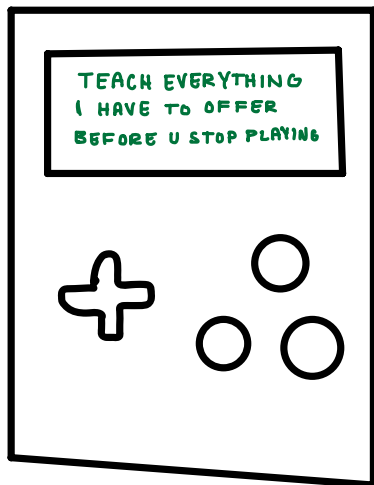
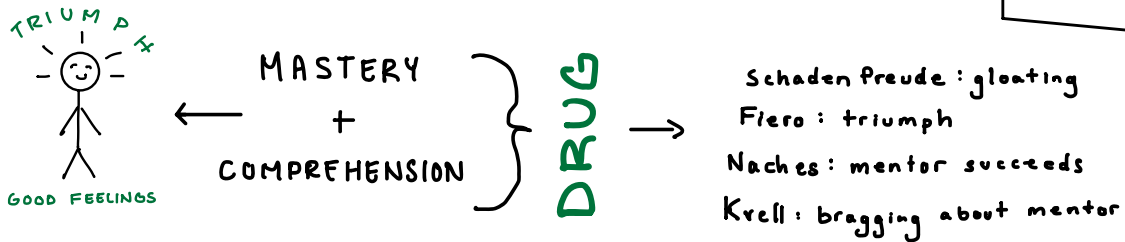
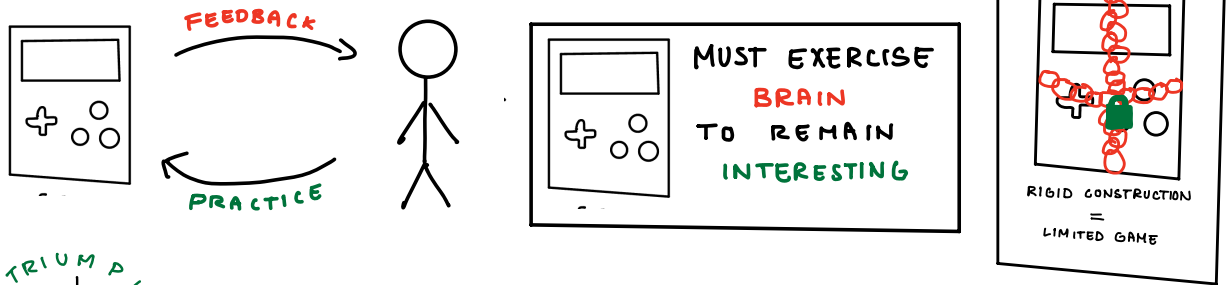
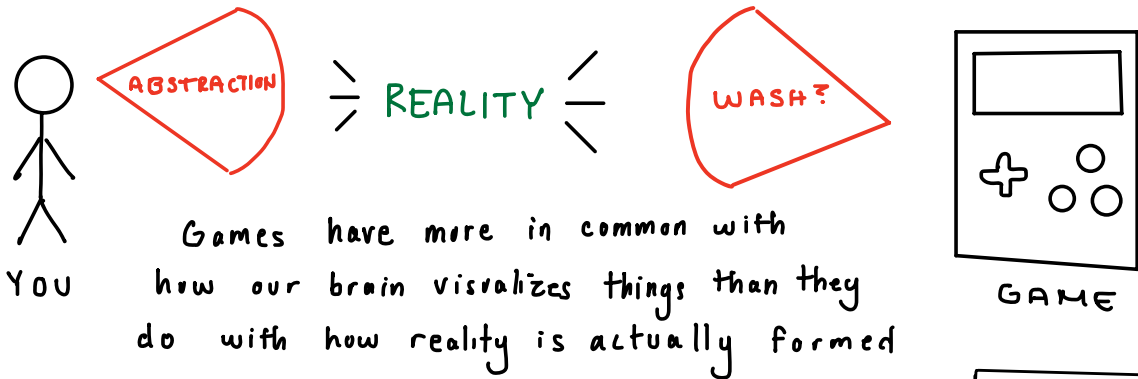


# THEORY OF FUN



- FUN → MASTERY
- AESTHETIC APPRECIATION → ENJOYABLE
- VISCERAL REACTIONS → PHYSICAL MASTERY
- SOCIAL STATUS SIGNALS → SELF-IMAGE/STANDING