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Asaf Mazar

Postdoctoral Research Fellow

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Research Interests

Friction; Consumer Habits; Judgment and Decision Making

Education

- 2017 - 2022 Ph.D., Social Psychology
University of Southern California
Thesis: "Habits and Friction: Actual and Perceived Effects on Behavior"
Committee Chair: Dr. Wendy Wood
- 2017 - 2019 M.A., Psychology
University of Southern California
- 2013 - 2016 B.A., Psychology and English Literature (*magna cum laude*)
Ben-Gurion University of the Negev (Israel)

Selected Employment

- 2024 – Behavioral Science Consultant (contract)
Oura
- 2022 – Postdoctoral Research Fellow
Wharton School of Business, University of Pennsylvania
- 2019 – 2022 Senior Behavioral Scientist (internship + contract)
Catalyst Behavioral Sciences
- 2019 – 2022 Research assistant
University of Southern California and Catalyst Behavioral Sciences
CDC inGear Prediabetes Prevention Initiative

Publications (* denotes equal contribution)

Tomaino, G., **Mazar, A.**, Wertenbroch, K., & Carmon, Z. (*in press*). Using Generative AI for More Generalizable Behavioral Science. *Consumer Psychology Review*.

Tey, K. S.,* Mazar, A.,* Tomaino, G.,* Duckworth, A. L., & Ungar, L. H. (2024). People judge others more harshly after talking to bots. *PNAS Nexus*, 3(9).
<https://doi.org/10.1093/pnasnexus/pgae397>

Mazar, A., Jaro, D., Tomaino, G., Carmon, Z., & Wood, W. (2023). Distance to Vaccine Sites is Associated with Lower COVID-19 Vaccine Uptake. *PNAS Nexus*, 2(12), 1-4.
<https://doi.org/10.1093/pnasnexus/pgad411>

Wood, W., & **Mazar, A.** (2023). Habits are not goal-dependent: Commentary on Buabang et al. (2023). *Journal of Experimental Psychology: General*, 152(12), 3594–3598.
<https://doi.org/10.1037/xge0001502>

Mazar, A., Itzchakov, G., Lieberman, A., & Wood, W. (2023). The unintentional nonconformist: Habits promote resistance to social influence. *Personality and Social Psychology Bulletin*, 49(7).
<https://doi.org/10.1177/01461672221086177>

Mazar, A.,* Tomaino, G.,* Carmon, Z., & Wood, W. (2022). Americans discount the effect of friction on voter turnout. *Proceedings of the National Academy of Sciences*, 119(34).
<https://doi.org/10.1073/pnas.2206072119>

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*, 171, 104154. <https://doi.org/10.1016/j.obhdp.2022.104154>

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.,* 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.

Working Papers

Mazar, A., Tomaino, G., Siedahmed, A., Abdolsaheb, A., Heffernan, N., Carmon, Z., & Duckworth, A. Microdelays Disrupt Online Learning. Manuscript under review at *Nature*.

Mazar, A., Sharif, M., & Duckworth, A. Consistent Rewards Beat Variable Rewards in Consumer Habit Formation.

Mazar, A., Nave, G., Camerer, C., & Duckworth, A. Detecting Signatures of Habit in Consumer Biosensing Data.

Kristal, A., **Mazar, A.**, Gross, J., & Duckworth, A. People Neglect Situational Self-Regulation Strategies.

Tomaino, G., **Mazar, A.**, Liu, P., Wertenbroch, K., & Carmon, Z. Using AI to Improve Behavioral Science.

Mazar, A., Tomaino, G., Carmon, Z., Wood, W., & Duckworth, A., The Roadblock not Taken: Why People Neglect Friction.

Conference Presentations

- 2025 **Mazar, A.**, Tomaino, G., Abdolsaheb, A., Wood, W., Carmon, Z., Duckworth, A. (May 2024). Microdelays Disrupt Online Learning. Annual meeting of the Behavioral Science and Policy Association (BSPA), online conference.
- 2024 **Mazar, A.**, Tomaino, G., Abdolsaheb, A., Wood, W., Carmon, Z., Duckworth, A. (May 2024). Lagging Behind: Brief Loading Delays Undermine Online Learning. Annual meeting of the Association for Consumer Research (ACR), Paris, France.
- 2024 **Mazar, A.**, Tomaino, G., Abdolsaheb, A., Wood, W., Carmon, Z., Duckworth, A. (May 2024). Lagging Behind: Major Effects of Minor Delays. Psychology of Technology Conference, Boston, MA, United States.
- 2024 **Mazar, A.**, (May 2024). Friction: Major Impact of Minor Obstacles. Plenary Symposium. Annual meeting of the Association for Psychological Science, San Francisco, CA, United States.
- 2024 **Mazar, A.**, Tomaino, G., Abdolsaheb, A., Carmon, Z., Duckworth, A. (May 2024). Lagging Behind: Large Effects of Small Delays. Annual meeting of the Society for the Science of Motivation, San Francisco, CA, United States.
- 2023 **Mazar, A.**, Tomaino, G., Carmon, Z., Duckworth, A. (October 2023). Lagging Behind: The Insidious Effects of Brief Internet Delays on Consumer Engagement. Annual Meeting of the Association for Consumer Research, Seattle, WA, United States.
- 2022 **Mazar, A.**, Duckworth, 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.
- 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.
- 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.
- 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.
- 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.

Ad-Hoc Reviewing

Journal of Consumer Psychology, Psychological Science, International Journal of Research in Marketing, Journal of Personality and Social Psychology, Scientific Reports, Psychological Research, Behavioral Science and Policy.

Awards and Funding

Wharton Dean's Research Fund, 2024
 Wharton-INSEAD Alliance Research Grant, 2024
 Association for Consumer Research Working Paper Award, 2023
 Society for Personality and Social Psychology Student Paper Award, 2023
 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, 2018-2021
 University of Southern California, Summer Grant Writing Workshop 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
 Behavior, Society, and Drugs, Spring 2022

Media Coverage

How to Fix Classroom Misbehavior. *EdWeek*. May 3, 2023.

How to Actually Stick to a Journaling Routine. *Time*. Mar 28, 2023.

A Psychologist Explains Why New Habits Work Better than New Year's Resolutions. *Forbes*. Dec 27, 2022.

Why are Americans OK with voter suppression? *Fortune*. Nov 8, 2022.

Why Americans don't fight back when states make it harder to vote. *Washington Post*. Nov 7, 2022.

Breaking bad habits: Routines trump willpower. *CNN*. Aug 29, 2022.

To break unhealthy habits, stop obsessing over willpower – two behavioral scientists explain why routines matter more than conscious choices. *The Conversation*. Aug 9, 2022.

Our Mood Doesn't Affect Our Behavior as Much as Our Habits Do, Says New Research. *Forbes*. May 29, 2022.

Mood Has Less Control Over Behavior Than We Think. *Psychology Today*. June 2, 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.

Professional associations

Society for Consumer Psychology (SCP)

Association for Consumer Research (ACR)

Society for Judgment and Decision Making (SJDM)

Association for Psychological Science (APS)