

42 Fun Factor Elements compared to 16 Human Motivations

16 Human Motivations / 42 Fun Factors	Acceptance	Curiosity	Family	Honor	Idealism	Independence	Order	Physical Attraction	Power	Romance	Saving	Social Connection	Status	Tranquility	Vengeance
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		
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