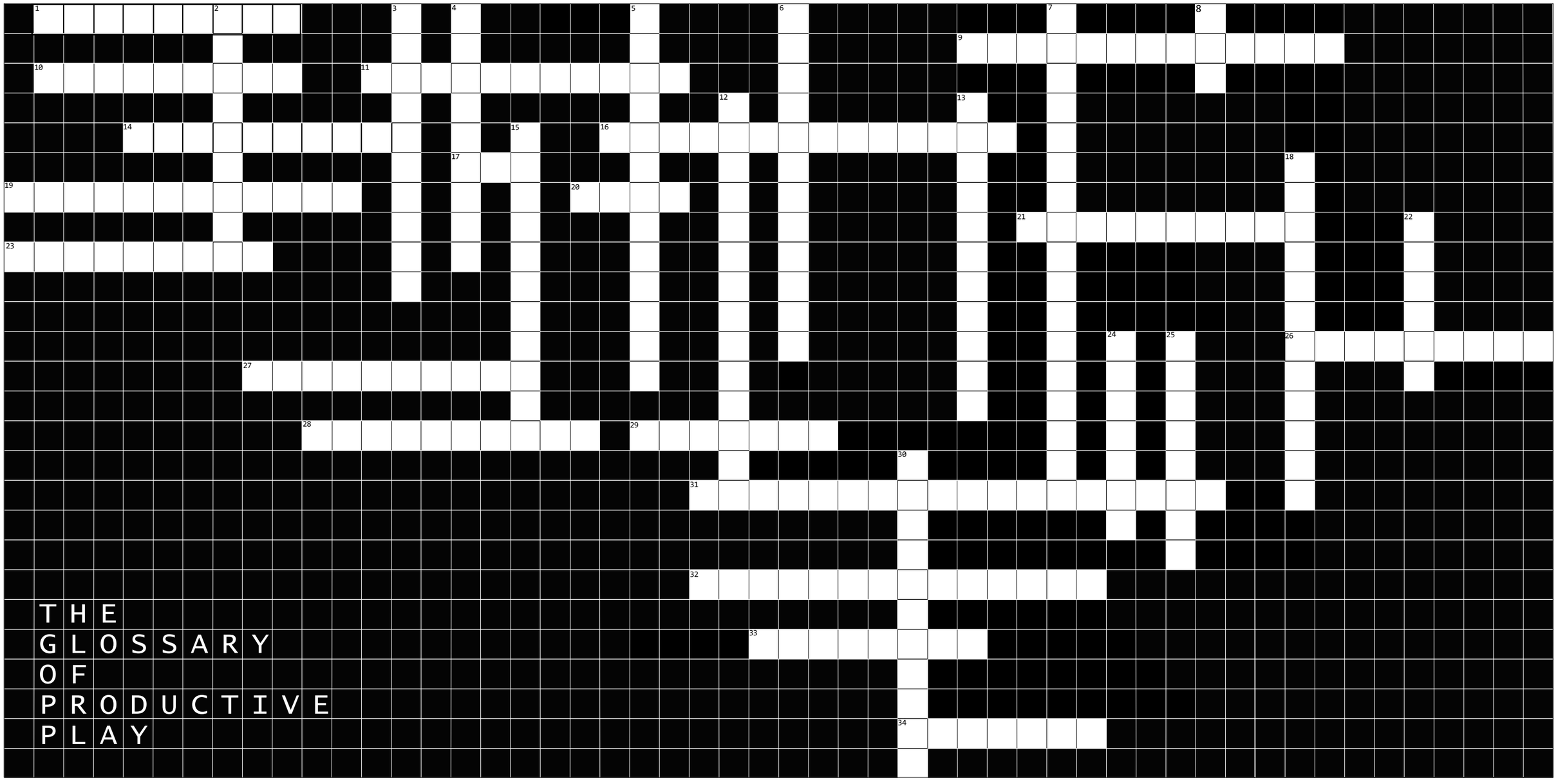gamers 11.A non-market exchange of goods or labour ranging from immediate exchange to forms of gift 14.A set of the practices, beliefs, and objects that are dominant or prevalent in a society at a given point in time 16.When you are working but it feels like fun 17.Light-hearted pleasure, enjoyment, or amusement 19.The effectiveness of an effort, especially in industry, as measured in terms of the rate of output per unit of input 20.A range of intrinsically motivated activities done for recreational pleasure and enjoyment 21.The prevalent current thought that is widespread 23.A cognitive bias whereby an individual's decisions are influenced by a particular point of reference 26.A society or belief based on common ownership of the means of production, cooperative labour, and freely associated producers 27.Profitable, economic, efficient 28.The various institutional, physical, and administrative mechanisms and knowledge structures which enhance and maintain the exercise of power within the social body 29.Intended for the taste, understanding, or means of the general public rather than specialists or intellectuals 31.The transfer of power from higher authorities to communities or individuals who are then called on to take an active role in resolving their own problems 32. It can also purposefully present itself as disturbance of defiance of any current stream as way to protest, as emancipation or contestation 33.An ideology which presents "the people" as a morally good force and contrasts them against "the elite," who are portrayed as corrupt and self-serving 34.The surprise, the promise, the reward, the unknown.