

# REDUCING AGEISM: SYNERGIES IN RESEARCH & POLICY

Online Event - September 29th  
@ITNEuroAgeism <https://euroageism.eu/>



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# Ageism and Digital Technology

## -Policy recommendations-



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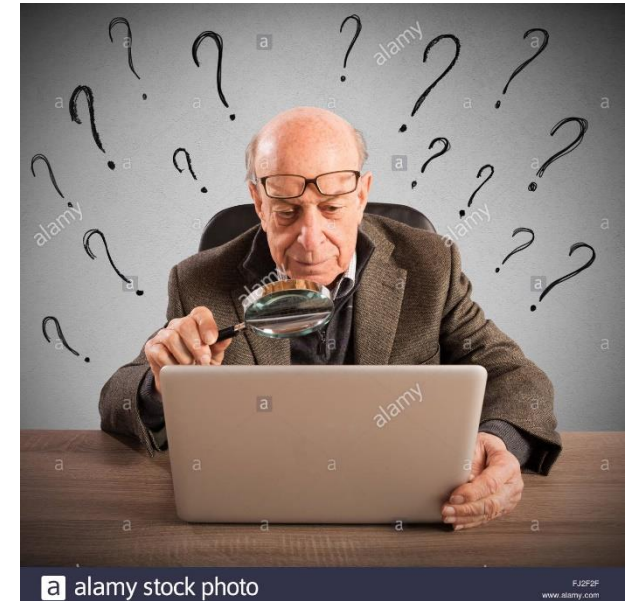
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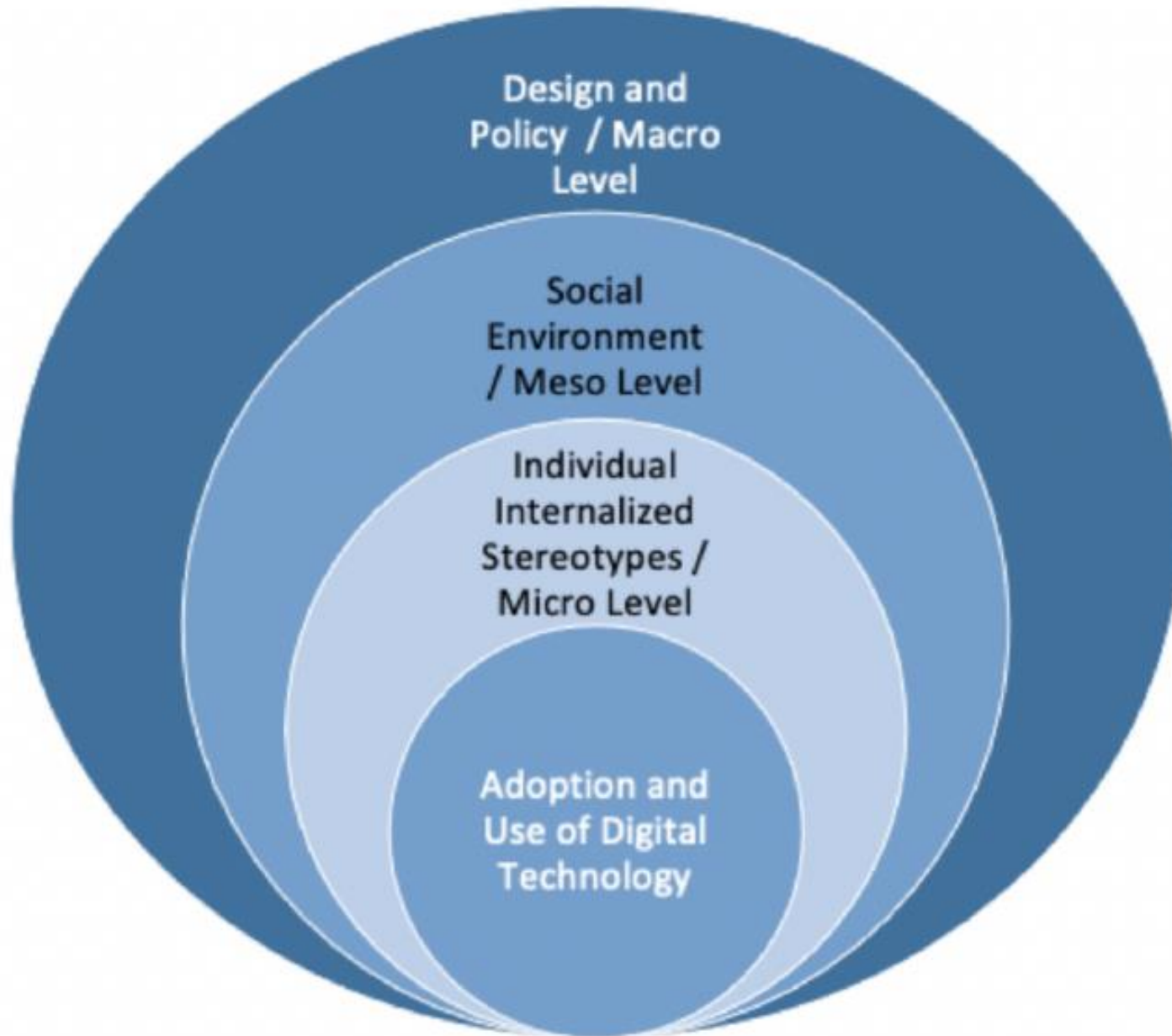
<sup>2</sup> Tranzo, School of Social and Behavioural Sciences, Tilburg University, the Netherlands

