

Asaf S. Mazar

Amazar[at]wharton.upenn.edu

University of Pennsylvania | Wharton School of Business
3730 Walnut Street, Philadelphia PA, 19104 USA

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)

Publications

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.

Submitted Manuscripts

Tey, K.S.,* **Mazar, A.**,* Tomaino, G.,* Duckworth, A., Ungar, L. H., People Judge Others more Harshly after Talking to Bots.

Tomaino, G., **Mazar, A.**, Wertenbroch, K., Carmon, Z., Using AI in Research Design.

Manuscripts in Preparation

Mazar, A.,* Tomaino, G., Carmon, Z., Wood, W., Duckworth, A. Lagging Behind: The Insidious Effects of Brief Internet Delays on Consumer Engagement.

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

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

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

Employment

2022 – Postdoctoral Research Fellow
Wharton School of Business, University of Pennsylvania

2021 – 2022 Behavioral Science Consultant
Irrational Labs

2019 – 2022 Senior Behavioral Scientist (internship + contracts)
Catalyst Behavioral Sciences

2019 – 2022 Research assistant
University of Southern California and Catalyst Behavioral Sciences
CDC inGear Prediabetes Prevention Initiative

2017 – 2022 Graduate Research Fellow
University of Southern California, Psychology Department

- 2016 - 2017 Project Assistant
University of Southern California, Psychology Department
- 2015-2016 Research Assistant
Ben-Gurion University of the Negev, Psychology Department
- 2014-2016 Research Assistant
Ben-Gurion University of the Negev, Glazer School of Management

Conference Presentations

- 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.
- 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.
- 2023 **Mazar, A.**, Tomaino, G., Carmon, Z., Wood, W., 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.
- 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.

Ad-Hoc Reviewing

Journal of Personality and Social Psychology, Scientific Reports. Psychological Research.

Awards and Funding

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

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

Teaching

University of Southern California, Psychology Department Teaching Fellowship

Drugs, Behavior, and Society, Spring 2022

Experimental Research Methods, Fall 2019

Statistics, Spring 2019; Fall 2021

Non-experimental Research Methods, Fall 2018

University of Ben-Gurion, Department of Linguistics and Foreign Literatures, Teaching Assistant

Survey of American Literature, Spring 2016

Media Coverage

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

Society for Consumer Psychology (SCP)

Association for Consumer Research (ACR)

Society for Judgment and Decision Making (SJDM)

Association for Psychological Science (APS)

Research Interests

Friction; Habit; Behavior Change; Field Studies