counselling

Telecare

... the use of telecommunications technologies to provide specific nursing care services.

e.g. automated vital signs monitoring; telephone follow-up by nurses

The digital world ... top benefits and concerns

Insurance won't cover



Data might not be secure



Losing personal relationship*



Internet connection issue



*with provider

Convenience



Potential cost savings



Ease of prescription refills



More frequent communication*



*with health-care professional

Harris online poll of 2,033 adults, May 2016

“The American Medical Association ... approved new ethical guidelines for telemedicine, calling for participating doctors to recognize the limitations of such services and ensure that they have sufficient information to make clinical recommendations.”

Beck (2016): How Telemedicine Is Transforming Health Care, Wall Street Journal;
<https://www.wsj.com/articles/how-telemedicine-is-transforming-health-care-1466993402>



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