

# Atomic Habits Media

*Photos and captions from the book.*

## 1% BETTER EVERY DAY

1% worse every day for one year.  $0.99^{365} = 00.03$

1% better every day for one year.  $1.01^{365} = 37.78$

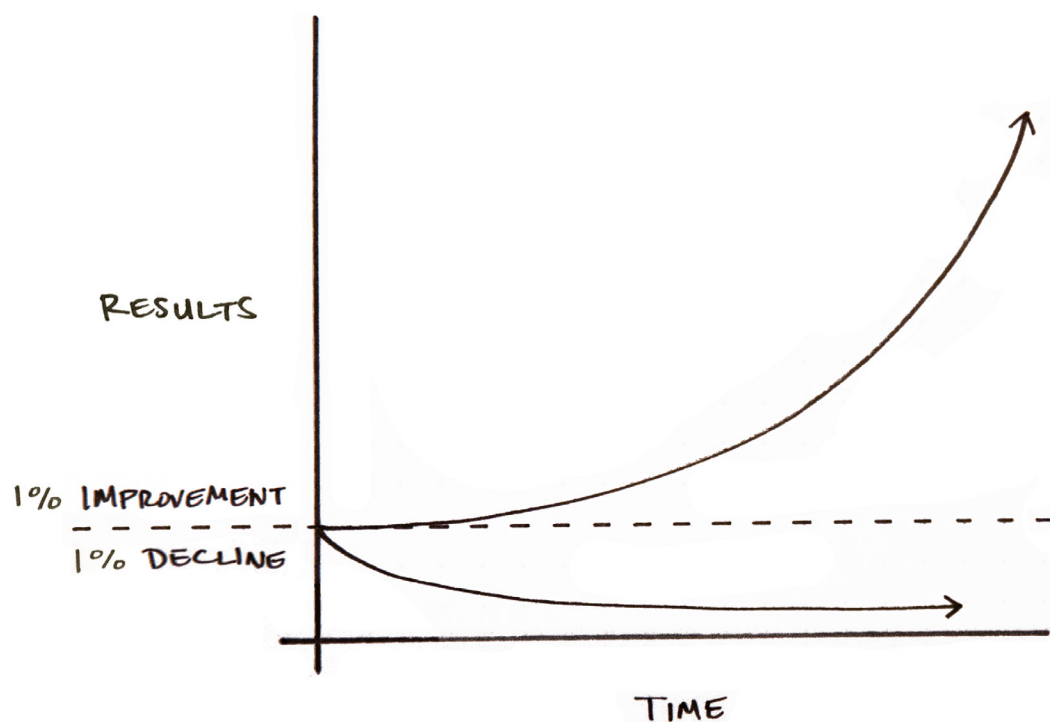


FIGURE 1: The effects of small habits compound over time. For example, if you can get just 1 percent better each day, you'll end up with results that are nearly 37 times better after one year.

## THE PLATEAU OF LATENT POTENTIAL

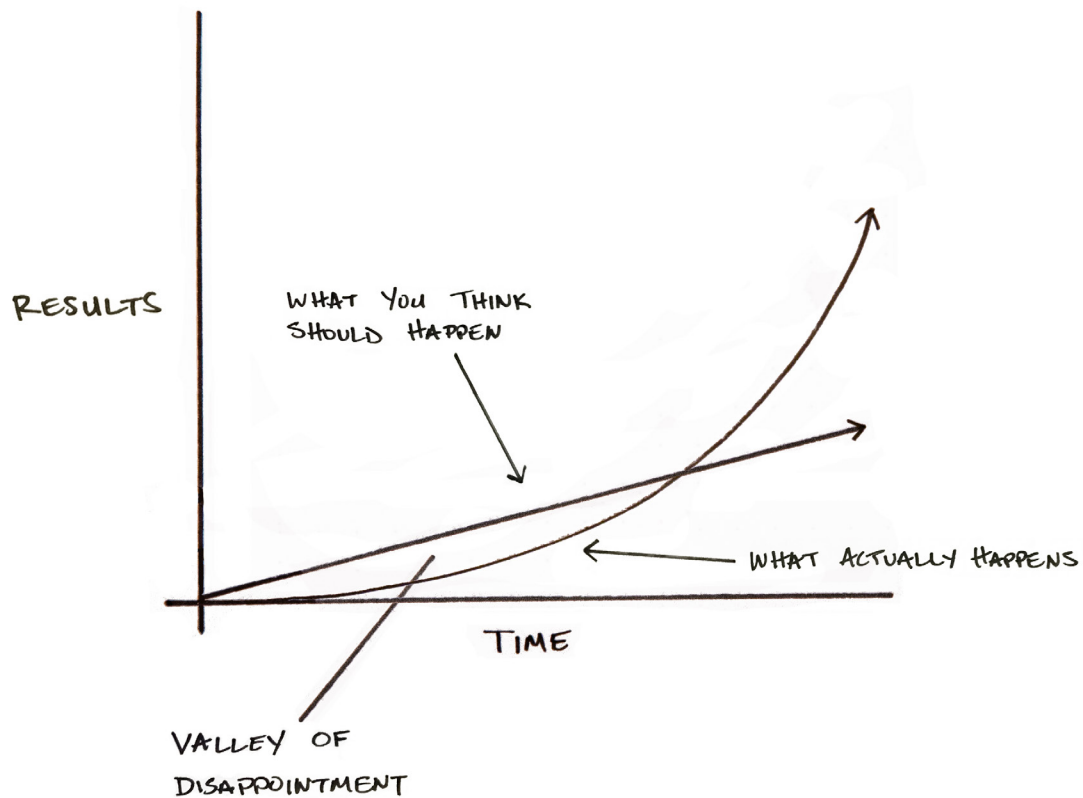


FIGURE 2: We often expect progress to be linear. At the very least, we hope it will come quickly. In reality, the results of our efforts are often delayed. It is not until months or years later that we realize the true value of the previous work we have done. This can result in a “valley of disappointment” where people feel discouraged after putting in weeks or months of hard work without experiencing any results. However, this work was not wasted. It was simply being stored. It is not until much later that the full value of previous efforts is revealed.

