



# Understanding and Preventing Ageism: Research, innovation and policy considerations

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Diverse group of learners in a video conference  
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## Innovative because...

- It provides an innovative combination of theory and application of science into innovation (business cases) and policy considerations.
- It uses human-like avatars as instructors in the e-learning module.

## Exemplary because...

- It is the first course on ageism in the Department of Psychology.
- It is one of the very few e-learning modules in the Department. After this semester, the e-learning module will be sustainably available and could be offered as a mini course.

## Idea

Ageism is one of the most widely experienced form of discrimination across Europe, including Switzerland. It negatively impacts the well-being of older adults, causes higher health costs and premature death. Education is one of the most efficient interventions against ageism. Thus, it is crucial to educate young adults about this harmful social phenomenon and to support them in being more sensitive citizens.

## Success factors / Results







- Raising learners' awareness of ageism
- Allowing learners to develop creative research papers with intervention ideas targeting age discrimination
- Active participation in discussions on Zoom to consolidate read/watched materials
- Development of an e-learning module (13 chapters in English with learning videos, exercises, recordings of guest speakers)
- Sustainable provision beyond the semester ensured

## Goals of the course

This online course provides students with

- (1) a theoretical understanding of what ageism is,
- (2) an overview of significant scientific research methods and findings on the effects of ageism,
- (3) intervention methods against ageism and impact results,
- (4) innovation on ageism (e.g., social business cases and products/services that target ageism),
- (5) policy recommendations and initiatives.

## Learning elements

-  Weekly e-learning videos
-  Weekly self-knowledge check (quiz)
-  Reflection exercises
-  Weekly readings
-  Weekly interactive Zoom sessions
-  Zoom sessions with guest lecturers



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