

# Asaf Mazar

[amazar@usc.edu](mailto:amazar@usc.edu)

University of Southern California | Department of Psychology  
(incoming) University of Pennsylvania | Wharton School of Business  
3620 South McClintock Ave., Los Angeles, CA 90089 USA

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## Education

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- Expected 2022 Ph.D., Social Psychology  
University of Southern California  
Committee Chair: Dr. Wendy Wood
- 2017 - 2019 M.A., Psychology  
University of Southern California  
Thesis: "Illusory Feelings, Elusive Habits: Lay Theories of Everyday Behavior"  
Committee Chair: Dr. Wendy Wood
- 2013 - 2016 B.A., Psychology and English Literature (*magna cum laude*)  
Ben-Gurion University of the Negev (Israel)  
Senior thesis (Psychology): "The Effects of Construal Level and Task Complexity on Underestimation of Task Completion Times"  
Senior thesis (Literature): "His thoughts were not his thoughts": Interrelated Selfhood in Thomas Mann's *The Magic Mountain*"

## Employment

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- (incoming) Postdoctoral Researcher  
Wharton School of Business, University of Pennsylvania
- 2021 – Behavioral Science Consultant (contract)  
Irrational Labs
- 2019 – Senior Behavioral Scientist (internship + contract)  
Catalyst Behavioral Sciences
- 2019 – Research assistant  
University of Southern California and Catalyst Behavioral Sciences  
CDC inGear Prediabetes Prevention Initiative
- 2017 – 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

## Publications

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Haran, U., **Mazar, A.**, Moran, S., Hurwitz, M. (*in press*) 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*, 33(4), 563-578. <https://doi.org/10.1177/09567976211045345>

**Mazar, A.**, Itzhakov, G., Lieberman, A., Wood, W. (2022). The unintentional nonconformist: Habits promote resistance to social influence. *Personality and Social Psychology Bulletin*. <https://doi.org/10.1177/01461672221086177>

**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

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**Mazar, A.**, Tomaino, G., Carmon, Z., Wood, W. (under 3<sup>rd</sup> review, *Proceedings of the National Academy of Sciences*). Friction discounting: Americans underestimate the effect of friction on voter turnout.

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

## Manuscripts in Preparation

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**Mazar, A.**, Wood, W. Expected and experienced reward in gym habit formation.

**Mazar, A.**, Chochlakis, G., Kassaie, M. Powered by the will? Exploring Lay Theories of Behavior Change through Social Media.

**Mazar, A.**, Wood, W., When Rewards Fade Away but Behavior Persists: Evidence from a Natural Experiment in Reward Devaluation.

## Conference Presentations

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- 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., Itzchakov, 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., Itzchakov, G. (July 2019) Unintentional Determination: When Habits Override Social Influence. The Ohio State Symposium on Social Psychology, Columbus, Ohio, United States.

### **Poster Presentations**

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- 2022 **Mazar, 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.
- 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.

### **Awards and Funding**

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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, 2018-2022  
 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  
 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

### **Professional associations**

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Society for Personality and Social Psychology (SPSP)

Society for Judgment and Decision Making (SJDM)

### **Research Interests**

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Habit; Behavior Change; Automatic Processes; Lay Theories