

## New Year Resolutions?

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

Which ones stick?

More fun,  
!!

~~More challenges~~

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, fair,  
etc (friction)

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

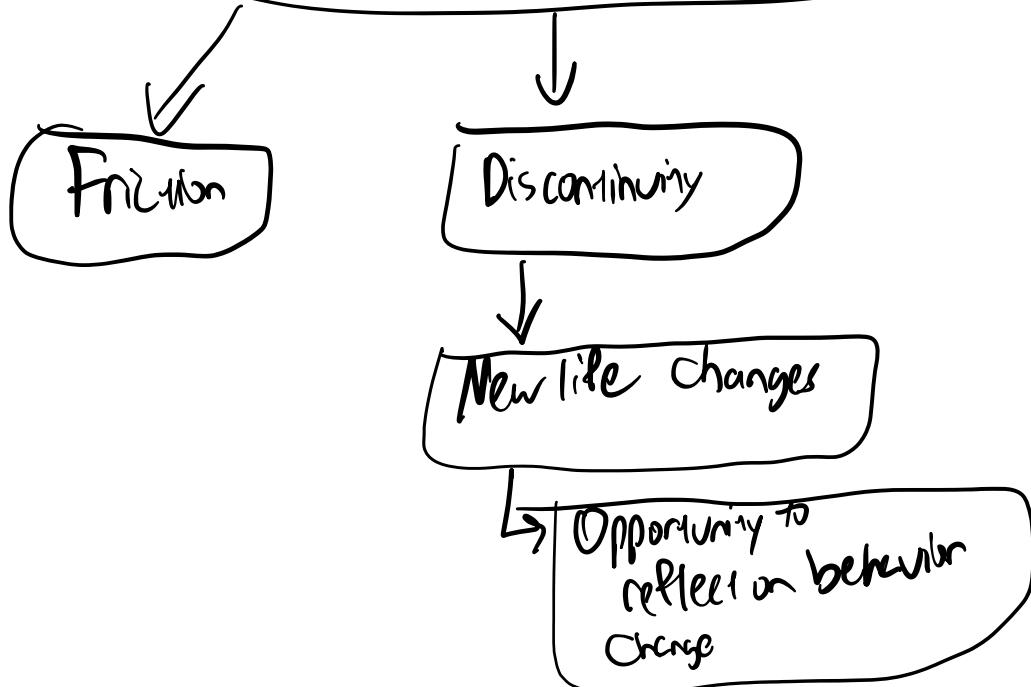
FRICITION  
FOR POSITIVE

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?



## 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

