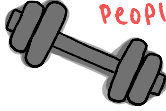
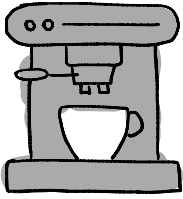


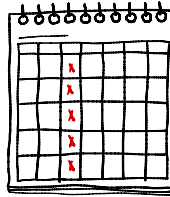
CONSISTENCY IS FOR CLOSERS

STABLE CONTEXTS



Location,
electronics,
people, time

REWARDING TIME



X Beliefs about efficacy
✓ Stable cue

PEOPLE AS HABIT CUES

security & trust



mindlessness, automation



I'm used to saving my money.

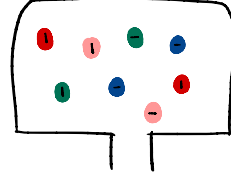


SALE!



X

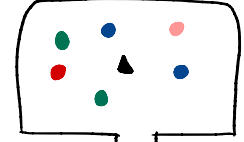
DOPAMINE & REWARDS



● 10 cents ● 2 cents
 → Played 240 times

8 days later

Task: find shape that differs
 Students were distracted by green circle, responses slowed down.



STACK BEHAVIOURS

50 Participants

25

25



8 months later:

before group
 Flossed ~11 days/month

after group
 flossed 11 week

new behaviour + existing cues
 → automation

Beginners: chunk a whole piece in their head

Expert: chunk smaller sets of contexts & responses
 * performance doesn't suffer if they make a mistake *

* replace existing product,

SWAPPING

