

and assessed how impressions of warmth, competence and overall impression of the target changed over time. Type of Ageism x Reaction x Time interactions emerged for all three variables. In the hostile condition, a strong confrontation resulted in the target being rated as less warm, more competent, and the overall impression decreased over time. In contrast, a moderate confrontation increased perceptions of warmth, competence and overall ratings of the target. In the benevolent condition, a strong confrontation decreased perceptions of the target's warmth, competence and overall impression. Moderate confrontation increased perceptions of target competence but did not change perceptions of warmth or overall impression. Targets that accepted the ageist act were rated lower on warmth for both hostile and benevolent conditions. Competence ratings were not affected. However, targets that accepted benevolent ageism experienced a cost to their overall impression. Taken together, these results suggest that when confronting ageism, older adults should take a moderate approach. When participants perceived the target's reaction to be incommensurate with the offer of help, the target was viewed more negatively overall.

YOUNG ADULTS STEREOTYPE OLDER SPEAKERS WHO ADOPTED A POWER POSE AS LESS COMPETENT COMPARED TO SUBMISSIVE OR CONTROL

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Young adults (YA) frequently endorse age stereotypes (Levy, 2009). We examined whether older adult (OA) speakers influenced by embodied-cognition ("power posing"; Cuddy et al., 2015) would reduce YAs' stereotype-related judgments. Following the Stereotype Content Model (SCM; Fiske et al., 2002), we hypothesized that OA who held a power pose prior to giving their speech would be rated as higher in Competency, Performance, and Electability, but not Warmth. Sixty-three YA viewed and rated 9 videos of OA performing speeches after modeling a pose (power, submissive, control). Within-subjects ANOVAs revealed embodiment condition differences for Performance ($F_{2,124} = 207.76, \eta^2 = .77$). For ratings of Performance, speakers in the power condition were judged worse than either submissive or control ($ps < .001$). For Warmth ratings, power ($M = 4.81, SD = .62$) was worse than control ($M = 5.07, SD = .89, p = .003, d = .34$), but submissive ($M = 4.97, SD = .87$) was not significantly different from either group. These results suggest that YA may judge the Performance and Warmth of OA who adopted a power pose harsher because OA are not supposed to be powerful or adopt expansive postures (consistent with the SCM). In comparison, YA may be drawing upon the Representativeness Heuristic of OA in positions of power (e.g., Senators) when rating Electability and Competence.

THE IMPACT OF MORTALITY SALIENCE ON COLLEGE STUDENTS' INTENT TO HELP OLDER ADULTS

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Terror Management Theory (TMT) states that the awareness of one's own death causes humans to experience intense

anxiety, which must be continuously managed. Much of the research on TMT has focused on negative outcomes, rather than prosocial behavior, begging the question: "Can priming individuals with the thought of their own death trigger them to behave in ways that benefit others?". Jonas et al. (2002), found that when mortality salience was primed prosocial behavior increased. In line with TMT, they hypothesized that people may behave in a more prosocial manner as it fits in with their personal values. The present study recruited 108 students who were randomly assigned to a mortality salience (MS) or control condition. Participants also completed baseline self-reports, which included measures of ageism, social desirability, personality, and empathy. After the study seemed to end, participants were given a disguised measure of helping behavior, which they believed to be an interest survey for a student volunteer group. Preliminary analyses indicate that those in the MS condition were more willing to be contacted to volunteer with kids than being contacted to volunteer with older adults. We also found that those in the MS condition were more likely to be contacted to volunteer with kids than those in the control condition. Our findings are consistent with previous work showing that individuals favor their ingroup when primed with their death. This reflects the importance of focused efforts on encouraging young people to identify with older adults and on promoting prosocial behavior.

KNOWLEDGE OF AGING, NEGATIVE AGE BIAS, AND POSITIVE AGE BIAS: AGE GROUP DIFFERENCES

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Attitudes towards aging include both positive and negative beliefs about older adults (Iverson et al., 2017; Palmore, 1999). Palmore's (1998) Facts on Aging Quiz, a widely used assessment of knowledge about aging, also identifies common societal misconceptions about aging. Findings regarding age group differences in attitudes toward aging are mixed (Bodner et al., 2012; Cherry & Palmore, 2008; Rupp et al., 2005). The current study compared knowledge of aging, negative age bias, and positive age bias between young adults (18-35 years, $n=268$) and middle-aged adults (40-55 years; $n=277$). Middle-aged adults reported significantly greater average knowledge of aging than young adults ($p=.019$), although both groups had relatively low knowledge (MA: $M=13.0$, YA: $M=12.2$). Middle-aged adults also showed significantly less negative age bias ($p<.001$) and significantly more positive age bias than young adults ($p=.026$). Although the total sample was significantly more likely to be incorrect than correct on 23 of the 25 facts ($p<.001$), young adults were significantly more likely than middle-aged adults ($p<.001$) to respond incorrectly for only 2 of 25 facts. Both facts reflected greater negative age bias among young adults than middle-aged adults. These facts concerned older adults' ability to work as effectively as young adults (fact 9) and frequency of depression in older adults (fact 13). Results demonstrate that age bias is not limited to young adults and may continue through midlife, though negative age bias in particular may be lower for individuals approaching older adulthood, which could have implications for their psychological and physical well-being.