This

* This is the JS context object in which the current code is executing.
* Without strict mode, if the value of this is not set by the call, it will default to the global object
* With strict more, the value of this remains at whatever is was set to when entering the execution context.

A screenshot of text

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* If the new keyword is being used within the function, this inside the function is a brand new object.
  + A picture containing bird

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* Is apply, call, or bind are being used to /create a function, this is the object that is passed in as the argument.
  + A screenshot of a cell phone

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* If a function is called as a method, such as obj.method(), this is the object that that the function is a property of.
  + A picture containing bird, flower

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* If a function was invoked as a free function (none of the above conditions apply), this is the global object. In a browser = window object. If use strict, this will be undefined.
  + A picture containing bird, knife

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* If multiple rules apply, the highest wins and sets the this value.
* If an arrow function, all the rules above don’t apply and this refers to the value of the surrounding scope when called.
  + A picture containing bird, tree, flower

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