

USCDornsife



Los Angeles Behavioral Economics Laboratory
In honor of Jean-Jacques Laffont



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

The Power of Persistence: Unveiling the Multifaceted Role of Grit in Achieving Long-Term Success



Grit is defined as passion and perseverance toward long-term goals. Initially popularized by Angela Duckworth, grit is critical in various contexts spanning education, sports, business, and personal development. We examine how grit is measured and how it is influenced by genetics and the environment. We also address its impact on academic achievement and everyday life. We discuss practical applications and interventions to enhance grit, aiming to improve life outcomes.

[Understanding the determinants and implications of grit.](#) D. Hermosillo and I. Brocas, LABEL Report June 2024.

For more information about our research, please check [here](#).
For a full list of our reports, check [here](#).

Our students

Where are our USC students heading?

We would like to congratulate our students on a wonderful year, and are excited to announce where they're headed next!



James Zhu will spend some time in the United States shadowing at an investment firm to learn more about managing investment portfolio risk. Then, he will continue his internship at a consulting firm in Hong Kong to help companies comply more with environmental and social governance demands.



Yifu Liu will be pursuing a masters in public policy with a certificate in research methods at University of Chicago.



Yao Lu is graduating with a B.A. in economics from USC, and will be going to University of Chicago for a masters in public policy.



Jerry Jiang is headed to Harvard T.H. Chan School of Public Health to pursue his masters degree.

New to LABEL



Leo Susser is a high schooler from San Francisco with a passion in behavioral economics and applying it to create positive solutions to life's problems. He has worked with Professor Joan Costa-Font at LSE, created the first High School Nudgeathon, founded Growing with Financial Literacy, helps special education students, and plays varsity tennis and competitive bridge.

Leo will work in partnership with us to produce videos about social sciences for highschoolers to learn about the field on topics relevant to them.

Welcome to LABEL, Leo!

Dissemination

Check Isabelle's blog "[Biology, Development, and Behavior](#)" on Psychology Today
Isabelle's interview about "Game Theory Goes To School: Strategic Decisions in Young Minds" on [Game Changer](#)
"Why do children pass in the centipede game: cognitive limitations vs.risk calculations". Watch on the [Faculti platform](#)

Events



Upcoming events

Mark your calendar for the upcoming LAX conference, September 27, 2024 at Caltech!

Register [here](#) to attend the LABEL Seminar

Series on zoom

Check our current and future events [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.

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](#). Our lab will reopen **applications** for academic year 2025-2026 in the fall.



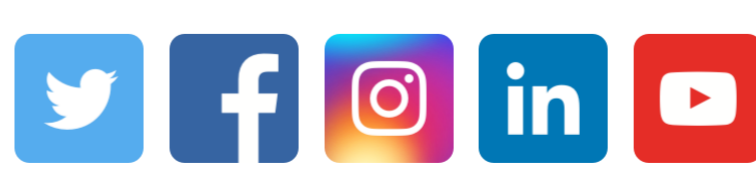
Participate in our studies

If you are an undergraduate **student** at 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