

# What is ageism?

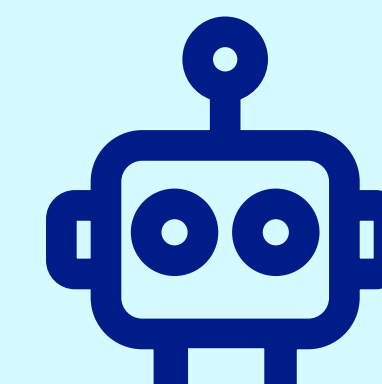
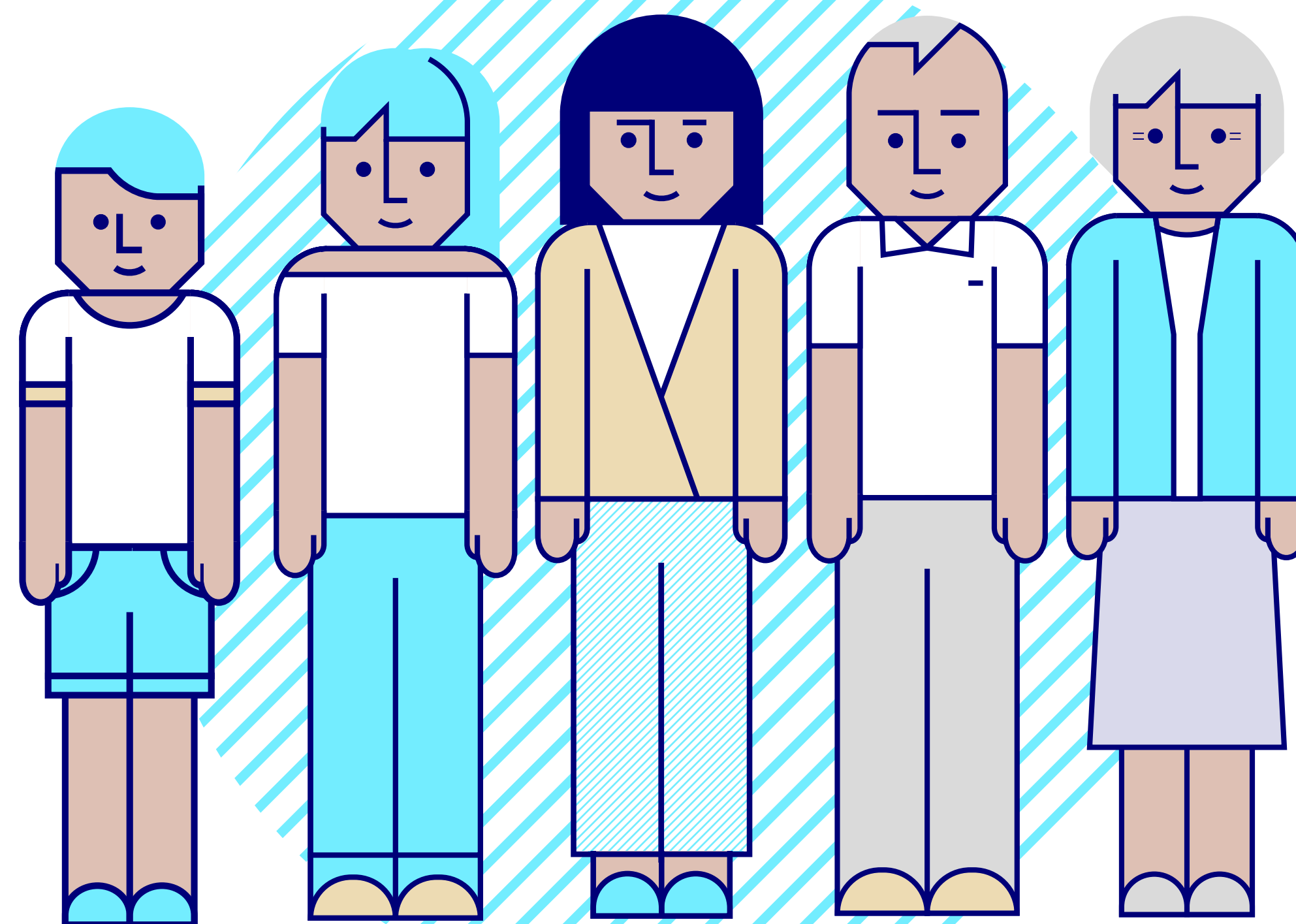
Ageism consists of all stereotypes, prejudice and discrimination based on a person's age.



## Banks

The **closure of branches** and the **rapid digitization** associated with the pandemic have discriminated against older people. For example, face-to-face services have been reduced.

It affects people of all ages, both young and old, but it is most common with **older people**.



## Algorithms

The algorithms underpinning artificial intelligence **suffer from biases detrimental to older people**. For example, they do not include sufficient observations on this age group.

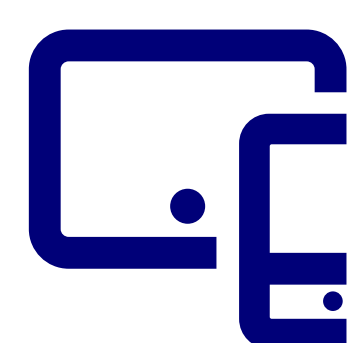
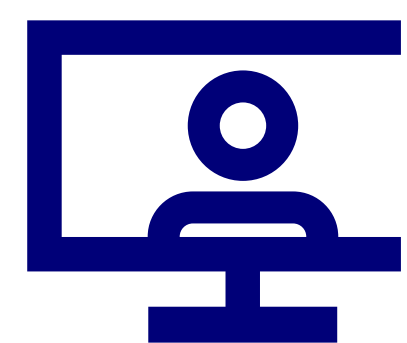
## Media and advertising

Older people are **under-represented** and any actual depictions can be **fairly stereotypical**.



## Data

Some public statistics **exclude older peoples**, leading to problems in public decision-making due to the lack of accurate information.



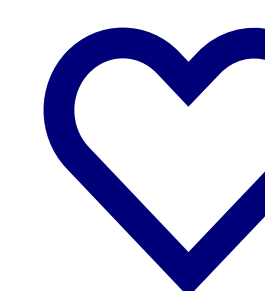
## Digital design

The design of digital services often **overlooks older people** because it is assumed either that they are not interested or able to learn, get to grips with and gain an in-depth understanding of the digital world.



## Job market

**Long-term unemployment** of the over **45** is a form of ageism. Likewise, the high unemployment rate for young people in Spain is linked, in part, to age discrimination.



## Health services

The treatment given to older people admitted to hospital may be discriminatory: **certain treatments are not given to older people**.



## Clinical trials

Many clinical trials are conducted with young people or young adults. **Initial trials of COVID-19 vaccines excluded those aged over 65**. Also, children were given access to the vaccine much later.

