

USC Dornsife

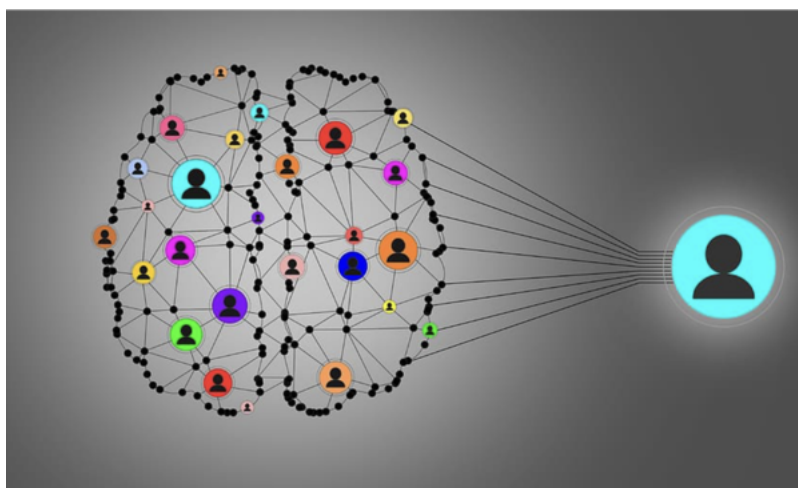


The Los Angeles Behavioral Economics Laboratory (**LABEL**) is a research center led by Dr. Isabelle Brocas and Dr. Juan Carrillo, dedicated to the study of decision-making and its implications on life outcomes and markets. For more information on **LABEL**, please visit our [website](#).

New Report

How did the social brain evolve?

The human brain is the product of millions of years of evolution. It has gradually accommodated functions to support increasingly complex behavior. Social behavior is mediated by specific regions and networks that emerged from beneficial adaptations to the environment. We review current evidence to describe the evolutionary trajectory of the social brain in humans and other social species.



Brocas I., "[The evolution of the social brain](#)" LABEL report January 2023.

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](#).

Welcome to our new students!



Welcome to our newest lab member, Shaunak Narain! Shaunak is currently a sophomore studying Behavioral Economics and is most interested in how science can provide insight into consumer decision-making. At LABEL, he will be exploring the relationship between decision-making and personality traits.

Joining us this Spring are eight new remote interns. We are excited to welcome:

- Thomas Catalano (Loyola High School, CA)
- Sophie Glass (Roslyn High School, NY)
- Sanjana Guruprasad (Christ University, India)
- Sophia Hurtado (IE University, Spain)
- Chingyuan Kao (National Taiwan University, Taiwan)
- Ben Kim (Saigon South International School, Vietnam)
- Gaytri Menon (New York University, NY)
- Jennifer Su (Columbia University, NY)

LABEL Trainee Features



Arkajyoti Sinha
Lexington High School

Arkajyoti has been investigating the differences between risk and ambiguity attitudes and how they progress with age. He joined LABEL to get a better understanding of economic research and has enjoyed learning how to analyze scientific papers and understanding their main insights. His current research interests are econometrics, mathematical economics, and behavioral economics.



Angela Yi
Fairmont Preparatory Academy

Angela joined LABEL because of her interest in learning about and conducting economics research. Her particular research interests include behavioral economics and business economics, which she hopes to pursue as a future business administration and economics double major. At LABEL, she is currently analyzing discrimination and inequality in education, specifically in STEM.



Zixi Lai
University of California, Irvine

Zixi is currently a double major in business economics and psychology. His research interests are in behavioral economics, particularly in the topic of consumer decision-making. At LABEL he is exploring how risk and ambiguity develop, correlating with the environment, and how neural activity explains the development.

Announcements

Events

Check our current and future events [here](#).

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 the 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



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