

Abstract

The aim of this bachelor thesis is to compare the differences in perception of selected aspects related to the older age (older age and old age evaluation, the employment of seniors, the ability of seniors) in X, Y and Z generations. The bachelor thesis outlines the demographic situation of aging in the Czech Republic and the potential physical, psychological, and social changes in old age. The thesis also deals with ageism, its sources and implications as well as ageism in the labor market. The thesis presents important stereotypes about old age and seniors. Attention is paid to the characteristics of each generation. The quantitative survey is carried out in the form of questionnaires, which were distributed to representatives of the individual generations. Respondents were selected by age, based on their respective generation. The aim of the survey is to identify potential differences in the perception of stereotypes and prejudices about seniors in X, Y, and Z generations. A partial objective of the empirical survey is to find out how individual representatives of each generation perceive old age, whether general or their own. Data collection was performed in selected cities and municipalities.

Keywords

ageism, old age, senior, stereotypes, prejudices, generations, generation X, generation Y, generation Z