

## 2010 School Seminar Series

*Waikato Management School*  
Te Raupapa



# Discrimination against Older Workers: the Role of Implicit Attitudes

**Tuesday, 20 April 2010**  
**1.30pm – 3.00pm**  
**MSB.4.02**

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### **Abstract:**

It is well known that our workforce is ageing. Despite research evidence suggesting lack of differences in performance between older and younger employees, negative attitudes and discriminatory practices towards older workers are well documented. To understand what may be driving these discriminatory practices is vital; yet, the role that unconscious, implicit attitudes may play in such discrimination has not been previously explored. Such research is imperative as past research has found that implicit attitudes can influence people's behaviour. In addition, implicit measures counter many of the problems associated with self-report measures, offering much potential for the use of implicit measures in organisational contexts.

I will present a series of studies investigating the measurement of attitudes towards older workers, focusing specifically on implicit ageism. The discussion will focus on issues of attitude measurement in the workplace, and implications for both older workers and employers will be highlighted in the context of the ageing workforce.

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