1. What is the peak-end rule?
The Peak-End rule is that we tend to remember the impact of an experience by averaging its peak (most impactful moment whether positive or negative) with how it ended.

Grading (max 2 points):
1 point the idea that the most impactful moment plus end are averaged together.
1 point if they describe the peak as the most impactful moment regardless of valence. (i.e., minus 1 point if they describe the peak as only positive)

2. Describe two (of 4) defining elements of moments:
* Elevation - out of the ordinary / extra special, uses sensory pleasure to create memorable delight
* Pride - a defining moment is often one that you are proud of - something that marks an accomplishment.
* Insight - a moment where you learned about yourself or you're led to think differently about the world.
* Connection - the element of connection is essential to a defining moment because it helps us put a moment in a social context. the people around us matter when experiencing a defining moment

Grading (max 4 points):
1 point for each defined element (x2 for two elements)
1 point for a thoughtful reflection about each such as an example in their own life.

3. When can you evoke a “fresh start”:
Fresh starts are typically felt after milestones (bdays, New year's, holidays). They can be manufactured by creating your own milestones that are meaningful to you (some ritual, some special date of significance).

Grading (max 2 points)
1 point for defining when a fresh start occurs
1 point for thoughtful reflection/application