

ASAF MAZAR

Behavioral Scientist



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SKILLS

- Habit and Behavior Change
- Experimental Design
- Intervention Science
- Experience Sampling/EMA



STATISTICS

- R
- Multilevel Modelling
- Causal Inference
- Data Visualization
- Structural Equation Modelling (SEM)



EDUCATION

Ph.D. / May 2022 (Expected)

Social Psychology
University of Southern California

M.A. / March 2020

Social Psychology
University of Southern California

B.A. / June 2016

(*magna cum laude*)
Psychology and English Literature
Ben-Gurion University



ABOUT

Behavioral scientist with 7+ years of research experience in academia, industry, and policy. My research leverages a broad toolbox (e.g. nudges, causal inference) to generate actionable user insights. I enjoy communicating complex ideas to both expert and lay audiences.



EXPERIENCE

BEHAVIORAL SCIENTIST

Catalyst Behavioral Sciences | Dec. 2019 - Present

- Lead data scientist on a representative poll of Christian swing-state voters. Worked with non-profit leaders, public relations team, and media editors to communicate poll results in national and local media.
- Interfaced with a team of academic, industry, and public health experts to evaluate enrollment and retention in a national wellness program (funding amount: \$ +1.4M). Designed large-scale research studies. Surveyed policymakers and presented survey results to stakeholders.
- Built scripts to process and analyze consumer data from the U.S., Europe, and Asia. Used the resulting insights to inform an international marketing campaign by a Fortune 500 company.

GRADUATE RESEARCH FELLOW / PROJECT MANAGER (2016-2017)

University of Southern California | Aug. 2016 - Present

- Managed a team of research assistants running longitudinal field studies examining habit and behavior change.
- Used quantitative modeling to analyze complex multi-method datasets.
- Published original research in peer-reviewed journals and presented at international conferences.
- Taught undergraduate courses in statistics and research methods.
- Organized the 2017 "Science of Habits" interdisciplinary conference, featuring leading experts from the US, UK, Europe, Israel, and China.



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., Tomaino, G., Carmon, Z., Wood, W. (2021). Sustaining Sustainability: Lessons from the Psychology of Habits. *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*.