

Reader's Digest 2008



LASSIE 2008

Diversity - Age

University of Central Arkansas

Seminar Objectives

- Increase awareness and understanding of the age and generational differences on campus.
- Increase self-awareness of personal bias, stereotypes, prejudices regarding age.
- Serve as a catalyst to encourage open and honest dialogue with others regarding intergenerational differences.

Factors Influencing Negative U.S. Attitudes Toward Old Age....

- A history of mass immigration, mostly young leaving elderly behind in Europe and Asia
- A Nation founded on individualism, independence, and autonomy
- The development of technologies demanding rapid change and specialized skills

Factors Influencing Negative U.S. Attitudes Toward Old Age....

- A general devaluation of tradition
- Increased mobility of the population within a large continental space
- Medical advances that have relegated most deaths to later life, producing a tendency to associate death with old age

Gerontologists Butler, Lewis, Sunderland (1990)

Attitudes Toward Younger Adults

strength

interpretation

- Tech Savvy
- Instant Gratification
- Individually Motivated
- Multi-Tasker

Poor Communication Skills

Impatient

Self-centered

Lack of focus

Beloit Mindset List – Class of 2012

- Gas stations have never fixed flats, but most serve cappuccino
- Coke and Pepsi have always used recycled plastic bottles
- Caller ID has always been available on phones
- 98.6 F or otherwise has always been confirmed in the ear
- IBM has never made typewriters

www.beloit.edu/mindset/2012.php

GENERATIONS

- Veterans (Matures, Silent) 1922-1945
- Baby Boomers (Boomers) 1946 - 1964
- Generation X (Xers, Gen X) 1965-1980
- Millennial (Generation Y) 1981 - 2000

Ground Rules

- Listen to one another
- Allow everyone the opportunity to participate
- Agree that we can disagree
- Avoid use of attacking words
- Allow yourself to learn something

SMALL GROUP EXERCISES

GENERATIONS

- Veterans Age 63+
- Baby Boomers 44-62
- Generation X 28-43
- Millennial 8-27

Cusper – An individual wedged between two generations.

Steps to Counteract Ageism

- Identify own personal attitudes which are ageist in nature
- Increase personal contact with different age groups
- Attend classes/seminars/conferences to educate oneself on age groups and the aging process

“The living of a life, day by day and moment by moment, is also wild with joy.”

-----Reeve Lindbergh

- <http://www.youtube.com/watch?v=ZGgd0DUKok4&NR=1>