

Utopia

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Utopia, or the ideal world, is not a static vision or the endpoint in a world all improvements have been made. Any static society could not be Utopia because people thrive on change and opportunities. People want to keep on learning not only about things that are already there but about the unknown. Therefore instead of Utopia, think of the road to Utopia.

In what direction lies the road to Utopia?

How far are we on the road to Utopia?

What are the things that obstruct us in moving towards Utopia?

The first question has no single answer but directions might be found in the problems that arise in answer to question three. The answer to question two is not important, as long as we as a society are moving in the right direction, that begin on the way to fix the problems of question three. The answers to question three are many and more but let's start small with problems in a neighbourhood: littering, dog poop on the streets, dark and scary alleys are some of the small scale problems. Now think bigger: pollution, youth criminality, traffic jams. Finally think beyond this first world country. Think of aids, child-death-rate, famish and droughts. All this problems from small to large have no simple solutions. There is not one single person who can solve a problem on their own by acting. The government can not decree for the problem to be solved. Does that mean that there is no hope of solving any of these?

The answer might lie in collective behaviour change. When everybody cleans up after themselves and their dogs, a neighbourhood would become a far more Utopian environment. When everybody would use less transportation devices, pollution and traffic jams would become less. When everybody would practice safe sex, aids would over time become less prevalent. The key in making people aware and changing behaviour could very well be Serious Gaming. Using games and game elements can be used to facilitate behavioural changes in a user friendly way. Internet can be used to reach large groups of people. The combination of these things will then pave the way for a step on the road to Utopia.