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 8+ 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

(incoming) Postdoctoral Research Fellow
Wharton School of Business @UPenn | August 2022 – *Present*

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)
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

Media Coverage

[Our Mood Doesn't Affect Our Behavior As Much As Our Habits Do, Says New Research](). *Forbes*. May 29, 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.

Academic Publications

Mazar, A.,* Tomaino, G.,* Carmon, Z., Wood, W. (*in press*). 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