

Translation k09e00

Welcome to chapter 9, which will focus on age and generations. In this chapter, you will learn about the models and images that exist in our society about aging, what ageism means, and how ageism affects older workers in the workforce. You will learn about the difference between the deficit model and the competence and development model of aging, gain insight into the diversity of aging, and learn how images about old age and ageism are related and, as stated, what ageism means for the workforce. There are three episodes in this chapter with lecturers from the University of Bremen and University of Vechta and I would like to now give you a brief overview.

In the first episode, Professor Stefan Görres from the University of Bremen will give an overview of "Diversity in Aging", and he will address the diversity versus the deficit model. In doing so, you will learn about theoretical approaches that explain diversity in aging and learn more about the difference between this deficit model and a competence and development model of aging. Using the example of housing, Mr. Görres highlights the specific need for action that goes hand in hand with demographic change in Germany and he then concludes by addressing future challenges.

In the second episode, Dr. Adrian Stanciu from the University of Vechta takes a closer look at diversity of images of old age, highlighting the impact on people of all ages. In this episode, you will learn what images of old age are, how they are created, how they are related to different forms of overt and covert ageism. Mr. Stanciu explains how such images of old age and age discrimination affect the well-being, health and also the performance of older people and then provides food for thought on how to counteract precisely these negative images of old age and age discrimination, which is deeply entrenched in society.

In the third and final episode of this chapter, Dr. Moritz Heß from the University of Bremen will focus on older workers and the topic of ageism at work. And the focus will be on acquiring knowledge about demographic aging and its consequences as well as developing a basic understanding of the term ageism and the topic of ageism in the world of work. At the end of this episode, you should be able to define ageism, to know examples of ageism in the workplace, to be able to name them, and also to be able to explain how ageism at work can be reduced, i.e. to acquire ideas about the fact that this is not a state that has to remain like this, but that it can be changed and what can perhaps also be done from your respective specialist perspective, should be done to counteract ageism.

In this chapter, you should not only get to know important terms, theoretical approaches and models about aging and ageism, but also be actively encouraged to relate them to your own environment, and I think that the university is also a place where you can take a look at what kind of images of aging are actually conveyed here by the people working at the university. Is this possibly a space that, as far as ageism is concerned, is structured quite differently from the rest of society? Think, for example, of the hierarchical positions, the tasks and roles of professors who do not always belong to the older age group, but who, as they get older, do not become less valuable for science or for teaching, take this just as a little food for thought.