

GAMING OUR WAY TO A BETTER FUTURE

About a decade ago, a number of official and social scientists began to describe the world as a "wicked problem" because of its ill-defined nature and its long and nonlinear timeline.¹ Factors such as climate change, global health care, and adding the weight of non-communicable diseases to the burden of public health have ended Leon Freix's efforts to make good on the goal of adding wicked problem definitions and managing them. However, he faces a dilemma: more than a decade in the role and technology of governance. We also face a mismatch between the complexity of the global challenge and the

inadequacy of the medical communication system to deal with the complexity of the world's most complex and interconnected global health challenges. In the 40 years since wicked problems were identified, one medicine has emerged as the most



Figure 1. An image of a "wicked problem": the Constellation of Global Agenda Councils, World Economic Forum 2010 (D. McLaren).

lion, making them the most popular game in the United States, and more than 40 percent female. Game play is increasing by 10 to 20 percent each year and is expanding onto mobile phones, which have almost 100 million subscribers in the United States alone. Gone is the old-fashioned board game: 62 percent of the population plays, either in person or online, and 78 percent plays it alone at home every week. An increasing number of people, regardless of age, play online video games. The *Economist* recently noted, "Video game play will be the fastest growing and most exciting form of mass media over the coming decade."⁷

The rise of game is a global phenomenon for the young digital natives in our society, who are killing and spending time with a new generation of politically informed and engaged citizens. Among the millennial (18- to 29-year-old) generation, a study revealed in a study released by Harvard. In the *Journal of Politics* in October 2012, fewer than half voted in an election on Election Day.⁸ (About 49 percent of the millennial did not vote on Election Day.) While the young generation is considered the most committed to the country and committed to the ideal of a better world. Wang and others have noted that the nation's elected leaders have not really matched our expectations. The fact that the election has placed in them. Video game is a promising and very engaging for the millennial. The 46 million 18- to 29-year-old

who consume the largest generation in the nation's history. Game can provide a form of citizen engagement allowing American voters to be more effectively engaged in the electoral process.

Game's success in the management of complex issues and the ability to focus the attention of the individual citizen is a major challenge.

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