

Comparing Human emotions to Fun Factors

| 16 Human Motivations: | Acceptance | Curiosity | Family | Honor | Idealism | Independence | Order | Physical Activity | Power | Romance | Saving | Social Contact | Status | Tranquility | Vengeance |
|--------------------------------------|------------|-----------|--------|-------|----------|--------------|-------|-------------------|-------|---------|--------|----------------|--------|-------------|-----------|
| \ 42 Fun Factors | | | | | | | | | | | | | | | |
| Achieving a Sense of Completion | | | | | | X | X | | X | | | | | X | |
| Being a Hero | | | | X | X | X | | | X | X | | X | X | | X |
| Being a rebel | | | | | | X | | | X | X | | X | X | | X |
| Being A Villain | | | | | | X | | | X | | | | | | X |
| Being a Wise Old Man | X | | | X | | X | | | X | | | | X | | |
| Being Scared | | | | | | | | X | | | | | | | |
| Being Silly | X | | | | | | | | | | | | | X | |
| Being the Center of Attention | | | | | | | | | X | X | | | X | | |
| Being the ruler | | | | X | | | X | | X | X | | | X | | |
| Collecting | | | | | | | X | | X | | X | | X | | |
| Competition | | | | | | | | X | X | | | | X | | X |
| Creating Order Out of Chaos | | | | | | | X | | | | | | | X | |
| Customizing Virtual worlds | | | | | | X | | | | | | X | X | | |
| Enlightenment | | X | | | | X | | | | | | | | X | |
| Exacting Justice and Revenge | | | | | | | | | X | X | | | | | X |
| Exchanging Gifts | X | | | X | | | | | | X | | | | | |
| Excitement | | | | | | | | X | | | | | | | |
| Experiencing Beauty and Culture | | | | | | | X | | | X | | | | X | |
| Experiencing the Freakish or Bizarre | | X | | | | | | | | | | | | | |
| Exploring a World | | X | | | | X | | | | | | | | | |
| Finding Unexpected Treasure | | | | | | | | | X | | X | | X | | |

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|---------------------------------------|------------|-----------|--------|-------|----------|--------------|-------|-------------------|-------|---------|--------|----------------|--------|-------------|-----------|
| Gaining Recognition for Achievements | X | | | | | | | | | | | X | X | | |
| Gathering Knowledge | | X | | | | | | | | | | X | X | | |
| Imagining a Connection with the Past | | X | | | | | X | | | | | | | | |
| Improving One's Health | | | | | | | | X | | | | | | | |
| Improving Society | | | | X | X | | | | | | | | X | | |
| Laughing | | | | | | | | X | | | | | | X | |
| Listening to a Story | | X | | | | | | | | | | X | | | |
| Mastering a Skill | | | | | | X | | X | X | | | | | | |
| Mystery | | X | | | | | | | | X | | | | | |
| Noting Insider References | X | | | | | | | | | | | X | | | |
| Nurturing | | | X | X | | X | | | | X | | | X | | |
| Organizing Groups of People | | | X | | | | X | | | X | | X | X | | |
| Predicting the Future | | | | | | | | | | | | | | | |
| Pretending to Live in a magical Place | | X | | | X | | | | | X | | | | X | |
| Psychoanalyzing | | X | | | | | | | | | | | | | |
| Recognizing Patterns | | X | | | | | X | | | | | | | | |
| Relaxing | | | | | | | | | | | | | | X | |
| Romance | | | | X | | | | | | X | | | | | |
| Strengthening a Family Relationship | | | X | X | | | | | | | | X | | | |
| Telling Stories | | | | | | | | | X | | | | X | | |
| Triumph Over Conflict | | | | | | | | | X | | | | | | X |