

Abstract:

The bachelor thesis deals with issue of attitudes of public towards seniors and its goal is to approach this theme regarding to the latest findings and simultaneously to characterize the basic aspects that are touched by this issue. Firstly these aspects are elaborated, specifically a term old age from the perspective of developmental psychology, where is important to mention selected changes that appear during the ageing, and simultaneously a term attitude and methods of measuring. The principal part of this thesis elaborates selected factors that affect a formation of attitudes of public towards seniors, further the latest findings from this field, possible methods of changes of these attitudes and specific public's notions of seniors. The proposal of research project is presented in the second part of this thesis. Its goal is to compare attitudes towards seniors regarding to age, gender and residence of respondents.