



Co-funded by the
Erasmus+ Programme
of the European Union

2021-1-ES01-KA210-ADU-000034953

2.3. Ageism on the digital era

MODULE 2 - What you should know about working with seniors





3. AGEISM ON THE DIGITAL ERA

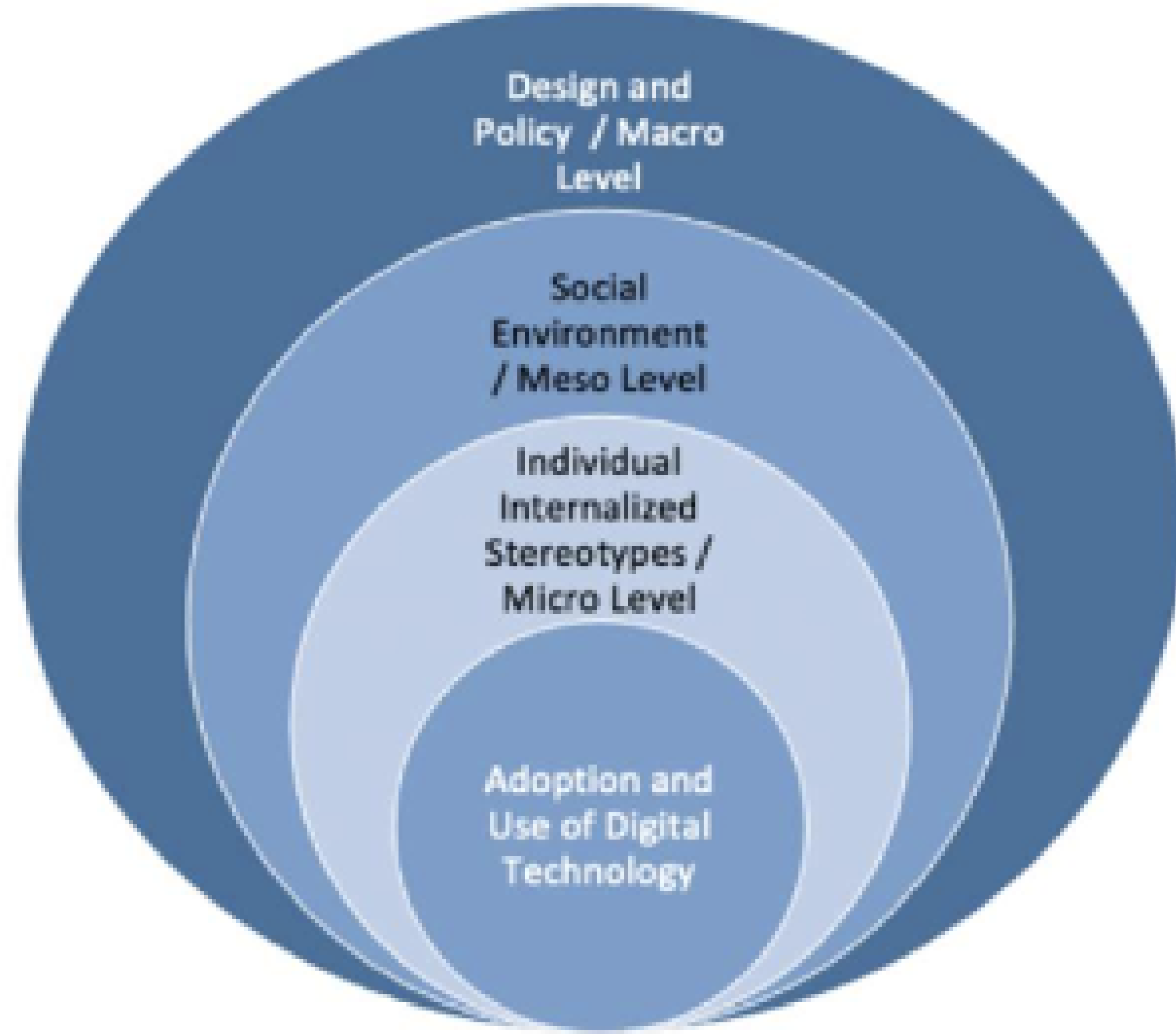
- Objectives:
 - Understanding age discrimination
 - Understanding the consequence of ageism in people's health and well-being.
 - Understanding key barriers that ageism brings to use of digital technology.

3. a. AGEISM: DEFINITION AND IMPACT

- Manifestation of stereotypes, prejudices and/or discrimination against older people based on their age or on a perception that a person is old"
- Half of the world's population is ageist against older people. (WHO)
 - Europe: younger people more ageist.
- We must challenge the narrative of older people as frail, dependent and vulnerable (Michelle Bachelet)
- Consequences of age discrimination:
 - Negative impact on physical and mental health.
 - Aggravates other forms of inequalities.
 - Hinders equal access and technology adoption.



3. b. AGEISM AND THE USE OF DIGITAL TECHNOLOGY



3.3. CONCLUSIONS AND TIPS

- Despite world's population ageing, ageism is pervasive.
- Half of the world's population holds ageist attitudes.
- Ageism brings mental and physical deterioration.
- Ageism can discourage seniors from adopting digital technology.
- Some tips:
 - Tackle digital technology ageism through awareness-raising and training.
 - Engage older people in design and research process.
 - Support seniors to access and use of digital technology
 - Promote activities to debunk age-related stereotypes.
 - Develop intergenerational activities.