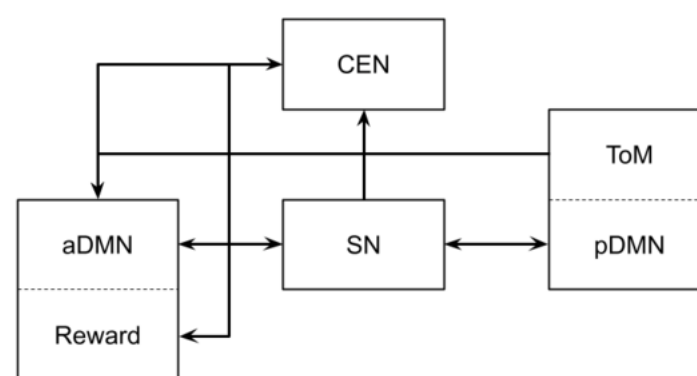


The Los Angeles Behavioral Economics Laboratory (**LABEL**) is a research center led by Dr. Isabelle Brocas and Dr. Juan Carrillo, dedicated to the study of decision-making and its implications on life outcomes and markets. For more information on **LABEL**, please visit our **website**.

New Report

How does the brain value social rewards and guide behavior in social contexts?

The brain's reward system values social choices just like non-social ones, but social choices are more complex and require input from other brain systems. The Theory of Mind (ToM) system mentalizes about the self and others, and this information is then integrated in the Default Mode Network (DMN). Additionally, the Central Executive Network (CEN) enforces self-control and high-order reasoning, while the salience network (SN) arbitrates the interaction of CEN and DMN. The interaction between these systems may also greatly vary across contexts.



Brocas I., J. Gonzalez and D. Hermosillo, "**The neural correlates of social valuation and social behavior**" LABEL report December 2022.

For a full list of our reports, check **here**.

Recent publications

- Zyuzin K., D. Combs, J. Monterosso and I. Brocas "**The neural correlates of value representation: from single items to bundles**", Human Brain Mapping, 2022.
- Brocas I. and J. Carrillo, "**Adverse Selection and Contingent Reasoning in Preadolescents and Teenagers**", Games and Economic Behavior, 133, 331-351, 2022
- Brocas I. and J. Carrillo, "**The development of randomization and deceptive behavior in mixed strategy games**", Quantitative Economics, 13, 825-862, 2022.

For more information about our research, please check **here**.

LABEL Trainee Features



Lisa Zhang

St. Margaret's Episcopal School



Jingzhi Liu

Chapman University



Sasha Johnson

Long Beach Polytechnic High School



Shreya Kesarwani

Lexington High School

Lisa's research interests include social psychology, behavioral economics, organizational behavior, and human resources management. At LABEL, she is currently investigating the relationship between personality traits and cultural dimensions and the effect it has on decision-making.

Jingzhi is currently pursuing her Master's of Science in Behavioral and Computational Economics. Her main research interests are in experimental economics, health economics and evolutionary game theory. At LABEL, she is currently exploring how attitudes towards risk and ambiguity evolve with age.

Sasha's research at LABEL focuses on topics of discrimination and inequality, primarily in education and mathematics. Her current interests and plans are to study philosophy and mathematics in college.

Shreya is interested in behavioral economics and the decision-making process. She had been enjoying being able to bridge the gap between economic theories and how they are investigated in research. She looks forward to continuing to learn about research methods and applications of economics. At LABEL she is examining how decision-making relates to personality and psychology.

Events

We were happy to host the 10th graders from the French Baccalaureate program at the Lycee International of Los Angeles (LILA) on december 1st. We discussed how we apply the scientific method to study decision-making.

This spring, LABEL will host a variety of events. Check them out **here**.



Announcements

Education at USC

LABEL disseminates knowledge regarding decision-making and the methods to study it. We sponsor **several courses and programs** for undergraduate, master and PhD students at USC, all designed for students who wish to explore careers in the Behavioral Sciences as consultants, researchers or policy makers.

NEW! The department of economics at USC is launching a new BA in **Behavioral Economics and Psychology**

Training the next generation of students

The **Little Experimentalists Program** organizes events in schools to teach students how to think strategically and to inform parents and teachers about the development of cognition and decision-making.

The **LABEL Training Program** offers students (10th grade and up) the opportunity to participate in research activities in our group. Read about our trainees' experiences **here**. Our lab is currently accepting **applications** for academic year 2023-2024 (deadline is June 15th).



Participate in our studies

If you are a **student or an employee** from USC, register **here**.

If you are a **parent living in Los Angeles** and would like your child to participate in our studies, register **here**.

If you are **living in Los Angeles and are 18 and older** and would like to participate in our studies on decision-making over the life cycle, register **here**.

All others, please contact us at **label@dornsife.usc.edu**



USCDornsife

Dana and David Dornsife
College of Letters, Arts and Sciences