<sup>3</sup> Louis and Gabi Weisfeld School of Social Work, Faculty of Social Sciences, Bar-Ilan University, Ramat Gan, Israel

# Digital Technology

opportunity or challenge?





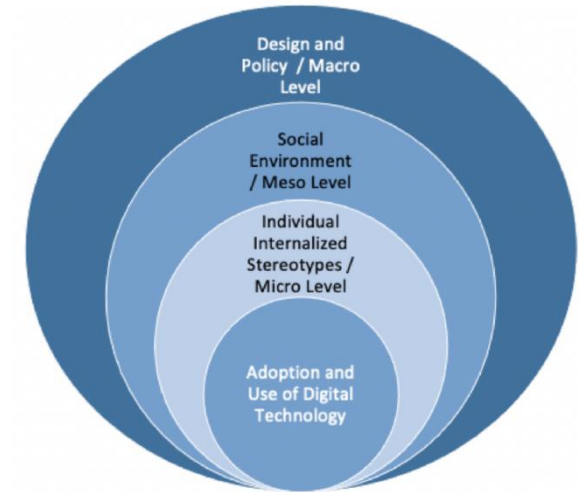
# Different levels of tech related Ageism



# Individual Internalized Stereotypes / Micro Level

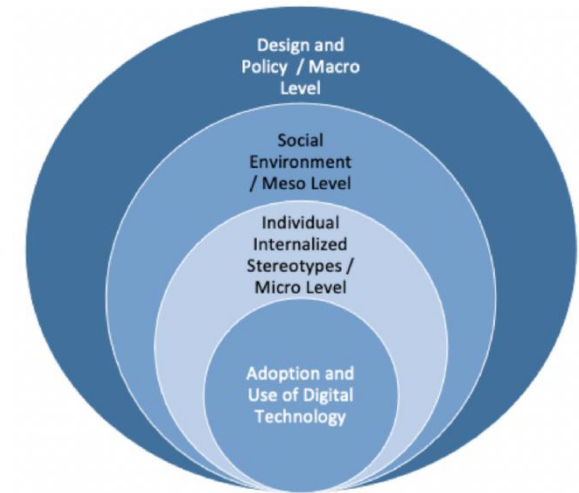


- Negative self-perceptions of ageing internalized throughout the life course: *“I’m too old for..”*
- Stereotype threat – technology associated with young and new, environment cues (e.g. advertisement)
- Emotion and motivation



