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| **Memory Method 1**  |
| **Intensity -**How intense is the pleasure or pain? |
| **Duration -**How long does the pleasure or pain last? |
| **Certainty -**What is the probability that the pleasure or pain will occur? |
| **Propinquity (remoteness)-** How far off in the future is the pleasure or pain? |
| **Fecundity (richness) -**What is the probability that the pleasure will lead to other pleasures? |
| **Purity -**What is the probability that the pain will lead to other pains? |
| **Extent -**How many persons are affected by the pleasure/pain? |



**In Duck’s Circus Pigs Fly Past Elephants**

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| **Memory Method 2**  |
| **Purity -**What is the probability that the pain will lead to other pains? |
| **Richness (propinquity)-** How far off in the future is the pleasure or pain? |
| **Richness (fecundity) -**What is the probability that the pleasure will lead to other pleasures? |
| **Intensity -**How intense is the pleasure or pain? |
| **Certainty -**What is the probability that the pleasure or pain will occur? |
| **Extent -**How many persons are affected by the pleasure/pain? |
| **Duration -**How long does the pleasure or pain last? |