## THREE LAYERS OF BEHAVIOR CHANGE

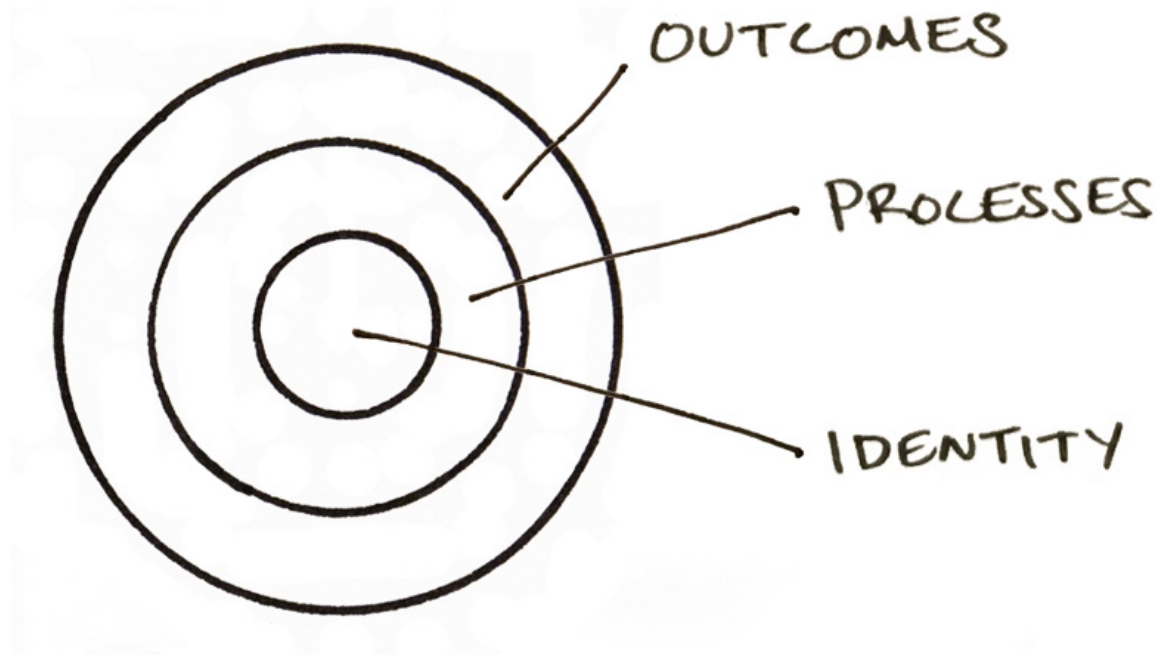
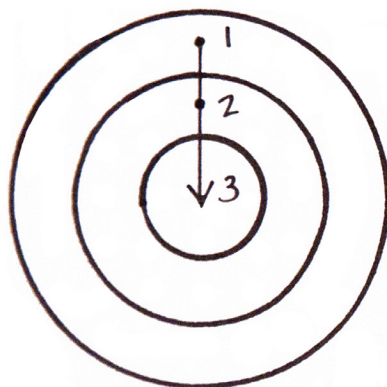


FIGURE 3: There are three layers of behavior change: a change in your outcomes, a change in your processes, or a change in your identity.

## OUTCOME-BASED HABITS



## IDENTITY-BASED HABITS

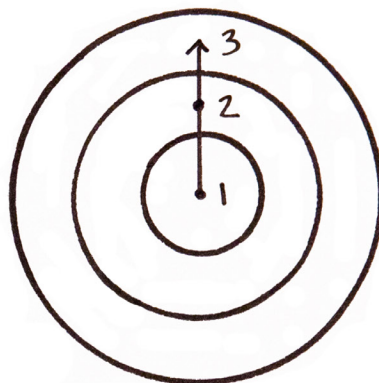


FIGURE 4: With outcome-based habits, the focus is on what you want to achieve. With identity-based habits, the focus is on who you wish to become.

## THE FOUR STAGES OF HABIT

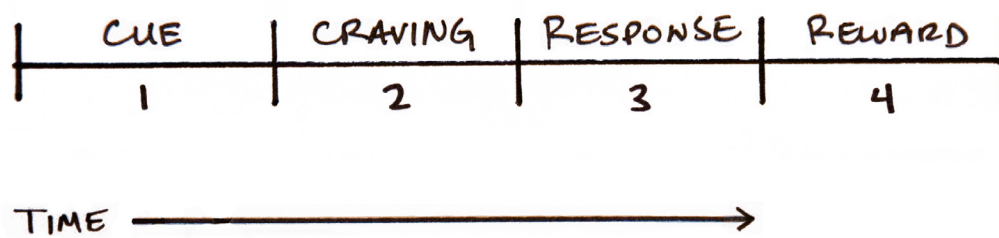


FIGURE 5: All habits proceed through four stages in the same order: cue, craving, response, and reward.

