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# Asaf Mazar

Postdoctoral Research Fellow

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## Research Interests

Friction; Consumer Habits; Judgment and Decision Making

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## Education

- 2017 - 2022    Ph.D., Social Psychology  
University of Southern California  
Thesis: “Habits and Friction: Actual and Perceived Effects on Behavior”  
Committee Chair: Dr. Wendy Wood
- 2017 - 2019    M.A., Psychology  
University of Southern California
- 2013 - 2016    B.A., Psychology and English Literature (*magna cum laude*)  
Ben-Gurion University of the Negev (Israel)

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## Selected Employment

- 2024 –        Behavioral Science Consultant (contract)  
Oura
- 2022 –        Postdoctoral Research Fellow  
Wharton School of Business, University of Pennsylvania
- 2019 – 2022   Senior Behavioral Scientist (internship + contract)  
Catalyst Behavioral Sciences
- 2019 – 2022   Research assistant  
University of Southern California and Catalyst Behavioral Sciences  
CDC inGear Prediabetes Prevention Initiative

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## Publications (\* denotes equal contribution)

Tomaino, G., **Mazar, A.**, Wertenbroch, K., & Carmon, Z. (*in press*). Using Generative AI for More Generalizable Behavioral Science. *Consumer Psychology Review*.

Tey, K. S.,\* Mazar, A.,\* Tomaino, G.,\* Duckworth, A. L., & Ungar, L. H. (2024). People judge others more harshly after talking to bots. *PNAS Nexus*, 3(9).  
<https://doi.org/10.1093/pnasnexus/pgae397>

**Mazar, A.**, Jaro, D., Tomaino, G., Carmon, Z., & Wood, W. (2023). Distance to Vaccine Sites is Associated with Lower COVID-19 Vaccine Uptake. *PNAS Nexus*, 2(12), 1-4.  
<https://doi.org/10.1093/pnasnexus/pgad411>

Wood, W., & **Mazar, A.** (2023). Habits are not goal-dependent: Commentary on Buabang et al. (2023). *Journal of Experimental Psychology: General*, 152(12), 3594–3598.  
<https://doi.org/10.1037/xge0001502>

**Mazar, A.**, Itzhakov, G., Lieberman, A., & Wood, W. (2023). The unintentional nonconformist: Habits promote resistance to social influence. *Personality and Social Psychology Bulletin*, 49(7).  
<https://doi.org/10.1177/01461672221086177>

**Mazar, A.**,\* Tomaino, G.,\* Carmon, Z., & Wood, W. (2022). Americans discount the effect of friction on voter turnout. *Proceedings of the National Academy of Sciences*, 119(34).  
<https://doi.org/10.1073/pnas.2206072119>

Haran, U., **Mazar, A.**, Hurwitz, M., & Moran, S. (2022). Confidently at your service: Advisors alter their stated confidence to be helpful. *Organizational Behavior and Human Decision Processes*, 171, 104154. <https://doi.org/10.1016/j.obhdp.2022.104154>

**Mazar, A.**, & Wood, W. (2022). Illusory feelings, elusive habits: Explanations of behavior overlook habits. *Psychological Science*, 33(4), 563-578.  
<https://doi.org/10.1177/09567976211045345>

**Mazar, A.**,\* Tomaino, G.,\* Carmon, Z., & Wood, W. (2021). Habits for our habitat: Using habit psychology to promote sustainability. *Behavioral Science and Policy*, 7(2), 75-89.  
<https://doi.org/10.1353/bsp.2021.0014>

Wood, W., **Mazar, A.**, & Neal, D., (2021) Habits and goals in human behavior: separate but interacting systems. *Perspectives on Psychological Science*.  
<https://doi.org/10.1177/1745691621994226>

**Mazar, A.**, & Wood, W. (2018). Defining habit in psychology. In B. Verplanken & S. Orbell (eds.), *The psychology of habit*. London, UK: Springer.

## Working Papers

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**Mazar, A.**, Tomaino, G., Siedahmed, A., Abdolsaheb, A., Heffernan, N., Carmon, Z., & Duckworth, A. Microdelays Disrupt Online Learning. Manuscript under review at *Nature*.

**Mazar, A.**, Sharif, M., & Duckworth, A. Consistent Rewards Beat Variable Rewards in Consumer Habit Formation.

**Mazar, A.**, Nave, G., Camerer, C., & Duckworth, A. Detecting Signatures of Habit in Consumer Biosensing Data.

Kristal, A., **Mazar, A.**, Gross, J., & Duckworth, A. People Neglect Situational Self-Regulation Strategies.

Tomaino, G., **Mazar, A.**, Liu, P., Wertenbroch, K., & Carmon, Z. Using AI to Improve Behavioral Science.

