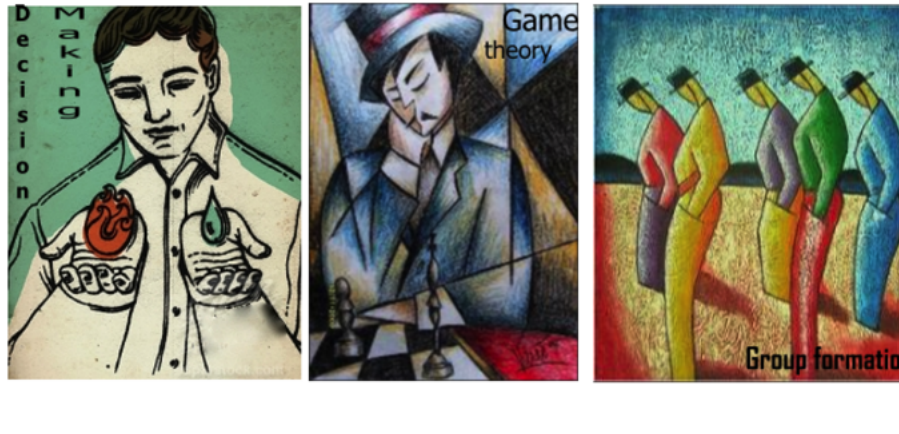


USC Dornsife



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 Reports

How can education help reduce inequality?

Education is a means by which people improve their life outcomes. However, the exacerbated gap between the rich and poor fuels inequitable access to education in the US. In a follow-up report to “**Inequality in the US: the lost American dream**,” we explore the role of education on income and wealth inequality. We identify the role pre-k through secondary school education has in reducing inequality and explore factors such as funding, cognitive development, and student behavior. We also discuss actions towards closing the gap and allocation of resources.



How can education help reduce inequality? I. Brocas, LABEL reports, December 2020

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



What impact do impulsive and compulsive buying tendencies have on consumers?

Consumers typically make planned or unplanned purchases. However, some purchases are made impulsively or compulsively. In our report we discuss the underlying behavioral and

sociodemographic traits that encourage impulsive and compulsive buying. We look at the environmental stimuli marketers and retailers use to encourage purchases as well as the post-purchase stage that can deter or encourage future purchases. We also consider the relationship between compulsive buying and other compulsive disorders. We conclude by examining the relationship between impulsive and compulsive buying and ways to curb these purchases.

Impulsive and Compulsive Buying Behaviors: Differences and Similarities S. Bazzal and I. Brocas, LABEL reports, December 2020

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

New publications

- Brocas I. and J. Carrillo, “**Steps of reasoning in children and adolescents**”, Journal of Political Economy, forthcoming.
- Brocas I. and J. Carrillo “**Young children use commodities as an indirect medium of exchange**”, Games and Economic Behavior, forthcoming.
- Brocas I., J. Carrillo and M. Montgomery “**Shaming as an incentive mechanism against stealing: behavioral and physiological evidence**”, Journal of Public Economics, forthcoming.

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

Activities



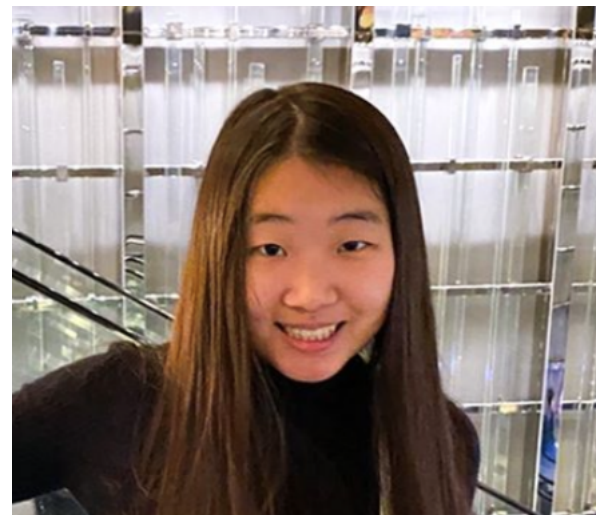
Econ 616 - Experimental Economics

During the Spring 2021 semester, Professor Carrillo will be teaching the Experimental Economics course offered by LABEL as part of the Behavioral Economics track for masters students and the Behavioral Economics sequence for PhD students. The course will examine the

validity of economic theories, detect departures from those theories and identify patterns of behavior useful to build new theories.

For questions about enrollment please contact us at **label@dornsife.usc.edu**.

