

43% of behavior is habitual $\Rightarrow$ New Years Resolutions

$\hookrightarrow$ behaviors we do without thinking
 $\hookrightarrow$ non-conscious choices that we repeat automatically
 $\hookrightarrow$ we do it the same way everytime

$\hookrightarrow$ we appear to be better at maintaining resolutions that appear to be fun

Habits are part of a learning system

$\hookrightarrow$ behavior becomes a habit after 2-3 months

smoking + habit formation

$\hookrightarrow$ by banning smoking, making it more expensive, making it less accessible created friction that dropped smoking prevalence

telling friends about resolutions only marginally effective



$\hookrightarrow$ INTRODUCE FRICTION



amazon 1-click
OR lowers friction

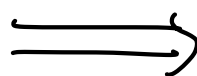
Lowering Friction helps enforce desired traits

$\Rightarrow$ going to the gym...



easier to maintain when closer

Big life changes disrupts behavior change



COVID-19 behavior changes
- working from home
- spending time with family
- wearing masks
- vaccines

heart break } disrupt old routines and disrupting old contexts make room for behavior change
moving locations

Stress and Fatigue

$\hookrightarrow$ lead people to fall back on good habits
 $\hookrightarrow$ bc your executive functioning system is less active

$\hookrightarrow$ so, you fall back on what feels natural

we do not always notice or appreciate good habits