

USCDornsife



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



COVID-19 vaccine incentives, a hit or miss?

The COVID-19 vaccine has been received with mixed emotions. Some view it as a scientific breakthrough and return to normalcy. Others outweigh the side effects over the actual risks of the disease. But some are unswayed based on their personal beliefs.

Policy makers have turned to behavioral economics to incentivize, nudge, and inform the public to encourage vaccine uptake. However, are these policy makers properly implementing vaccination motivators? Our report examines the role behavioral economics plays in the decision to vaccinate oneself.

Responding to vaccination hesitancy in an era of distrust S. Bazzal and I. Brocas, LABEL reports, July 2021.

For a full list of our reports, check [here](#).

Featured Research

Are we intrinsically generous or merely complying with norms and others' expectations?



Some of our recent research reports that young children are inherently self-centered, making them behave in a selfish and spiteful manner in many domains. However, they gradually transition towards a preference for fairness that later incorporates complex trade-offs reflecting concerns such as efficiency, inequality, morality, and self-image. As these preferences become stable, we learn to share when we are explicitly or implicitly required. However, evidence suggests that we may not benefit others if we do not have to, and we learn to avoid information that conflicts with our moral imperatives.

- I. Brocas and J. Carrillo, "[Self-serving, altruistic and spiteful lying in the schoolyard](#)," Journal of Economic Behavior and Organization, 187, 159-175, 2021.
- I. Brocas and J. Carrillo, "[The development of social strategic ignorance and other-regarding behavior from childhood to adulthood](#)," Journal of Behavioral and Experimental Economics, 85, 101524, 2020.
- I. Brocas, J. Carrillo, D. Combs, and N. Kodaverdian, "[The development of consistent decision-making across economic domains](#)," Games and Economic Behavior, 116, 217-240, 2019.

Recent publications

- I. Brocas and J. Carrillo, "[Steps of reasoning in children and adolescents](#)," Journal of Political Economy, 129 (7), 2067-2111, 2021.
- I. Brocas and J. Carrillo, "[Self-serving, altruistic and spiteful lying in the schoolyard](#)," Journal of Economic Behavior and Organization, 187, 159-175, 2021.
- I. Brocas and J. Carrillo, "[Young children use commodities as an indirect medium of exchange](#)," Games and Economic Behavior, 125, 48-61, 2021.

For a full list of our research, check [here](#).

Project Specialist Position



LABEL is hiring!

LABEL seeks a project specialist for the 2021-22 academic year. The position involves supporting research in behavioral and experimental economics.

Preferred profile: predoctoral candidates with expertise and interest in behavioral sciences.

Check the [description](#) and [application](#).

LABEL High School Journal



Demographics of a shopaholic

As consumers, we may look at our recent purchase history to understand why we buy certain items. But are some more prone to impulsive and compulsive purchases based on their demographics? In her HSJ article, Jennifer Cresap examines the shopping habits prioritized by certain people. Cresap looks at age and gender as identifying factors of purchasing patterns.

Gender and age differences of impulsive and compulsive buying patterns J. Cresap, LABEL High School Journal, June 2021.

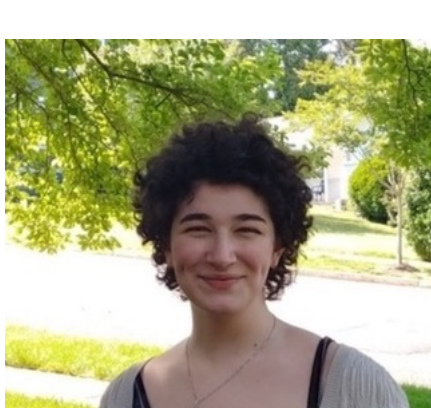
For a full list of our reports, check [here](#).

Fall Classes

ECON 620 Experimental Methods explores research methods to study paradigms in Behavioral Economics. The class is offered as part of the Behavioral Economics track for masters students and the Behavioral Economics sequence for PhD students.

ECON 420 Experimental Economics explores patterns of behavior in real life and laboratory settings and examines the reliability of economic theories. The class is offered as part of the BA in Economics and the Minor in Behavioral Economics.

LABEL Trainee Features



Alexandra 'Sasha' Dodzin

Langley High School
McLean, Virginia

Sasha joined LABEL to expand her knowledge of the field and build on her research skills.

