



New Year Resolutions?

→ Many of our resolution changes boil down to habits, which are hard to change

Which ones stick?

More fun,
😊

~~More fitness~~

→ Dopamine works into our habit memory to change our behavior - needs to be enjoyable

How long does it take to become a habit?

No single number, depends on complexity

Simple stuff - 2 months

Breaking habits (i.e. smoking)

U.S. regulation made the habits harder

None in public, taxes, etc (friction)

Made it more thoughtful, more effort to buy = easier to reject

FRICION FOR POSITIVE

Negative Force (Make it harder to do the thing you don't want)

Positive force (Make it easier to do what you want)

E.g. Find a nearby gym

What causes habits change?

Friction

Discontinuity

New life changes

↳ Opportunity to reflect on behavior change

Stress & habits

Fatigue

In these moments, people don't only fall back on bad habits

Lack of decision-making means you go back to any habit, regardless of it

People don't recognize their good habits

COVID & Habits

Friction

Stores provide masks

Masks in cars, at door

Reminders of physical distancing