

## norm-craft(s)

creator(s) – ... .. we of the craft are all crazy ... ..

- imaginative power(s)
- intensified ... emotional response(s) ...
- increased energy

touched with fire / spread(s) / evolution(s) []

## norm-create(s)

**thin line(s) – the temperament and mood of voyager(s)** creative process ... the need for discipline, control, and highly reasoned thought must be stressed ... but also, the creative significance of the tension and reconciliation of naturally occurring, opposite emotional and cognitive states

touched with fire

## norm-ethic(s)

theory of ethic(s)

- utilitarian – reward(s) / what's in it for me/us?
- deontic – golden rule(s) / thou shalt / what?
- value-driven – what is the (cultural) result?

ethics of computer games

## norm-game(s)

**ethics of (computer) games** – as a system of rules that creates a (game) world, ... experienced by a moral agent, with creative and participatory capacities, ... who develops through time the skills to apply ... player values ...

ethics of computer games

## norm-imagination(s)

**imagination(s) – period(s) of madness** the importance of mood(s) in igniting thought(s), changing perception(s), creating chaos, forcing order upon that chaos, and enabling transformation(s) ...

touched with fire

## norm-math(s)

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## norm-skill(s)

... learning a skill ... is an opportunity to cooperate ... and cooperation makes you a better person ...

supercooperators / emotion(s) / ethic(s)

**norm-trust(s)**

**societal option(s) – generating trust**

- **moral pressure(s) – ideas, values, ... education(s) ...**
- **reputational pressure(s) – shame, pride, identity**
- **institutional pressure(s) – regulations, rules ...**
- **security systems – alarms, organizational mechanisms**

/ utopia / liars and outliers / noise /