

Building Habits: The Key to Lasting Behavior Change

Pre-Listening Questions

Listen for the answers to these questions:

1. What are the three components of Fogg's Behavior Model?
2. What is an example of a prompt?
3. How does Fogg define a habit?
4. What are Fogg's two **maxims** for habit formation? (A **maxim** is a key rule or guideline. For example, a common maxim is "Actions speak louder than words." This means that what people do is more important than what they say.)
5. What role does emotion play in habit formation?

First Listening

Listen to the podcast and answer the following True/False questions:

- The information action fallacy suggests that information alone is enough to change behavior.
- Fogg's Behavior Model includes motivation, ability, and opportunity.
- A prompt is anything that triggers a behavior.
- Fogg believes that habits are difficult to form.
- Emotions play a crucial role in habit formation.

Vocabulary Match

Match the words from the podcast (column A) with their definitions (column B).

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| 1. Fallacy | A. A strong desire or willingness to do something. |
| 2. Motivation | B. A mistaken belief, especially one based on unsound argument. |
| 3. Prompt | C. To express the meaning of (something written or spoken) using different words, especially to achieve greater clarity. |
| 4. Habit | D. The quality or state of being practical. |
| 5. Maxim | E. A short statement expressing a general truth or rule of conduct. |
| 6. Empathy | F. The ability to understand and share the feelings of another. |
| 7. Specificity | G. A cue or stimulus that initiates a behaviour. |
| 8. Repetition | H. A settled or regular tendency or practice, especially one that is hard to give up. |
| 9. Paraphrasing | I. The quality or state of being specific rather than general. |
| 10. Practicality | J. The action of repeating something that has already been said or written. |

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Gap Fill Exercise

Instructions: Fill in the blanks with the words provided. Use each word only once.

habits	prompt	maxims	fallacy	ability	simplicity
motivation	emotions	practicality	specific	empathy	repetition

Paragraph 1:

Many people believe that simply providing information is enough to change behavior, but this is a (1) _____ called the "information action fallacy". Behaviour change expert BJ Fogg explains that behavior happens when three elements come together: (2) _____, (3) _____, and a (4) _____. Motivation refers to the desire to do something, ability is about making the behavior easy to do, and a prompt is a trigger that reminds you to do it. For example, if you want to read more, you need to be (5) _____ about which book you want to read (motivation), make it easily accessible (ability), and have a visual reminder like placing the book on your chair (prompt).

Paragraph 2:

Fogg emphasizes that lasting behavior change often comes in the form of (6) _____, which are actions we do automatically without thinking. He suggests two (7) _____ for creating habits: help yourself do what you already want to do, and help yourself feel successful. This means choosing habits that you enjoy and find rewarding, making them easy to do, and celebrating your successes to reinforce the behavior. (8) _____, not just (9) _____, are crucial in wiring in habits. If you feel a strong positive emotion after doing a behavior, it's more likely to become a habit. Fogg also highlights the importance of (10) _____, (11) _____, and (12) _____ in effective communication.

Group/Pair Task:

1. Think of a habit you want to develop. How could you apply Fogg's Behavior Model to create a plan for forming this habit?
2. Identify a bad habit you want to break. How could you use the concept of "prompt removal" to help you break this habit?