## THE HABIT LOOP

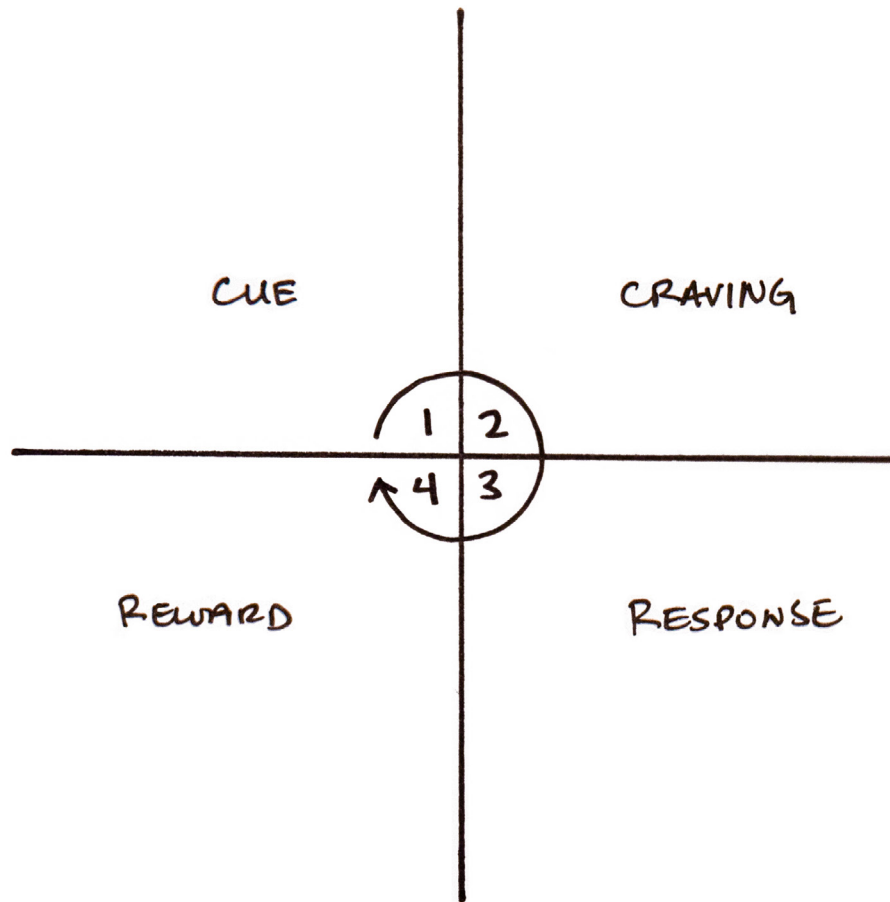


FIGURE 6: The four stages of habit are best described as a feedback loop. They form an endless cycle that is running every moment you are alive. This “habit loop” is continually scanning the environment, predicting what will happen next, trying out different responses, and learning from the results.

## HABIT STACKING

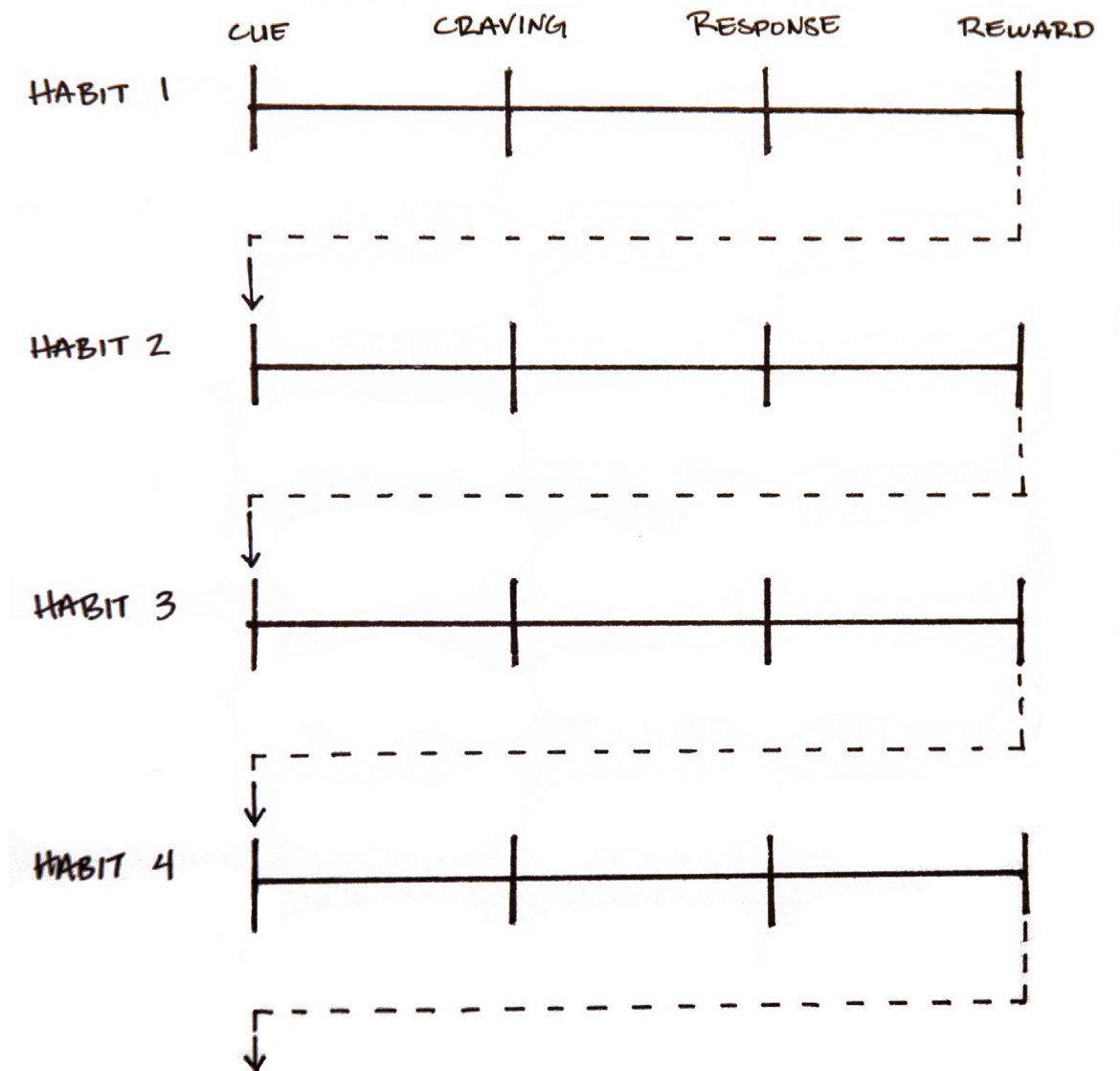


FIGURE 7: Habit stacking increases the likelihood that you'll stick with a habit by stacking your new behavior on top of an old one. This process can be repeated to chain numerous habits together, each one acting as the cue for the next.