With LABEL Sasha worked on animal cognition and theory of mind, learning its foundations, limitations, and effects on other mental processes. Through her research, Sasha gained experience gathering and summarizing information clearly and concisely.

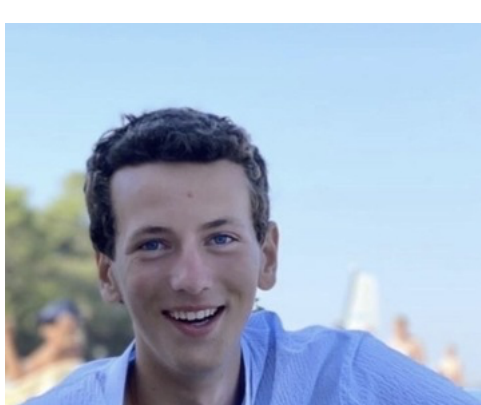


Aqil Naeem

Valencia High School
Placentia, CA

Aqil joined LABEL to expand upon the knowledge he gained in his AP Psychology and AP Economics courses.

Through the training program, Aqil built upon his research skills, analyzing papers and identifying important information. He learned how human behavior is affected by our sense of time. In his research on nudges, he learned how policymakers use convenience to induce donations through default policies and promote healthy habits.



Nathan Darmon

American School of Paris
Paris, France

Nathan joined LABEL because he was fascinated with behavioral economic and how it finds solutions without assuming people behave perfectly logically.

At LABEL, Nathan's research focused on identifying behavioral approaches to tackle environmental issues, pushing him to consider new alternatives that weren't simply restricted to cost-efficiency. Nathan's work has helped him to view solutions to current political debates from a new perspective.

What's next for our trainees?

Congratulations to the 2020-21 LABEL team on their high school and university degrees! We are proud of your accomplishments and excited to see what you'll do next. Find out where our team is heading.



Alexandra Dodzin

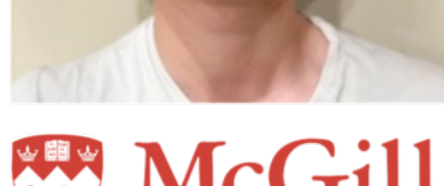
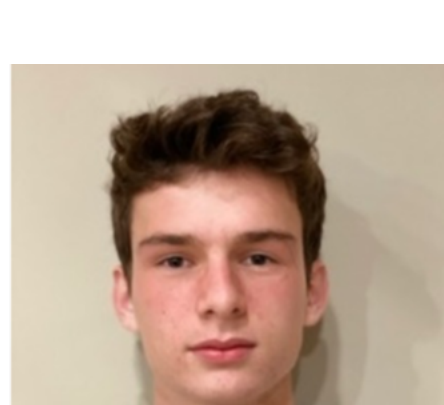
Major, Economics (Honors Program)

Minor, Mathematics and Psychology



Aqil Naeem

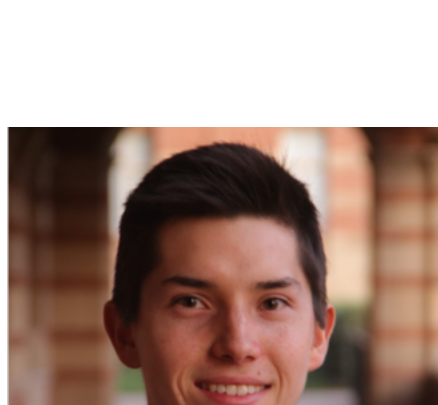
Major, Economics and Computer Science



Arthur Acker

Major, Mathematics and Computer Science

Minor, Cognitive Science



Jorge Jimenez

UCLA Class of 2021
Bachelor of Science, Neuroscience
Bachelor of Arts, Economics
Incoming Research Associate,
Murphy Research



Riya Sirdeshmukh

Master's candidate, Behavioral and Decision Sciences

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, designed for those who wish to explore careers in the Behavioral Sciences as consultants, researchers, or policy makers.

PhD Application

USC students who would like to express interest in completing their dissertation at LABEL should inform us by completing this **form**. LABEL enrolls students who wish to study decision-making through interdisciplinary approaches.

Background: Cognitive Sciences, Economics, Neuroscience, or Computer Science.

Training the next generation of students

The **Little Experimentalists Program** organizes events in schools to teach students how to think startegically 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](#). We will soon accept **applications** for the Spring 2022 period (deadline is December 1st).

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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Dana and David Dornsife
College of Letters, Arts and Sciences