


# Asaf Mazar


## Behavioral Scientist

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### Skills

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

### Programming

R (expert) | SQL (intermediate)

### Statistics

Multilevel Modelling  
Geospatial analysis  
Data Visualization  
Social Network Analysis

### Education

**Ph.D. / May 2022** (Expected)  
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 7+ years of research experience in academia, industry, and policy. I use applied behavior change expertise and advanced quantitative methods to generate actionable user insights. I enjoy communicating complex ideas to both expert and lay audiences.

### Experience

#### Behavioral Scientist

*Irrational Labs* | April 2021 – Present

- Led experimentation to generate and test value propositions for a leading health benefits startup. Analyzed data and presented results and strategy recommendations to stakeholders.
- Mentored a diverse set of companies in leveraging behavioral insights to increase user conversion and retention.

#### 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.
- Lead data scientist on a representative poll of Christian voters. Worked with non-profit leaders, public relations team, and media editors to communicate poll results in national and local outlets.
- Collaborated with a team of academic, industry, and policy experts to evaluate performance of a national wellness program (funding amount: \$ +1.4M). Designed and analyzed large-scale studies.

#### Graduate Research Fellow / Project Manager (2016-2017)

*University of Southern California* | Aug 2016 - Present

- Managed a team of research assistants running complex longitudinal field studies examining habits, behavior 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.
- Organized the “Science of Habits” interdisciplinary conference, featuring leading experts from the US, UK, Europe, Israel, and China.



## Selected Publications

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### Media Mentions

[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.

### Academic Publications

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

Mazar, A., Tomaino, G., Carmon, Z., Wood, W. (*under 2<sup>nd</sup> review*). Friction Discounting: Americans Underestimate the Effect of Friction on Voter Turnout. *Proceedings of the National Academy of Sciences*.

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*.

### Working Papers

Mazar, A., Tomaino, G., Carmon, Z., Wood, W. (*under review*). Distance to Vaccine Sites is Associated with Lower COVID-19 Vaccine Uptake. *JAMA Network Open*.

Mazar, A., Chochlakis, G., Kassaie, M. (working paper). Powered by the Will? Using Social Media to Explore Lay Beliefs of Health Behavior Change.

Haran, U., Moran, S., Mazar, A. (*under 2<sup>nd</sup> review*). Confidently at Your Service: Advisors Alter Their Stated Confidence to Be Helpful.