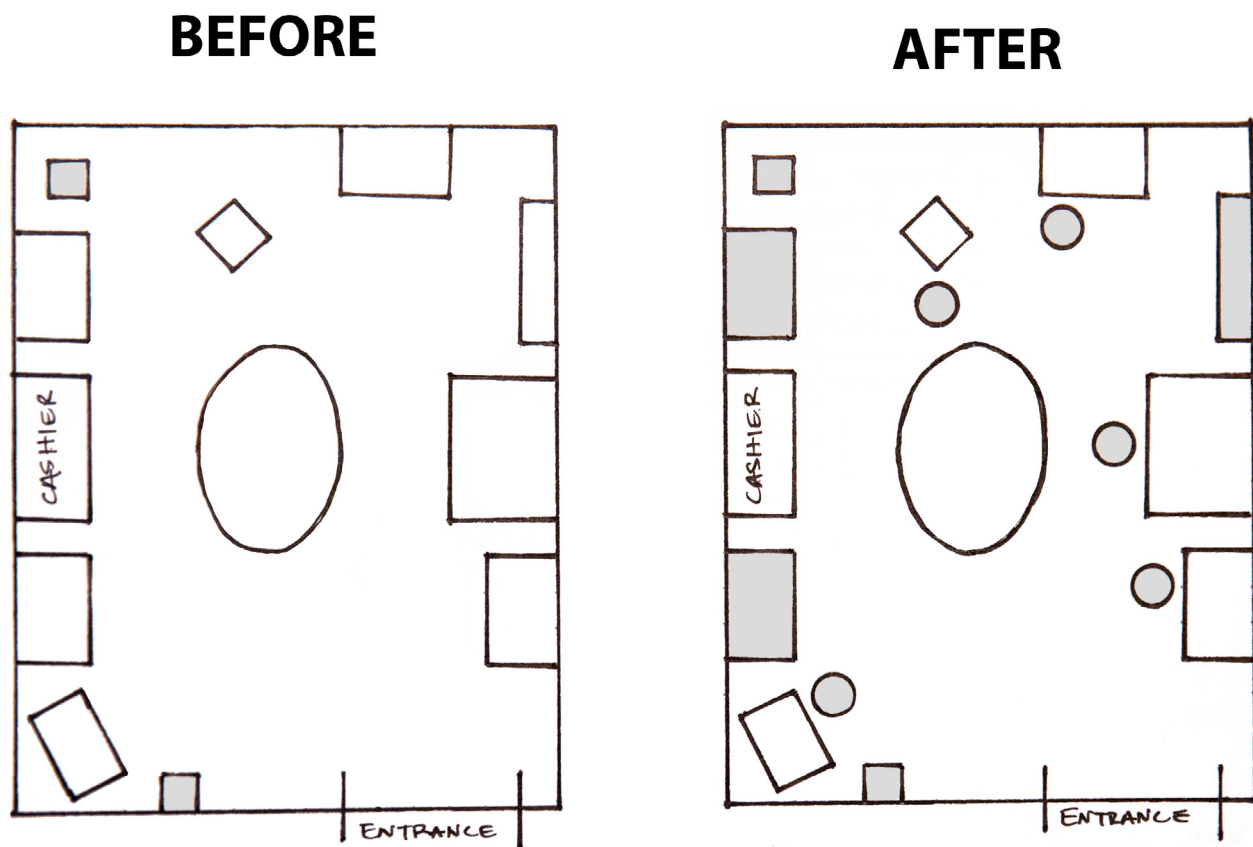


FIGURE 8: Here is a representation of what the cafeteria looked like before the environment design changes were made (left) and after (right). The shaded boxes indicate areas where bottled water was available in each instance. Because the amount of water in the environment was increased, behavior shifted naturally and without additional motivation.

## THE DOPAMINE SPIKE

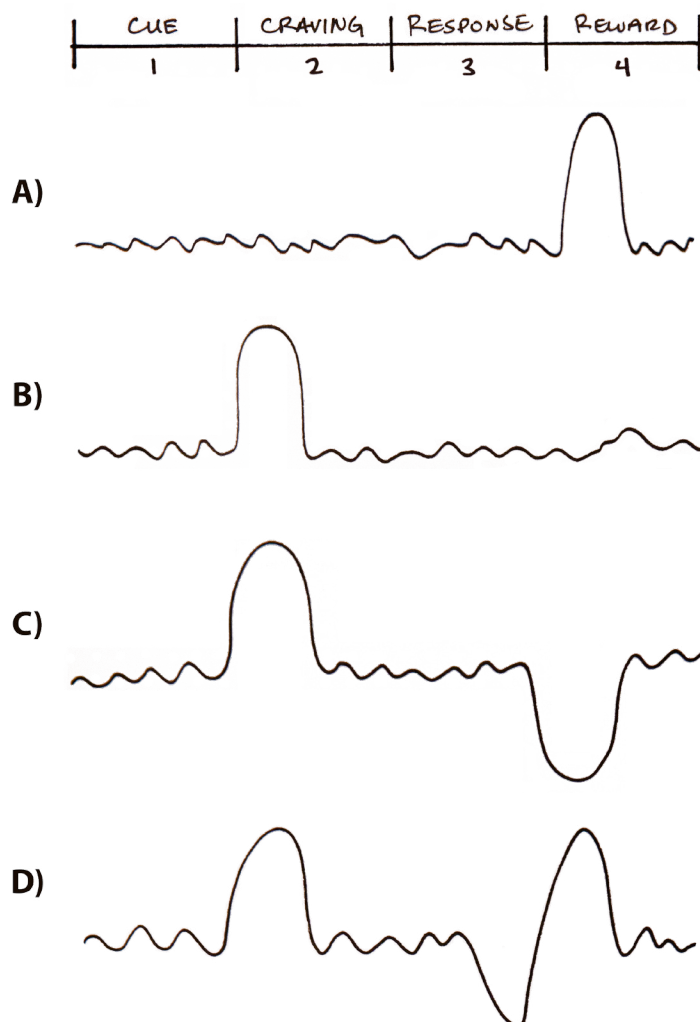


FIGURE 9: Before a habit is learned (A), dopamine is released when the reward is experienced for the first time. The next time around (B), dopamine rises before taking action, immediately after a cue is recognized. This spike leads to a feeling of desire and a craving to take action whenever the cue is spotted. Once a habit is learned, dopamine will not rise when a reward is experienced because you already expect the reward. However, if you see a cue and expect a reward, but do not get one, then dopamine will drop in disappointment (C). The sensitivity of the dopamine response can clearly be seen when a reward is provided late (D). First, the cue is identified and dopamine rises as a craving builds. Next, a response is taken but the reward does not come as quickly as expected and dopamine begins to drop. Finally, when the reward comes a little later than you had hoped, dopamine spikes again. It is as if the brain is saying, "See! I knew I was right. Don't forget to repeat this action next time."

