**ECONOMIC**- Countries have the desire to make money so needed markets to sell products to, raw materials to make those products, wanted to control trade, and wanted cheap labor.

**NATIONAL ISM**- There were rivalries between nations and each wanted to show they were more powerful. You were not a “GREAT” nation without a colony. Also allowed them to exercise military power and boost national pride and security.

**SUPERIORITY**- The white/Europeans believed that their cultural values were “superior” and other cultures were “primitive” and so the Europeans should “civilize” people in other parts of the world. Only strong nations will survive.

**RELIGIOUS/HUMANITARIAN**- Idea that Christians had the moral responsibility to spread Christianity and European values and moral beliefs. It also includes educating people and bringing Christianity, democracy, and capitalism.

**EXPLORATORY**- The desire to explore uncharted territory, to conduct scientific research, to go on an adventure, and to investigate “unknown” lands and cultures

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