IMMEDIATELY INVOKED FUNCTION EXPRESSION (IIFE)

function expression const countDown = function() { // do something }(); const countDown = function(start) { // do something }(); const countDown = function(start) { // do something }(); (function countDown(start) { // do something }());

BUILDING A MODULE

```
const counter = () => {
    let count = 0;
    return {
        reset: function() {
            count = 0;
        },
        get: function() {
            return count;
        },
        increment: function() {
            count++;
        }
    };
}
```

CONTEXT & this

situation	what this maps to
method invocation	the object that owns the method
constructor function	the newly created object
event handler	the element that the event was fired from
function invocation	the global object (window)
function invocation (strict mode)	undefined
arrow function	the context of the caller