## CONFORMING TO SOCIAL NORMS

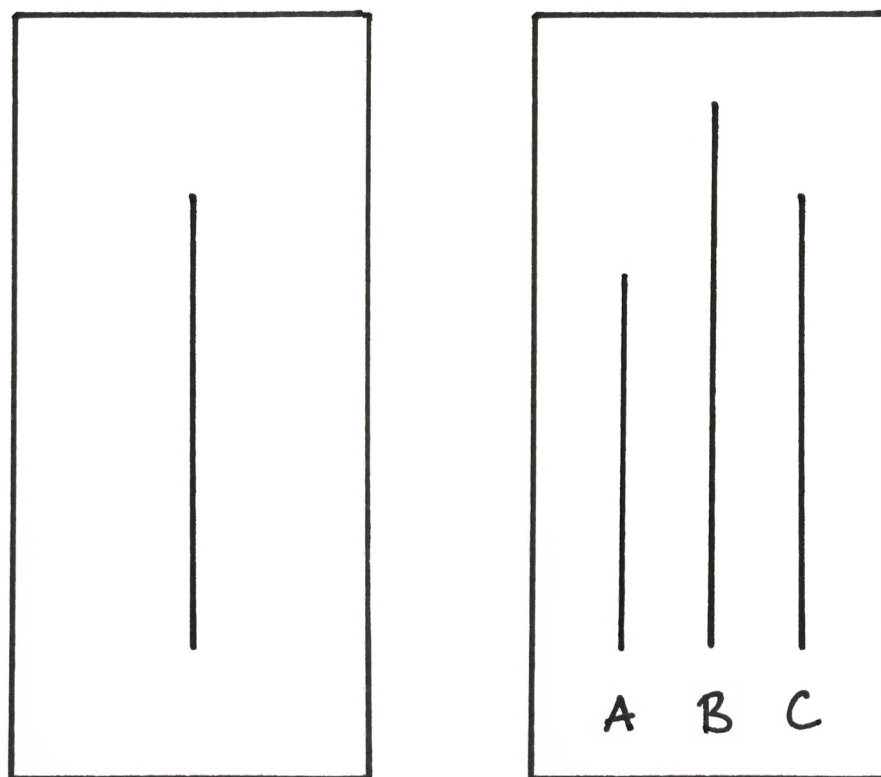


FIGURE 10: This is a representation of two cards used by Solomon Asch in his famous social conformity experiments. The length of the line on the first card (left) is obviously the same as line C, but when a group of actors claimed it was a different length the research subjects would often change their minds and go with the crowd rather than believe their own eyes.

## THE HABIT LINE

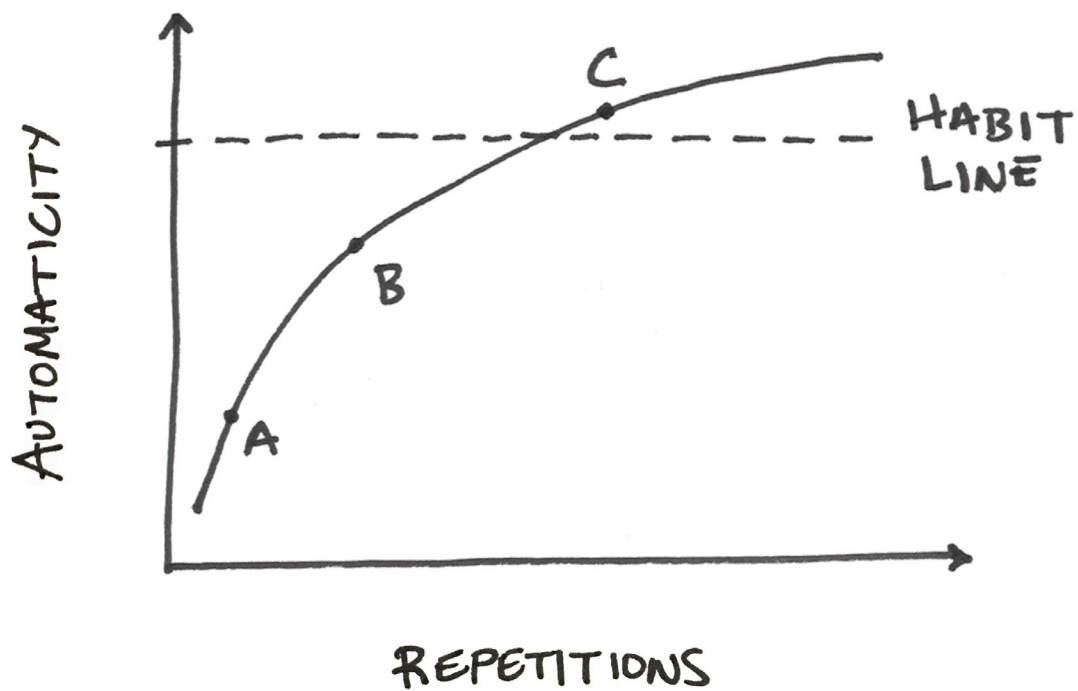


FIGURE 11: In the beginning (point A), a habit requires a good deal of effort and concentration to perform. After a few repetitions (point B), it gets easier, but still requires some conscious attention. With enough practice (point C), the habit becomes more automatic than conscious. Beyond this threshold—the habit line—the behavior can be done more or less without thinking. A new habit has been formed.

