

ASAF MAZAR

Behavioral Scientist



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SKILLS

- Habit and Behavior Change
- Nudges/Behavioral Economics
- Experience Sampling/EMA



STATISTICS

- R
- Multilevel Modelling
- Structural Equation Modelling (SEM)
- Geospatial Analysis



EDUCATION

Ph.D. / 2022 (Expected)

Social Psychology

University of Southern California

M.A. / 2020

Social Psychology

University of Southern California

B.A. / 2016

Psychology and English Literature

Ben-Gurion University

of the Negev



ABOUT

Behavioral scientist with 7+ years of research experience in academia, industry, and public policy. I study how people can form desirable habits and disrupt undesirable ones. I am passionate about leveraging a broad research toolbox (e.g. nudges, longitudinal studies, geospatial analysis) to generate actionable behavior change insights. I enjoy communicating insights to both expert and non-expert stakeholders.



EXPERIENCE

BEHAVIORAL SCIENTIST

Catalyst Behavioral Sciences | 2019 - Present

- Lead data scientist for a poll of Christian voters in swing states. Worked with non-profit stakeholders, PR team, and press editors to communicate poll results, which were later featured in outlets such as Politico, Washington Post, and CBS.
- Worked on market segmentation for a national health wellness program as part of a CDC-funded grant (funding amount: \$ +1.4M). Surveyed policymakers and presented survey results to stakeholders.

GRADUATE RESEARCH FELLOW

University of Southern California | 2016 - Present

- Managed a team of research assistants running complex longitudinal and field studies.
- Taught undergraduate courses in Statistics and Research Methods (experimental and non-experimental).
- Organized the 2017 "Science of Habits" interdisciplinary conference, featuring leading experts from the US, UK, Europe, Israel and China.

BEHAVIORAL DATA SCIENCE CONSULTANT

Independent | 2020

- Analyzed small business financial and operations data to generate data-driven insights for spending and hiring decisions.
- Used experience sampling to uncover pain points in worker's daily experiences and generate bottom-up optimization solutions.



SELECTED PUBLICATIONS

MEDIA MENTIONS

[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., Tomaino, G., Carmon, Z. (in press). Sustaining Sustainability: Lessons from the Psychology of Habits. *Behavioral Science and Policy*.

Wood, W., **Mazar, A.,** Neal, D., (in press) Habits: Not Goal-Driven, Sometimes Goal-Directed. *Perspectives on Psychological Science*.