#1: Recognizing Patterns
Anything from visual patterns, motion patterns, strategic patterns or mathematical patterns.

#2: Collecting
Collections communicate status, suggest organization, lead to rewards, represent wealth and are mementos.

#3: Finding Random Treasures
Like winning a jackpot or slot machine, finding shells at the beach or opening Cracker Jacks to find a surprise.

#4: Achieving a Sense of Completion
Giving players a constant sense of finishing something like progress bars, to-do lists, achievements and levels.

#5: Gaining Recognition for Achievements
Achievement systems provide a sense of accomplishment and a chance to be recognized.

#6: Creating Order out of Chaos
Sorting, lining things up and classifying give players a sense of control over their environment.

#7: Customizing Virtual Worlds
People enjoy leaving their mark and place great value on things they've made.

#8: Gathering Knowledge
Studying and being taught are not fun, but learning is fun because we are naturally curious.

#9: Organizing Groups of People
Organizing groups of people to achieve shared goals is a source of enjoyment.

#10: Noting Insider References
Discovering "Easter Eggs" gives player a sense of being a part of the "in crowd."

#11: Being the Center of Attention
Satisfy the human need for attention by putting the player at the center of the universe.

#12: Experiencing Beauty and Culture
Games feature artwork, music and designs that appeal to the human senses.

#13: Romance
Games can provide opportunities for flirting, wooing and building relationships with the opposite sex.

#14: Exchanging Gifts
Players enjoy giving gifts to their friends and the act of giving triggers reciprocity.

#15: Being a Hero
Playing as the hero appeals to the human desire for power.

#16: Being a Villain
It's about the fantasy of having power without consequences.

#17: Being a wise old man
This is typically a high status role that may also touch on the motivator of family.

#18: Being a rebel
The opportunity to flaunt society's rules while remaining basically good.

#19: Being the magician, a keeper of secret knowledge
People enjoy the thought of knowing something that nobody else knows.

#20: Being the ruler
The chance to be a person with considerable power over other people.

#21: Pretending to Live in a Magical Place
Players enjoy imaging being in worlds different than their own

#22: Listening to a Story
Stories appeal to our curiosity about people, places and things.

#23: Telling Stories
Games provide an opportunity for players to construct and tell their own unique stories.

#24: Predicting the Future
Predicting the future makes people feel smart, in-control and influential.

#25: Competition
People enjoy the sense of power that comes from winning.

#26: Psychoanalyzing
Predicting, guessing or understanding the motivations of others can be a source of fun.

#27: Mystery
Striking a balance between revealing a little while holding back the rest can create a fun experience.

#28: Mastering a Skill
Increasing one's mastery without becoming frustrated gives people a sense of flow.

#29: Exacting Justice and Revenge
Justice and revenge provide a sense of idealism and tranquility when wrongs are righted.

#30: Nurturing
Growing things stems from your motivations for family, saving and power.

#31: Excitement
Suspense, horror, competitive action and anticipation help create an addictive, exciting experience.

#32: Triumph over Conflict
Resolving conflict provides the player with a sense of victory.

#33: Relaxing
Games can create a mental vacation which can lead to tranquility.

#34: Experiencing the Freakish or Bizarre
People crave new and unique experiences that are different from their everyday lives.

#35: Being Silly
Players enjoy an escape from the serious and mundane.

#36: Laughing
People love to laugh, especially with their friends.

#37: Being Scared
People enjoy the sensation of danger without the actual danger.

#38: Strengthening a Family Relationship
Players enjoy feeling companionship with members of their family.

#39: Improving One's Health
People dislike exercise, but love to feel fit.

#40: Imagining a Connection with the Past
Nostalgia is a powerful emotional trigger for good and bad emotions.

#41: Exploring a World
Understanding your environment gives you a sense of power and control.

#42: Improving Society
Players can satisfy their need to leave the world a better place than when they came into it.

#43: Enlightenment
Games provide a way for players to explore decisions and their consequences, leading to greater knowledge.