

World Developments & Vuca

WORLD DEVELOPMENTS & VUCA

Google search trends demonstrate that the public gets interested in learning more about VUCA in accordance with the political and social events.



BREXIT REFERANDUM 23 JUNE 2016

Referendum held on 23 June 2016, in which 51.9% of votes cast were in favor of leaving the EU “VUCA” search on Google over a period of 5 years. The Brexit agenda (between 19-25 June 2016) also fed the VUCA world.



VUCA REF

1 day before the
The day of Poll R

Interest over time

