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



The Los Angeles Behavioral Economics Laboratory (**LABEL**) is a research center dedicated to experimental research on economic decision-making and strategic interactions, led by Dr. Isabelle Brocas and Dr. Juan Carrillo. At **LABEL**, we focus on the collection of "non choice" data such as reaction times, skin conductance, neural activity, and eye movements to better understand the mechanisms underlying decision-making. We are also particularly interested in the study of age-related changes in decision-making. For more information on **LABEL**, please visit our [website](#).



BACK TO SCHOOL!

Agne Kajackaite is the new behavioral economist joining our group. She obtained her undergraduate degree in Economics in Lithuania Vilnius and her master's degree in Cologne, Germany. She began running her first experiments while working for her masters and decided to pursue a career in academia. In 2009, she began her PhD in Behavioral Economics and graduated from the University of Cologne in May 2016. Her main research interests are in the areas of deception and incentive, and she is most interested in when and why people lie and what do their "lying costs" depend on.

EDUCATION

LABEL is dedicated to disseminating knowledge on experimental methods and to explaining why they help understand how we make decisions every day. For that purpose, we have designed several **courses and programs** for college and graduate students at USC. We also organize events in schools through our **Little Experimentalists Program** to teach students how to think about decisions in simple situations. Finally, we're happy to announce we've launched the **LABEL Internship Program** that allow students (10th grade and up) to participate in research activities in our group.





RESEARCH

When we make decisions, we first decide which information to attend to. However, attention is limited and must be allocated between decisions. As a result, some of our choices do not receive the amount of attention that is necessary to gather the relevant information. Recent research at LABEL studies how limited attention affects our choices in strategic situations. Using the Mousetracking technique, we can observe the information people attend to before making decisions and predict from their information gathering which decision comes next. People usually pay significantly more attention to information that concerns them directly. This prevents them from anticipating what others decide in strategic settings. More information about our experiments on strategic interactions can be found [here](#).

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** and would like your child to participate in our studies, 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

USC Dornsife University Park Campus | Los Angeles, CA 90089 US

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