## WALKING 10 MINUTES PER DAY

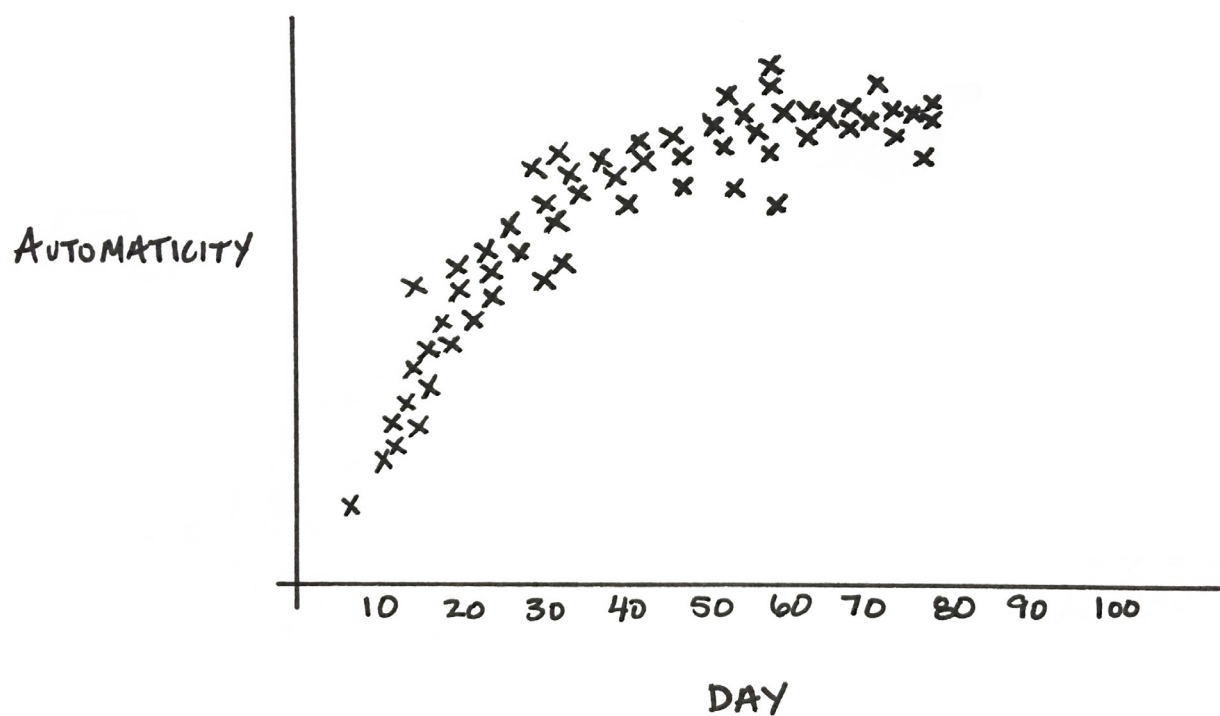


FIGURE 12: This graph shows someone who built the habit of walking for ten minutes after breakfast each day. Notice that as the repetitions increase, so does automaticity, until the behavior is as easy and automatic as it can be.