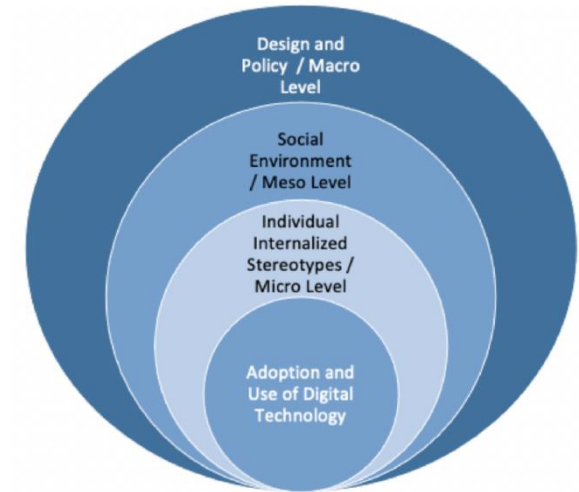
# Social Environment / Meso Level

- Social and organizational environment: service providers, healthcare professionals, peers or work colleagues, family members
- Inter-generational interaction
- Media and advertisement about digital technology



# Design & Policy / Macro Level

- Discourse of ageing as a “problem” and digital technology as a “solution”
- Fixation on care and healthcare
- Ageism embedded in the design process
  - Exclusion from the design process
  - Stereotypes and beliefs of stakeholders involved
  - Use assumptions (scripts)
  - Stigmatizing designs



# Policy recommendations

A paradigm shift is needed in our understanding of:

- What digital technologies older persons want and need
- Older individuals' abilities to use digital technology
- How older persons are included and have a “say” in the design process of digital technology and related policies.

In order to improve digital literacy and increase use and adoption of digital technology among older persons, policy interventions need to focus on eliminating stereotypes, prejudice and discrimination based on age, rather than accepting ageing per se as a barrier to the use and adoption of digital technology.





# Policy recommendations

**01** Tackling digital technology related ageism through awareness-raising and training.

**02** Empowering individuals of all ages in accessing and using digital technology and Supporting intergeneration contact in technology training programs.

**03** Examining and changing the discourse on ageing and technology in the media, design, policy discussions and program development.



# Policy recommendations

**04** Fostering inclusion of older persons in digital technology related policy.

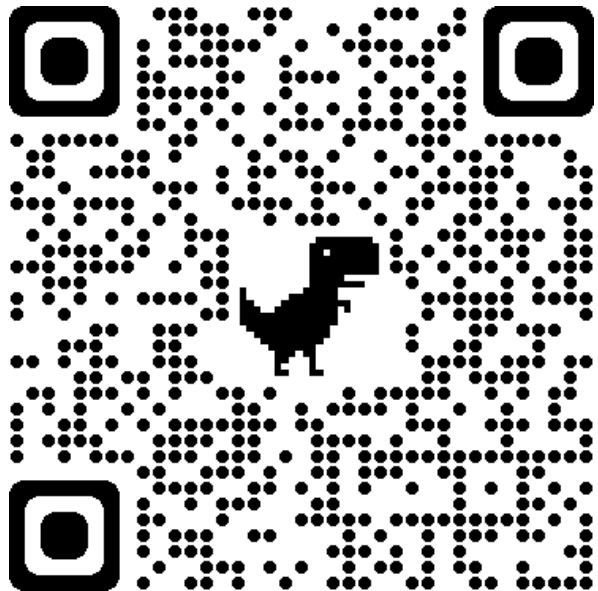
**05** Aiming for a partnership with older persons throughout the design and research process.



# AGEISM & DIGITAL TECHNOLOGY

Policy Measures to Address Ageism as a Barrier to Adoption and Use of Digital Technology

Hanna Köttl & Ittay Mannheim



# Policy Brief

June 2021

## Reducing Ageism and Self-Ageism to Bridge the Digital Divide

Wanyu Xi, Bar-Ilan University  
Early-stage researcher of EuroAgeism



# Thank you

- 2 All Day
- All Day Event
- 12:00 AM

Call App

Events + clocks match!

At 3:00 AM dimmed?

Call App!

Welcome to the Call App

ck list Done

- An event