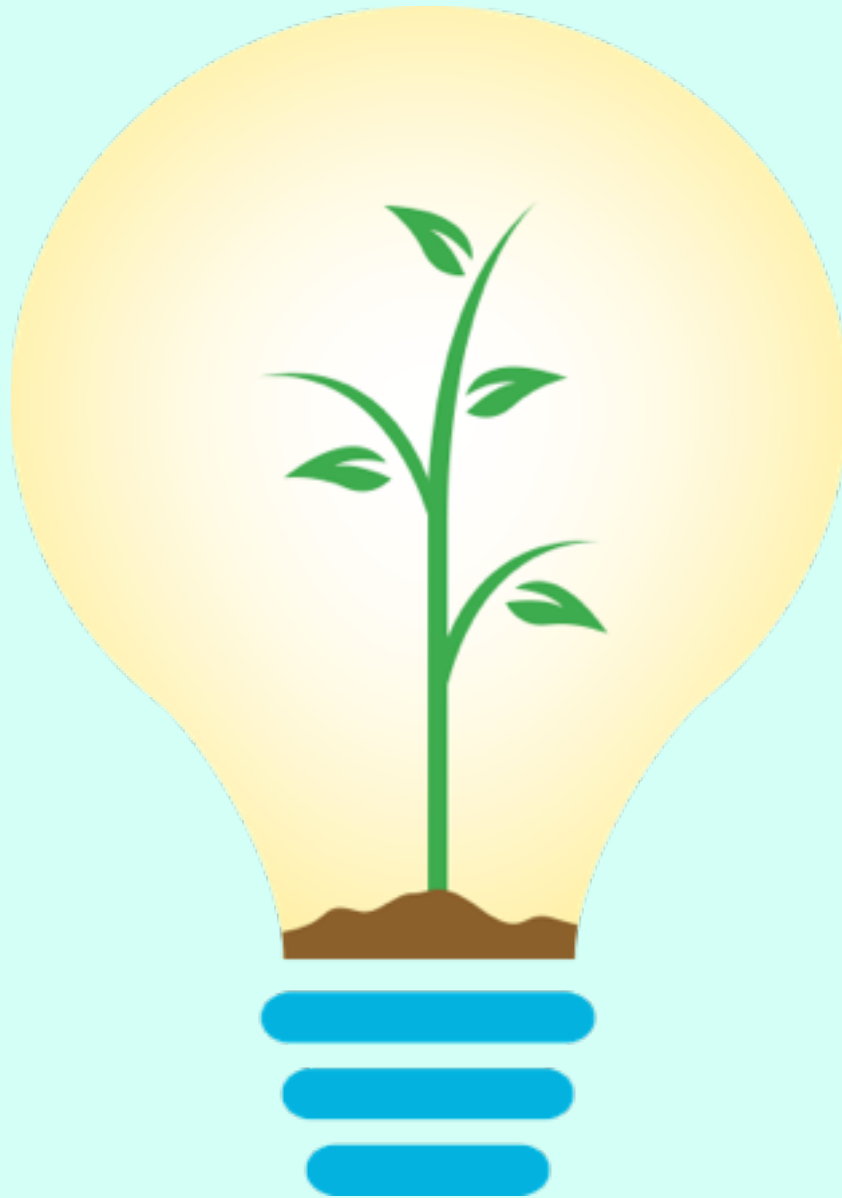


5 Science Backed Resources on Habit Formation



JAMES CLEAR

The 21-Day Myth

In 1960, Maxwell Maltz published a book called *Psycho-Cybernetics*. The book claims that it takes 21 days to form a habit. *Psycho-Cybernetics* went on to become a blockbuster hit, selling more than 30 million copies.

And that's how society started spreading the common myth that it takes 21 days to form a new habit (or 30 days or some other magic number). It's remarkable how often these timelines are quoted as statistical facts.

Dangerous lesson: If enough people say something enough times, then everyone else starts to believe it.

Phillippa Lally is a health psychology researcher at University College London. In a study published in the *European Journal of Social Psychology*, Lally, and her research team decided to figure out just how long it takes to form a habit. Lally discovered that on average, it takes more than two months before a new behavior becomes automatic — 66 days to be exact.

Below are five great resources that share more science-backed information about habit formation.

Five Science Based Resources on Habit Formation

We've All Been Wrong About Willpower. And That's Ok.

By Steven M. Ledbetter and Omar Ganai

This in-depth article addresses the tidal shift that is happening in the way psychologists understand willpower.

<http://habitry.com/blog/willpower>

How the Brain Controls Our Habits

By Anne Trafton

This article discusses a 2012 study conducted by MIT neuroscientists. The authors of the study found that a small region of the brain's prefrontal cortex, where most thought and planning occurs, is responsible for moment-by-moment control of which habits are switched on at a given time.

<http://news.mit.edu/2012/understanding-how-brains-control-our-habits-1029>

Why are habits so hard to break? Getting hooked changes the brain, scientists find

By Nicole Calakos, M.D., Ph.D

New research by Duke University scientists suggests that a habit leaves a lasting mark on specific circuits in the brain, priming us to feed our cravings. The study's senior investigator Nicole Calakos, M.D., Ph.D. explains that "One day, we may be able to target these circuits in people to help promote habits that we want and kick out those that we don't want."

<https://www.sciencedaily.com/releases/2016/01/160121130015.htm>

How to Kickstart a Habit Again

by Omar Ganai

In this very actionable article, Omar Ganai shares some tested tips on how to get past dips in motivation.

<http://habitry.com/blog/kickstarthabit>

9 Interesting TED Talks on Breaking Bad Habits & Forming Better Ones

by Lindsay Kolowich

Cutting-edge researchers on habit formation share their research in 9 easy-to-digest TED Talks.

<http://blog.hubspot.com/marketing/habit-research-ted-talks#sm.001kw93ai17p6dbpu1l25pymno4j4>