

New Year's Day And Mondays Are The Best Times For Setting Goals, Says Science

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Yahoo:

Landmarks in the calendar such as New Year's Day, and even standard Mondays, are the best times to set new goals, according to new research.

Time-based landmarks are more likely to encourage people to set goals when they make them think of new beginnings, so days that are deemed to be the 'start' of something, whether it's a year, a month or simply a week, are ideal, says the study.

A new paper published in *Psychological Science* suggests that people favour the 'fresh start effect' associated with landmark days because it enables them to psychologically disassociate themselves from their past, imperfect self.

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