**Mazar, A.**, Tomaino, G., Carmon, Z., Wood, W., & Duckworth, A., The Roadblock not Taken: Why People Neglect Friction.

### Conference Presentations

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- 2025 **Mazar, A.**, Tomaino, G., Abdolsaheb, A., Wood, W., Carmon, Z., Duckworth, A. (May 2024). Microdelays Disrupt Online Learning. Annual meeting of the Behavioral Science and Policy Association (BSPA), online conference.
- 2024 **Mazar, A.**, Tomaino, G., Abdolsaheb, A., Wood, W., Carmon, Z., Duckworth, A. (May 2024). Lagging Behind: Brief Loading Delays Undermine Online Learning. Annual meeting of the Association for Consumer Research (ACR), Paris, France.
- 2024 **Mazar, A.**, Tomaino, G., Abdolsaheb, A., Wood, W., Carmon, Z., Duckworth, A. (May 2024). Lagging Behind: Major Effects of Minor Delays. Psychology of Technology Conference, Boston, MA, United States.
- 2024 **Mazar, A.**, (May 2024). Friction: Major Impact of Minor Obstacles. Plenary Symposium. Annual meeting of the Association for Psychological Science, San Francisco, CA, United States.
- 2024 **Mazar, A.**, Tomaino, G., Abdolsaheb, A., Carmon, Z., Duckworth, A. (May 2024). Lagging Behind: Large Effects of Small Delays. Annual meeting of the Society for the Science of Motivation, San Francisco, CA, United States.
- 2023 **Mazar, A.**, Tomaino, G., Carmon, Z., Duckworth, A. (October 2023). Lagging Behind: The Insidious Effects of Brief Internet Delays on Consumer Engagement. Annual Meeting of the Association for Consumer Research, Seattle, WA, United States.
- 2022 **Mazar, A.**, Duckworth, A., Wood, W. (February 2022). When Motivation is Not Enough: Using Friction and Action Cues to Reduce Smartphone Use. Annual meeting of the Society for Personality and Social Psychology, San Francisco, CA, United States.
- 2021 **Mazar, A.**, Wood, W. (February 2021). When Motivation is Not Enough: Using Friction and Action Cues to Reduce Smartphone Use. Annual meeting of the Society for Personality and Social Psychology, remote conference.
- 2020 **Mazar, A.**, Wood, W. (February 2020). Illusory Motives, Elusive Habits: Lay Theories of Everyday Behavior. Annual meeting of the Society for Personality and Social Psychology, New Orleans, Louisiana, United States.
- 2020 **Mazar, A.**, Wood, W. (February 2020) Illusory Motives, Elusive Habits: Lay Theories of Everyday Behavior. Motivation preconference to the annual meeting of the Society for Personality and Social Psychology, New Orleans, Louisiana, United States.

- 2019 **Mazar, A.**, Wood, W. (April 2019) Misattribution in Lay Theories of Automatic Behavior. USC mHealth Collaboratory, Los Angeles, California, United States.
- 2019 **Mazar, A.**, Wood, W., Lieberman, A., Itzhakov, G. (February 2019) Unintentional Determination: when Habits Override Social Influence. Annual meeting of the Society for Personality and Social Psychology, Portland, Oregon, United States.
- 2019 **Mazar, A.**, Wood, W. (February 2019). Misattribution in Lay Theories of Automatic Behavior. Annual meeting of the Society for Personality and Social Psychology, Portland, Oregon, United States.
- 2018 Haran, U., **Mazar, A.**, Moran, S., & Hurwitz, M. (November 2018). Functional Overconfidence: When (and why) Advisors Express Overconfidence. Annual meeting of the Society for Judgment and Decision Making, New Orleans, Louisiana, United States.
- 2018 **Mazar, A.**, Wood, W., Lieberman, A., Itzhakov, G. (July 2019) Unintentional Determination: When Habits Override Social Influence. The Ohio State Symposium on Social Psychology, Columbus, Ohio, United States.

### **Ad-Hoc Reviewing**

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*Journal of Consumer Psychology, Psychological Science, International Journal of Research in Marketing, Journal of Personality and Social Psychology, Scientific Reports, Psychological Research, Behavioral Science and Policy.*

### **Awards and Funding**

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Wharton Dean's Research Fund, 2024  
 Wharton-INSEAD Alliance Research Grant, 2024  
 Association for Consumer Research Working Paper Award, 2023  
 Society for Personality and Social Psychology Student Paper Award, 2023  
 Santa Fe Institute Complexity-GAINs International Summer School, 2022  
 Society for Personality and Social Psychology Graduate Travel Award, 2019  
 University of Southern California, Psychology Department Research Grant, 2018-2022  
 University of Southern California, Psychology Department Travel Grant, 2018-2021  
 University of Southern California, Summer Grant Writing Workshop Grant, 2018

### **Conferences Organized**

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2017 Science of Habits. Catalina Island, California. University of Southern California.

### **Teaching**

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University of Southern California, Psychology Department Teaching Fellowship  
 Experimental Research Methods, Fall 2019  
 Statistics, Spring 2019; Fall 2021  
 Non-experimental Research Methods, Fall 2018  
 Behavior, Society, and Drugs, Spring 2022

## **Media Coverage**

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How to Fix Classroom Misbehavior. *EdWeek*. May 3, 2023.

How to Actually Stick to a Journaling Routine. *Time*. Mar 28, 2023.

A Psychologist Explains Why New Habits Work Better than New Year's Resolutions. *Forbes*. Dec 27, 2022.

Why are Americans OK with voter suppression? *Fortune*. Nov 8, 2022.

Why Americans don't fight back when states make it harder to vote. *Washington Post*. Nov 7, 2022.

Breaking bad habits: Routines trump willpower. *CNN*. Aug 29, 2022.

To break unhealthy habits, stop obsessing over willpower – two behavioral scientists explain why routines matter more than conscious choices. *The Conversation*. Aug 9, 2022.

Our Mood Doesn't Affect Our Behavior as Much as Our Habits Do, Says New Research. *Forbes*. May 29, 2022.

Mood Has Less Control Over Behavior Than We Think. *Psychology Today*. June 2, 2022.

Could Behavioral Nudges Help us Tackle the Climate Crisis? *Financial Times*. September 15, 2021.

Trump's Overtures Struggle to Register with Religious Voters. *Politico*. September 10, 2020.

White Evangelicals and Catholics may Finally be Opening their Ears. *Washington Post*. September 14, 2020.

## **Professional associations**

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Society for Consumer Psychology (SCP)

Association for Consumer Research (ACR)

Society for Judgment and Decision Making (SJDM)

Association for Psychological Science (APS)