ETHICAL/MORAL

Concerned with right and wrong behavior, human character.

CULTURAL

Relating to the ideas, customs, and social behavior of a society

DOMESTIC ENVIRONMENT

Life at home, including living spaces, household routines, and personal comfort.

TECHNOLOGICAL

Tools, machines, and innovations used to solve problems or improve life.

POLITICAL

Relating to the government or public affairs

ENTERTAINMENT

Activities for fun and enjoyment, like music, movies, games, and storytelling.

LEGAL

Of, based on, or concerned with the law

ECONOMIC

Relating to economics or the economy

MENTAL HEALTH & WELLNESS

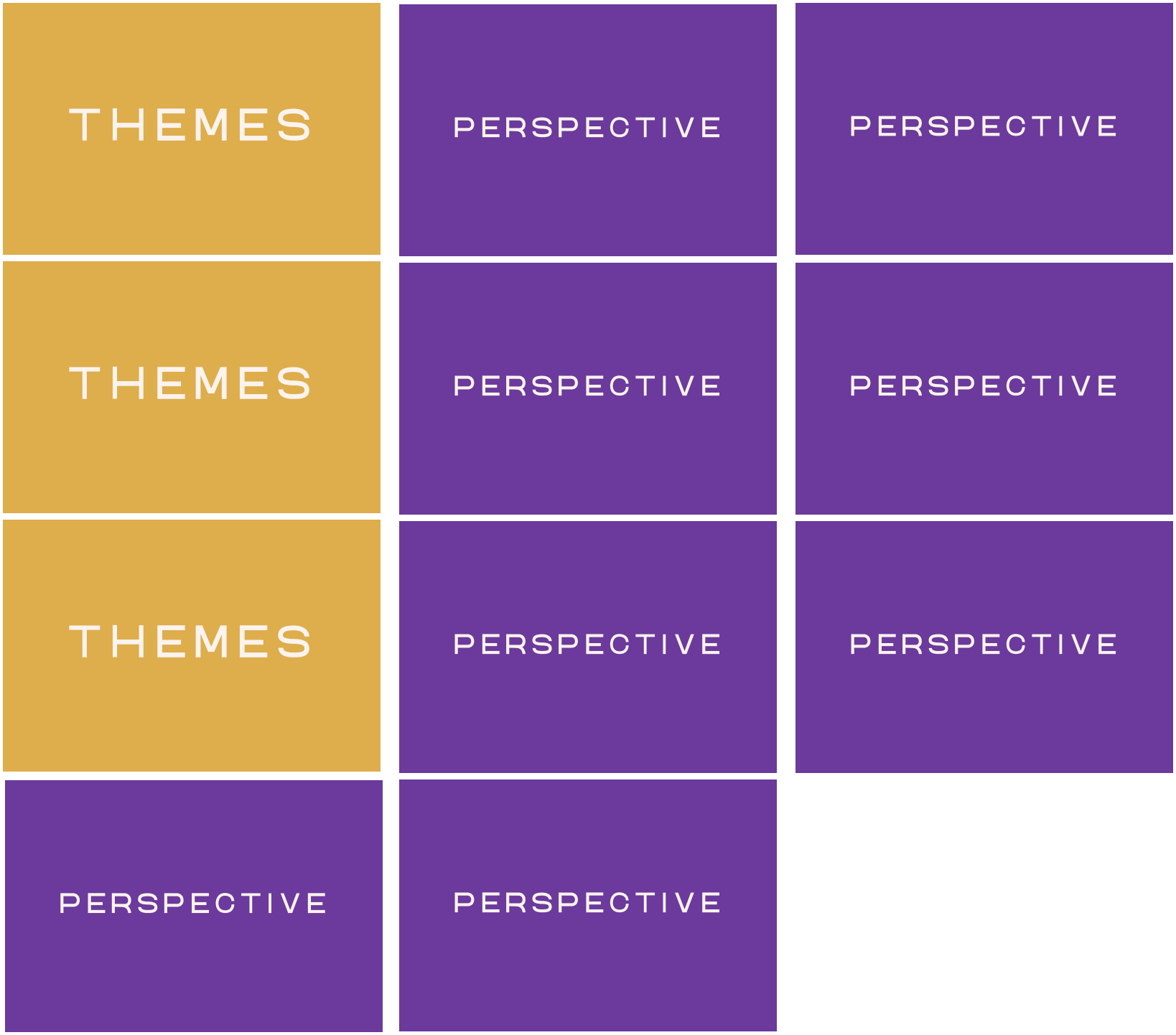
Emotional well-being, mindfulness, and practices that support a balanced mind.

ENVIRONMENTAL

Relating to the natural world and the impact of human activity on its condition

SOCIAL

Relating to society or its organization


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LOVE & RELATIONSHIPS

The bonds between people, including friendships, romance, and family dynamics.

SPACE & EXPLORATION

The universe beyond Earth – planets, stars, and the quest to explore the unknown.

FITNESS

Physical activity and movement, from exercise routines to sports and overall physical health.

FASHION & CLOTHING

Styles, trends, and the design, production, and wearing of clothes.

CITIES & URBAN LIVING

Life in bustling urban areas, from skyscrapers and public spaces to infrastructure and housing.

NATURE & CONSERVATION

The natural world – forests, oceans, animals – and efforts to protect and preserve them.

EDUCATION

Teaching and learning, including schools, teachers, students, and access to knowledge.

FOOD

Growing, cooking, eating, and sharing meals, along with how food shapes cultures and communities.

MOBILITY

How people and things move, including transportation, vehicles, and travel. Even accessibility to locations.

HEALTHCARE

Caring for people's physical health, from medicine and hospitals to public health efforts


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