

# NEW YEAR’S RESOLUTIONS: THE DIFFERENCE OF GOAL SETTING BETWEEN MALES AND FEMALES

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## Introduction

- What kinds of personal goals do people set for themselves and why?
- Buss (1989), March & Grieve (2016)
- Social Role Theory, Evolutionary Theory
  - Males are expected to have status
  - Females are expected to nurture the family

## Method

- 5,016 tweets about New Year’s Resolutions, Kaggle
- Coded tweets into categories
  - “My new year’s resolution is to go to the gym 5 days a week.”
  - “I want to find a job with a higher salary”
  - “I want to form a better connection with god.”

## Results

- Logistic regressions

Female		Male	
Self-love	10%	Career	2%
Self-improvement	18.90%	Fame/Clout	.0007%
Health & fitness	21.56%		

## Discussion

- Gender was a significant predictor of some categories but not others
  - Driven by sample size of categories?
  - Gender vs sex
  - Regular goals vs New Year’s Resolutions

Our results suggest that personal goal-setting is partially driven by social roles and evolution. Men are more likely to set status and career-oriented goals. Women are more likely to set relational and health-oriented goals.

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Tweet Categories	Example of the Tweets	n (total N= 3,729)
Celebrity	#NewYearsResolution to be followed by @Nashgrier .10	71
Spirituality	#NewYearsResolution Grow spiritually.	40
Self-Love	Let the healing begin! #NewYearsResolution I am starting my @LaVidaMassage membership today!	213
Relationships	Given that I've made more dog friends than human ones since moving to DC, I think it's obvious what my #NewYearsResolution should be.	149
Self-Improvement	Positive vibes...done sweating the small stuff. #newyears came early this year. #NewYearsResolution	668
Health and Fitness	Start 2015 out right with the right fitness, nutrition plan and peer support. #p90 #secondfitness #newyearsresolution	841
Good Samaritan	In 2015 I want to save all year to give a significant donation to a few charities I feel passionately about #NewYearsResolution	95
Rest	Take more Naps #NewYearsResolution	26
Hobbies	#NewYearsResolution To learn how to play a completely new instrument, probably the Cello.	349
Fashion	Buy a new wardrobe #NewYearsResolution	28
Travel	Visit a new country in 2015 #NewYearsResolution	55
Career	#motivation. Set plan. Skill set to do it. #NewYearsResolution Taking my @ThirtyOne business to the next level in 2015!	144
Finance	No more starbucks starting tomorrow... too much money spent on vanilla lattes. #NewYears Resolution	227
Time Management	#NewYearsResolution Wake up 1 hour earlier every day.	160
Religion	Read a proverb when you wake up each day for 2015. Mediate. Apply. #NewYearsResolution #Encouragement #YouAreWorthIt	83
Dating	Yea I had fun. And my new year's resolution is to meet the ONE finally.	113
Friends	My #NewYearsResolution is to call people back within 24 hours and make more effort with friends. Have to stop falling off the grid.	297
Education	Two days late, but my new year's resolution is to learn German	106
Fame and Clout	Imma make a #NewYearsResolution now and jus say this is the year I get good at Twitter HOLLAAAA	64

