

Asaf S. Mazar

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University of Southern California | Department of Psychology
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Education

- 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

- 2021 – Behavioral Scientist
Irrational Labs
- 2019 – Senior Behavioral Scientist (internships + freelance contracts)
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

Mazar, A., Wood, W. (in press). Illusory feelings, elusive habits: Explanations of behavior overlook habits. *Psychological Science*.

Mazar, A., Tomaino, G., Carmon, Z., Wood, W. (in press). Habits for our habitat: Using habit psychology to promote sustainability. *Behavioral Science and Policy*, 7(2).

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

Mazar, A., Tomaino, G., Carmon, Z., Wood, W. (under 2nd review, *Proceedings of the National Academy of Sciences*). Friction discounting: Americans underestimate the effect of friction on voter turnout.

Mazar, A., Itzhakov, G., Lieberman, A., Wood, W. (under 2nd review, *Personality and Social Psychology Bulletin*). The unintentional nonconformist: Habits promote resistance to social influence.

Haran, U., Moran, S., **Mazar, A.,** Hurwitz, M. (under 2nd review, *Organizational Behavior and Human Decision Processes*). Confidently at your service: Advisors alter their stated confidence to be helpful.

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

Manuscripts in Preparation

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

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.

Poster Presentations

- 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.

Awards and Funding

University of Southern California, Psychology Department Research Grant, 2020
University of Southern California, Psychology Department Travel Grant, 2020
University of Southern California, Psychology Department Research Grant, 2019
University of Southern California, Psychology Department Travel Grant, 2019
Society for Personality and Social Psychology Graduate Travel Award, 2019
University of Southern California, Summer Grant Writing Workshop Grant, 2018
University of Southern California, Psychology Department Research Grant, 2018
University of Southern California, Psychology Department Travel Grant, 2018

Conferences Organized

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

Teaching

University of Southern California, Psychology Department Teaching Fellowship
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

Society for Personality and Social Psychology

Research Interests

Habit; Behavior Change; Automatic Processes; Lay Theories