

The New Middle-Aged and Digital skills

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LONGEVITY

- Seeking for better life humanity has created better life conditions and life expectancy has increased to 80/90 years.
- Therefore, there are increasing numbers of very mature adults reaching 100 years.



Longevity

- People in their 50s and 60s do not feel old and are full of energy. Many people of this age start a new life, start studying or working something new.
- 50+ age is defined as third age, whereas 75-80+ is defined as the fourth age.



Some demography



- The structure of the EU population is influenced by the fact that very big numbers of people were born after the Second World year - baby boom generation. The first cohorts of baby boom generation have already retired.
- Eurostat demographic forecasts foresee that in the coming decades each year will bring an increase of two million persons aged 60+. The numbers of 80+ persons will increase.

A background image showing two men on a sailboat. One man, wearing a white long-sleeved shirt and a white cap, is on the left, looking down at something in his hands. The other man, wearing a blue and white checkered shirt and a white cap, is on the right, looking down at a rope. The boat is white with blue accents, and the water is visible in the background.

Youthfulness

- Puberty lasts until the end of one's 20s.
- Thus, people in the developed countries want to keep their youthfulness for as long as 50 years from age of 30 to 80.

Third age theory

- Peter Laslett (1915-2001), a British historian, is the author of a positive aging theory of the Third Age.
- According to Laslett human life consists of four ages, and the culmination is in the Third Age.
- The phrase Third Age came from French universities, *les Universités du Troisième Âge* (the Universities of the Third Age), that since the 1970s have offered study opportunities to seniors.
/Laslett, P. (1987). The emergence of the Third Age. *Ageing and Society*/



IQ in Adults

A. Decreases about 1% a year after the age of 30.

B. Increases about 1% a year until the age of 65.

C. Doesn't materially change during adulthood

D. Starts dropping off significantly after the age of 65.

The Correct Answer is C.

Contrary to popular opinion, IQ *doesn't* decline remarkably with age.

- A group of 50 year olds were given IQ tests that they had taken 31 years earlier. They made higher scores on every part except math reasoning.
- Wechsler found test scores increased until 35 then declined very slowly after that.

An orange diamond-shaped button with a black border, containing the text "Next Question" in white serif font.

Next Question

Physical Strength in Adults

A. Peaks around the age of 20.

B. Peaks around the age of 30.

C. Peaks around the age of 40.

D. Peaks around the age of 50.

The Correct Answer is B.

Physical strength reaches a peak around the age of 30.

- In England, Francis Galton set up his Anthropometric Laboratory - a booth at a National Fair and tested over 7,000 people for physical strength. His research and later research reveals 30 is the peak.
- However, physical strength declines slowly. Research at Harvard found physical strength dropped dramatically between 70 and 75.



Next Question

There is a relationship
between intelligence
and speed of learning

A. In youth.

B. In adults.

C. In both youth and adults.

D. In neither youth
or adults

The correct answer is A.

In youth there is a correlation between intelligence and speed in learning. In adulthood, this is not true.



Next Question

Youthful seniors

According to World Health Organization (WHO) human health and age are only slightly related. There are 80y olds with the health of the 20y olds.

While the physical and mental capacities of some start declining comparatively early.

/10 facts on ageing and health

<https://www.who.int/features/factfiles/ageing/en/>





Old or young?

Due to economic but also societal changes the WHO is considering people under 65 as not old.

- An anthropological research in the 70s has demonstrated a relationship of belonging to certain age groups with the 3 major factors: chronology (age), social roles and physical capacity, while the major role appeared to be the one of social roles. The change of a social role has the major impact on the new definitions of age stages.

Young adults

In the UK since 1875 m. old age was considered since 50. The WHO used to identify old age since 60. However, the recent developments in the expected life span and health have supported the following age stages:

- 0-17 m. – underaged;
- 18-65 m. young adults;
- 66-79 m. middle aged adults;
- 80-99 m. old adults/seniors;
- 100+ m. – longevity.



Old age in the North America

Based on the factor of social role the old age in the USA is over 66 while in Canada – over 65, both countries in transition to the old age since 67.



Senior entrepreneurs



- Science achievements, healthcare and welfare has considerably increased life expectancy in the developed countries. People stay active longer and start new activities and businesses. There is even a new generation of senior entrepreneurs who are using their talents and experience to implement their dreams.
- People in their 50s and older are starting activities and businesses seeing it not only as a source of income, but also as hobby development, self realisation, staying active, participating and happy.

Middle aged?

- „Telegraph“ survey (Hardy, 2017) has demonstrated that 96% of women over 40 m. do not feel as *middle-aged*. A marketing agency has surveyed 500 women to find out that 80% experienced societal prejudice regarding how middle-aged women should live and behave. More than 2/3 of women felt living in the early stages of their lives, 59% felt vital as never before – partly due to the attention they were able to pay to their health and exercise, while 84% indicated not to define themselves according to their age at all.
- The owners of the agency - women aged 42 and 44 felt that different brands do not comprehend a drastic change in how middle-aged women perceive life and their lifestyle.



Old. Really?

- „People“ in 2017 once more selected Julia Roberts (49) as the world's most beautiful woman. This happened after 26 yrs when this title was awarded to her for the first time.
- Media also published pictures of a passionate kiss of the president of France Emmanuel Macron (39) and his charming wife Brigitte (64).

Picture "The Independent"



Perennials – new middle age

- A new term – perennials – evergreen perennials has appeared to indicate an outlook when age aspect is not used to define a person.
- The term Perennials was created in allusion to other generational descriptions such as millennials, etc. The term was coined by an American entrepreneur Gina Pell, who defines evergreen perennials as ever blooming people of different age, are technology savvy with friends of different ages.
- Perennials participate in life, keep being curious, mentor others, have a passion, are creative, self-confident, have a passion, cooperative, hold a global viewpoint and are not afraid to risk.



Is 50+ a special
age for digital
skills?

NO



50+ is staying in the labor market for
another 20+.

Gaining digital skills is an ongoing
process just as gaining any other skills.

Keep going.