## THE SHAPE OF HUMAN BEHAVIOR

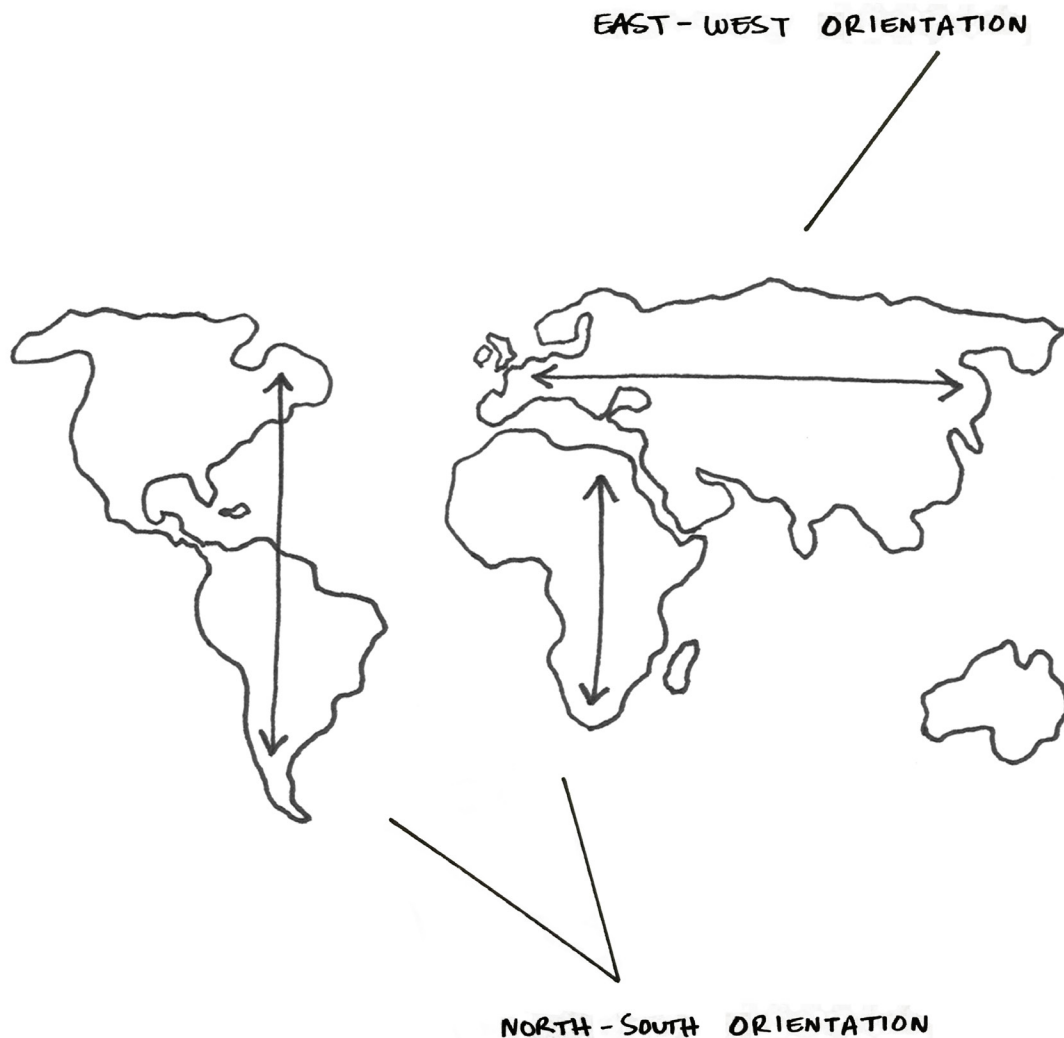


FIGURE 13: The primary axis of Europe and Asia is east-west. The primary axis of the Americas and Africa is north-south. This leads to a wider range of climates up-and-down the Americas than across Europe and Asia. As a result, agriculture spread nearly twice as fast across Europe and Asia than it did elsewhere. The behavior of farmers—even across hundreds or thousands of years—was constrained by the amount of friction in the environment.

## DECISIVE MOMENTS

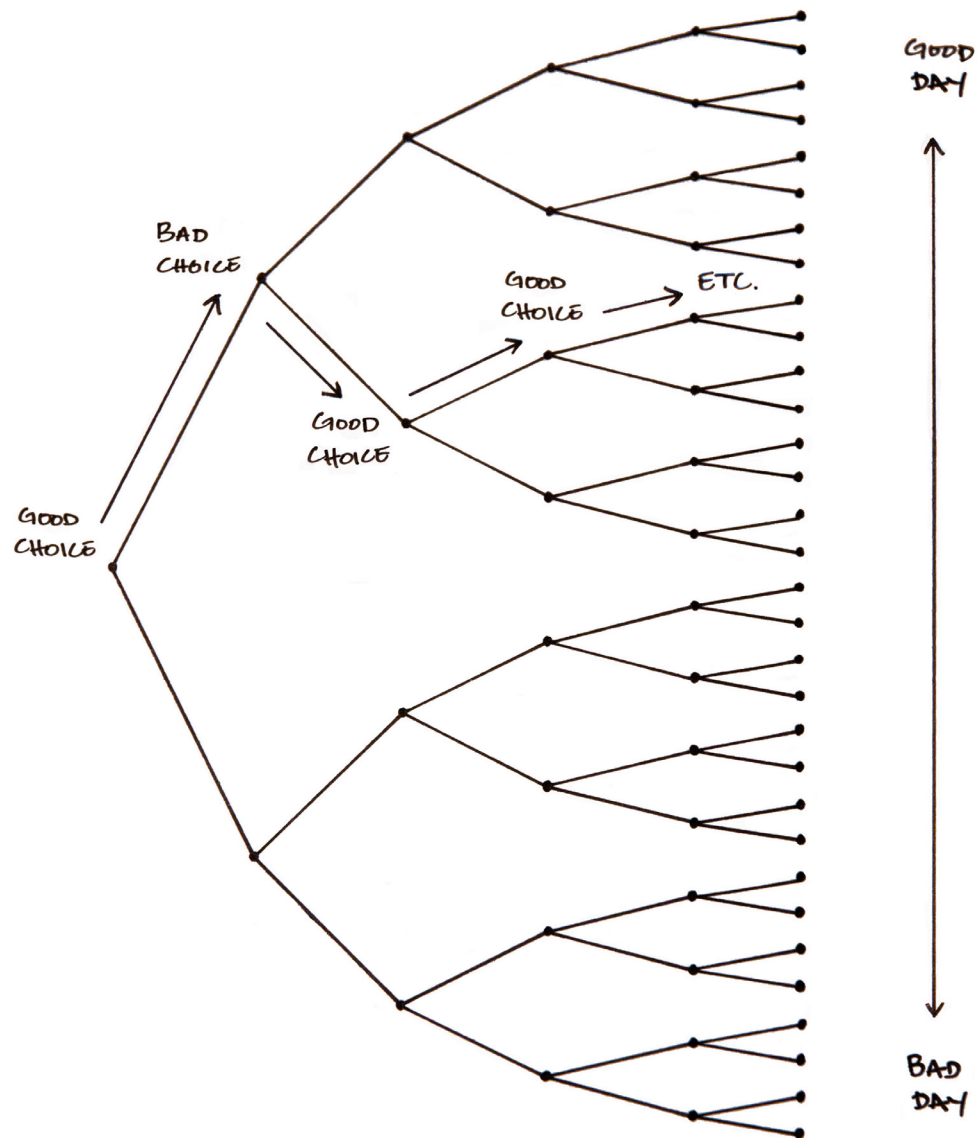


FIGURE 14: The difference between a good day and a bad day is often a few productive and healthy choices made at decisive moments. Each one is like a fork in the road, and these choices stack up throughout the day and can ultimately lead to very different outcomes.