LABEL Trainee Features



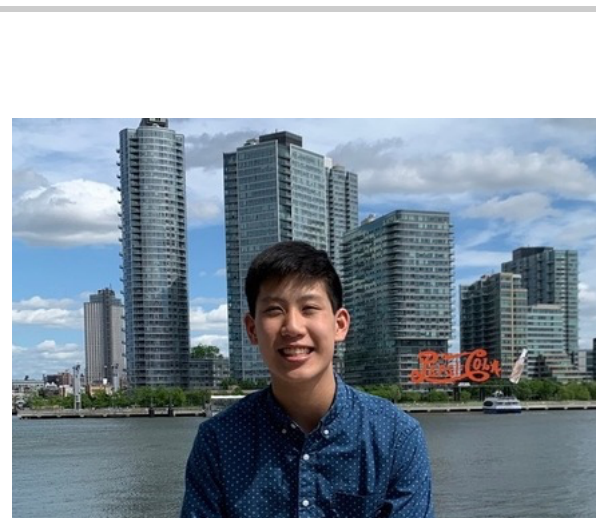
Jennifer Kim

South High School

Jennifer is a high school junior from Torrance, California. She began working with the lab in September 2020. Jennifer’s research focuses on animal learning and animal mental time travel.

"LABEL attracted me because of the opportunities they provide to their trainees, ranging from exclusive educational activities to participation in various stages of a research project. Besides the extensive information I've learned regarding animal learning and animal mental time travel, the assignment of writing summaries of comprehensive research papers has been extremely rewarding. Not only does it

require a complete understanding of the content, but also challenges me to deliver information in the most concise, yet effective way possible. This program has opened my eyes to new fields of study and has taught me valuable skills in the realm of teamwork."

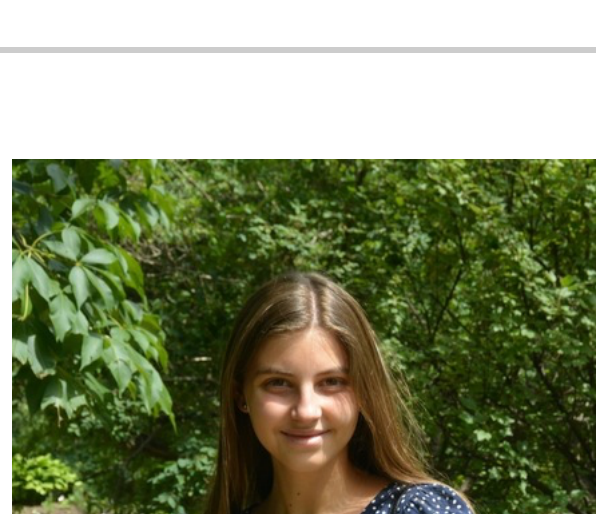


Jonathan Hu

West Windsor-Plainsboro High School North

Jonathan is a high school junior from West Windsor, New Jersey. He began working with the lab in September 2020. Jonathan’s research focuses on impulsive and compulsive buying and environmental policy.

"I decided to work with LABEL to get a better understanding of the research process and to enhance my knowledge of the implications of behavioral economics. The training program so far has been an extraordinary experience that has greatly improved my knowledge of behavioral economics. It's been fascinating to see the applications of behavioral economics from compulsive buying to environmental policy, and I can't wait to learn more!"



Victoria Rakitin

The American School Foundation of Mexico City

Victoria is a high school senior from Mexico City, Mexico. Victoria worked with the lab during the Fall 2020 semester. Her research focused on IQ and gifted learning.

"As an aspiring economist, I was looking to experience research within the field; LABEL didn't only seem like the right fit for this, but with projects on experimental and behavioral economics, LABEL also became the best opportunity to immerse myself in an area that had spiked my curiosity and that I couldn't explore anywhere else. Starting at LABEL, I questioned how IQ and giftedness could relate to economics, but reading research articles from

Intelligence or Roeper Review, I was amazed to discover how intelligence is developed and can affect our decision-making processes. LABEL helped me realize that economics isn't only about understanding what decision is best, but also about investigating how and why we decide what we decide."

We are also happy to welcome six new trainees who are working remotely on current research projects as part of the LABEL Training Program. We welcome **Jennifer N., Archana, Lillie, Ritoli, Nathan, and Many**. Meet our **current trainees!**

Announcements

Education at USC

LABEL is dedicated to disseminating knowledge on experimental methods and to explaining why these methods help us understand how we make decisions every day. For that purpose, we have designed **several courses and programs** for undergraduate and graduate students at USC. LABEL sponsors the **Behavioral Economics Track** of the Economics MA at USC. The program is designed for students who wish to pursue a dissertation in Behavioral Economics or Experimental Economics and for students who wish to explore careers in the Behavioral Sciences as consultants, researchers or policy makers.

Training the next generation of students

We organize events in schools through our **Little Experimentalists Program** to teach students how to think about decisions in simple situations and to provide general information about the development of decision-making to parents and teachers.

Also, our **LABEL Training Program** allows students (10th grade and up) to participate in research activities in our group. Our lab is currently accepting **applications** for the internship program for the Fall 2021 period.



Participate in our studies

If you are a **student or an employee** from the University of Southern California, you can register **here**.

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

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



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Dana and David Dornsife
College of Letters, Arts and Sciences