



Asaf Mazar


Behavioral Scientist

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Skills

Habit and Behavior Change
Intervention Science
Behavioral Economics
Experience Sampling/EMA

Programming

R (expert)
Python, SQL (intermediate)

Statistics

Multilevel Modelling
Geospatial analysis
Data Visualization
Social Network Analysis

Education

Ph.D. / August 2022
Psychology
University of Southern California

M.A. / March 2020
Psychology
University of Southern California

B.A. / June 2016
(*magna cum laude*)
Psychology and English Literature
Ben-Gurion University

About

Behavioral scientist with 8+ years of research experience in academia, industry, and policy. I use applied behavior change expertise and advanced quantitative methods to generate actionable insights. I enjoy communicating complex ideas to both expert and lay audiences.

Experience

Postdoctoral Research Fellow

The Wharton School at UPenn | August 2022 – Present

Senior Behavioral Scientist

Catalyst Behavioral Sciences | Dec 2019 - Present

- Analyzed consumer data from the U.S., Europe, and Asia, using the resulting insights to shape product development and international marketing campaigns by Fortune 100 companies.
- Collaborated with a team of academic, industry, and policy experts to increase enrollment and retention in a national wellness program (funding amount: \$ +1.4M). Designed and analyzed large-scale studies.
- Data lead on a poll of Christian voters. Worked with non-profit leaders, public relations team, and media editors to communicate poll results in national and local outlets.

Behavioral Scientist

Irrational Labs | April 2021 – Present

- Led experimentation to test product features and marketing for both startups and industry leaders. Analyzed data and presented results and recommendations to stakeholders.
- Mentored workshops focused on helping companies leverage behavioral science to increase user conversion and retention.

Graduate Research Fellow / Project Manager (2016-2017)

Habit Lab, University of Southern California | Aug 2016 – Jul 2022

- Directed research teams running complex longitudinal field studies examining habit change and nudges in domains such as exercise, voter turnout, and consumer behavior.
- Used quantitative modeling to analyze multi-method datasets.
- Published original research in top peer-reviewed journals and presented at international conferences.
- Taught undergraduate courses in statistics and research methods.

Selected Publications

Selected Academic Publications

Mazar, A.,* Tomaino, G.,* Carmon, Z., Wood, W. (2022). Friction Discounting: Americans Underestimate the Effect of Friction on Voter Turnout. *Proceedings of the National Academy of Sciences*.

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*.

Mazar, A. Wood, W. (2022). Illusory Feelings, Elusive Habits: Explanations of Behavior Overlook Habits. *Psychological Science*.

Mazar, A.,* Tomaino, G.,* Carmon, Z., Wood, W. (2022). Habits for our Habitat: Using the Psychology of Habits to Promote Sustainability. *Behavioral Science and Policy*.

Wood, W., Mazar, A., Neal, D., (2021) Habits and goals in human behavior: separate but interacting systems. *Perspectives on Psychological Science*.

* denotes equal contribution

Media Coverage

[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.