

Generational Bias: Perpetuating the cycle of age-based discrimination



PURPOSE

Generational ageism is when people unfairly judge and discriminate against others because of their age, based on generational stereotypes. We wanted to learn more about how common this kind of bias is and how it relates to ageism.

THEORY

Ageism is relational, which means a group who experiences age-based discrimination might often then go on to perpetuate age-based discrimination. We found this to be the case as Millennials and Gen Z reported higher levels of discriminating against people of other generations.

ABOUT

Key Words

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FINDINGS

Millennials and Gen Z individuals reported the highest levels of feeling discriminated against because of their generational group. Compared to other generations, they reported feeling like others see them as:

- Less capable.
- More opinionated.
- More selfish.

We are all individuals with individual experiences.



WHAT'S NEXT

Generational ageism creates a cycle of age-based discrimination that affects people of all ages. It's important to recognize our own generational biases and work to bridge the divide. We are all individuals with individual experiences. "Different generations" have more in common than we may think. One thing we know for sure: we are better together!