

“The Consequences of Age Stereotypes: Observational and Experimental Evidence”

Dr. Hannah J. Swift, School of Psychology, University of Kent

**Wednesday 13 May 2015, Queens Building 01.11
Seminar 1 – 2pm, Workshop 2 – 3 pm**

The workshops are intended to help students and practitioners explore how they can apply the ideas and skills brought by the seminar presenter to their practice – at any level of expertise. So they do not presume specialist knowledge of the area but will draw on the wide range of participants’ interests on the day

Seminar presentation

This seminar makes the case for challenging and reducing ageist attitudes towards older people by exploring the diverse ways in which age-stereotypes and ageism can negatively affect older adults. After introducing the main concepts it will outline a number of studies using different approaches, such as secondary data analysis of the European Social Survey, experimental studies and observational studies that demonstrate the impact of age stereotypes on older people’s health, cognitive and physical ability.

Practitioner workshop

Who wants to live to 100 anyway?

Many researchers agree that population ageing and increasing life expectancy is something to be celebrated. But often people’s perception of their own longevity is very different, with it comes a fear of frailty, dementia, and disability in later life. Thus a new issue is the extent to which these fears ‘trump’ our wish and desire to live long. Drawing on the recent Eastern ARC sandpit “Who wants to live to be 100 if?” the workshop will discuss what limits we set on longevity and how we can ensure that reaching old age is not dreaded.

Brief Biography

Hannah Swift is a social psychologist who investigates ageism, the consequences of age stereotypes, age discrimination and the conditions that contribute to healthy, active and successful ageing (e.g. intergenerational relations, reducing social isolation and loneliness). In 2014 she was appointed the Eastern ARC Research Fellow for the Quantitative Social Sciences at the University of Kent, and is seeking to build an interdisciplinary Eastern ARC network of researchers interested in ageing and age-related issues. Although the majority of her work is quantitative, she is also interested in using real world observational data to explore how ageism manifests in every life and started the Everyday Ageism project (see everydayageism.com) in 2013. She is a core member of the European Research Team on Attitudes to Age (EURAGE) and the Age Action Alliance’s working group on Attitudes to Age and has collaborated with a range of charity organisations (Age UK, Learning through Landscapes, Age UK Canterbury, The Campaign to End Loneliness), and Government bodies at the local (Canterbury City Council, Kent County Council) and national levels (DWP, Cabinet Office, POST, Foresight).

Free. All welcome. No need to book.

If you are attending from outside the University, please check the seminar is taking place.

Contact Sally Beet: 01603 591212 or email: Sally.Beet@uea.ac.uk

For details of past and future seminars and speakers visit
www.uea.ac.uk/health-sciences/school-seminars