## THE GOLDILOCKS RULE

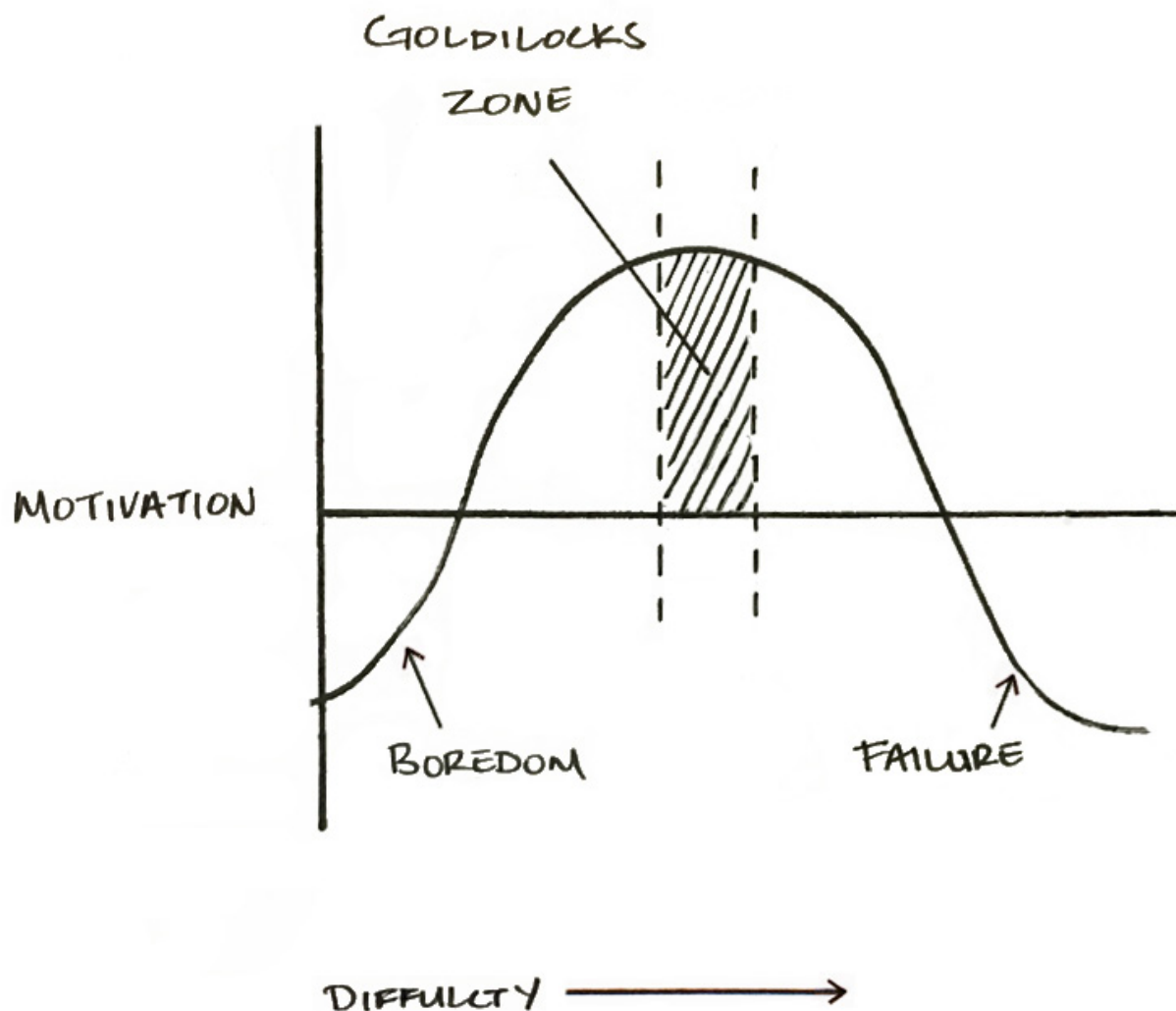
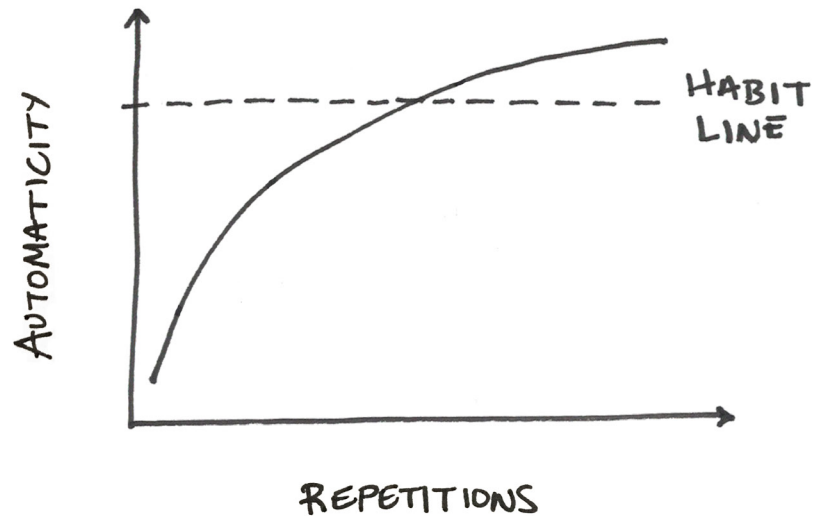


FIGURE 15: Maximum motivation occurs when facing a challenge of just manageable difficulty. In psychology research this is known as the Yerkes-Dodson law, which describes the optimal level of arousal as the midpoint between boredom and anxiety.



## MASTERING ONE HABIT



## MASTERING A FIELD

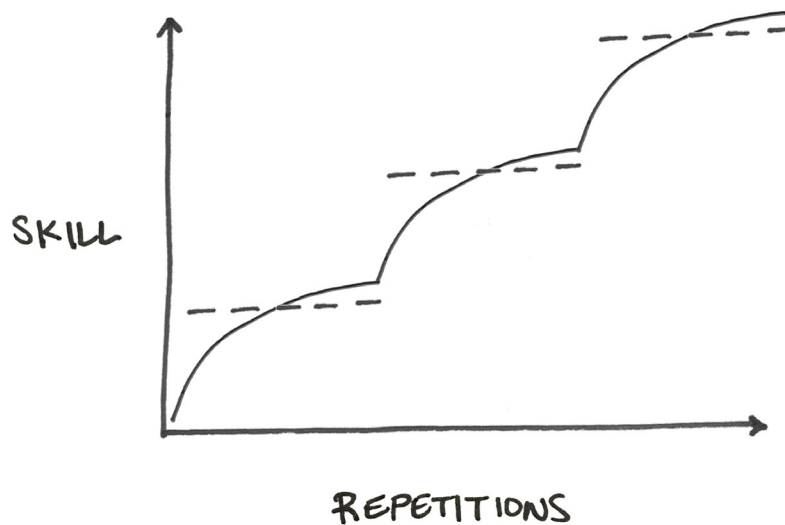


FIGURE 16: The process of mastery requires that you progressively layer improvements on top of one another, each habit building upon the last until a new level of performance has been reached and a higher range of skills has been internalized.