**Aging Studies**

# What is Gerontology?

We don’t study maps

and we don’t study dirt

but we do study older adults

Every job in any field will require it

Aging experts are referred to as Gerontologists

U.S. Bureau of Statistics Projects a

35% Increase in Aging-Related Jobs

Now Future

# Why do we study older adults?

We do it to improve well-being!

Food Security

Housing

Social Networks

Technology

Health

Well Being

Transportation

*Why this matters to you?*

Psychologists

Gero-psychologists assess mental functioning, depression and other problems, and

play a significant role in improving the well being of older adults. In fact, 70% of practicing

psychologists provide some counseling service to older adults.

-American Pyschological Association

Marketers

Most marketing companies target the younger population, but for the first time in American history those over the age of 65 out-number the

youth. As noted by Scott Collins, “marketers must adapt and evolve in order to capitalize on this change.”

Knowledge of aging will increase student opportunities for future marketing-related careers.

-Evolution of the Aging Market

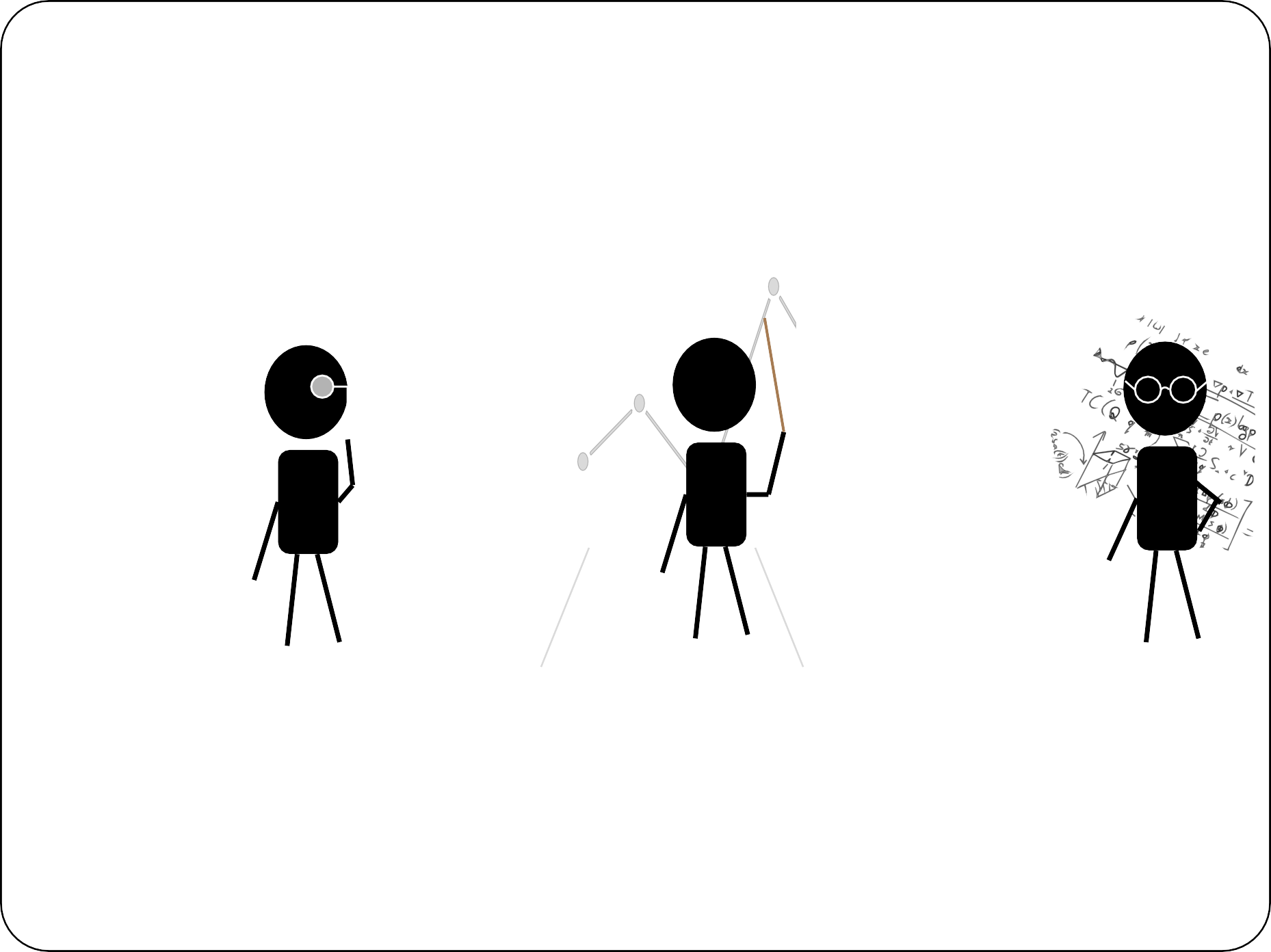
## Engineers

### Gerontechnologists aim at helping older adults maintain indepedence by developing prosthetics

or adapting environments to support activities of daily living and caregiving

networks through designed communication.

-International Society for Gerontechnology



For more information please visit hss.fullerton.edu/agingstudies/ Or stop by the Aging Studies Academic Program Office in HSS 424