



USC Dornsife

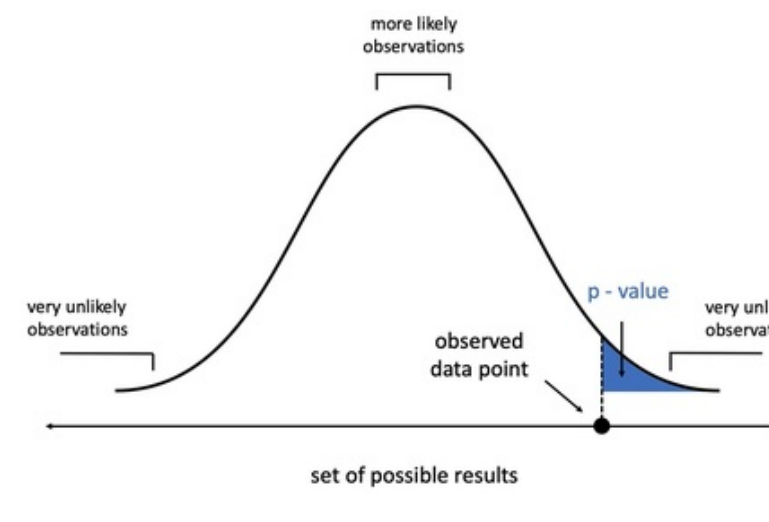


The Los Angeles Behavioral Economics Laboratory (**LABEL**) is a research center dedicated to experimental research on economic decision-making and strategic interactions, led by Dr. Isabelle Brocas and Dr. Juan Carrillo. At **LABEL**, we focus on the collection of "non-choice" data such as reaction 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](#)**.

New Methodological Research

Detecting effects in experimental studies

The results of experimental studies are increasingly scrutinized. Three main criticisms have been made: (i) power analysis is not sufficiently employed; (ii) too much emphasis is placed on p-values in the interpretation of results; (iii) multiple hypothesis testing is not carefully implemented. These criticisms all stem from the inability of inferential statistics to provide confidence in a hypothesis given the data. We discuss where inferential statistics fails and also the limitations of the alternative methods that have been proposed.



I. Brocas (2020). [Detecting effects in experimental studies](#).

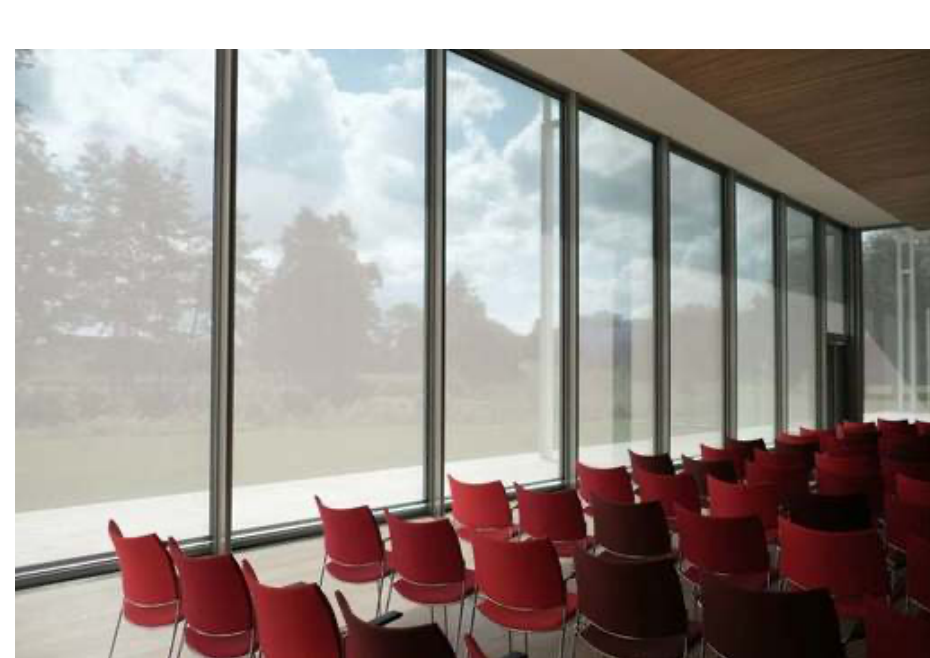
For a full list of our reports, check [here](#).

Publications

- Brocas I. 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.
- Brocas I. and J. Carrillo "Studying decision-making in children: challenges and opportunities", Journal of Economic Behavior and Organization, 179, 777-783, 2020.
- Brocas I. and J. Carrillo "The evolution of choice and learning in the two-person beauty contest game from kindergarten to adulthood", Games and Economic Behavior, 120, 132-143, 2020.
- Brocas I. and J. Carrillo "Iterative dominance in young children: experimental evidence in simple two-person games", Journal of Economic Behavior and Organization, 179, 623-637, 2020

For more information about our research, please check [here](#).

Activities



Fall discussions at LABEL

This fall in our LABEL lab meetings, as part of the Experimental Methods class, we covered a variety of topics regarding societal issues rooted in behavioral anomalies. Our undergraduate and master students discussed the relationship between impulsive tendencies and issues on matters such as addiction, compulsive buying, and indebtedness. We also discussed how behavioral anomalies can be exploited by marketers through pricing policies and by policy-makers through nudges.

Introducing LABEL High School Journal!

It publishes short research articles from our high school trainees, in relation to the research they conduct at LABEL.

[How do children with Autism Spectrum Disorder play social games compared to normally developing children?](#) by Rhea Baba (Lycee International of Los Angeles)

[How do fairness and honesty contribute to decision-making in children?](#) By Karoune Kossayan (Lycee International of Los Angeles)

For more information about the LABEL HSJ, please check [here](#).



Our Team



Sacha Bazzal
Northwestern University

Sacha has been working with LABEL since January 2020 and she joins us as our **Project Specialist** this fall. She is a graduate of Northwestern University where she studied Organizational Theory. Sacha is particularly interested in how cognitive processes and perception influence behavior and decision-making.



Riya Sirdeshmukh
Vassar College

Riya joins us as a "**Zoom**" **visitor** this fall. Riya is a recent graduate of Vassar College where she majored in Neuroscience and Behavior and minored in Economics (public policy). Her interests lie in the interdisciplinary fields of neuroeconomics, behavioral economics, consumer behavior and neuromarketing.

Riya currently resides in her hometown of Bangalore, India, gaining research experience in her fields of interest and preparing to apply to graduate school in the near future!

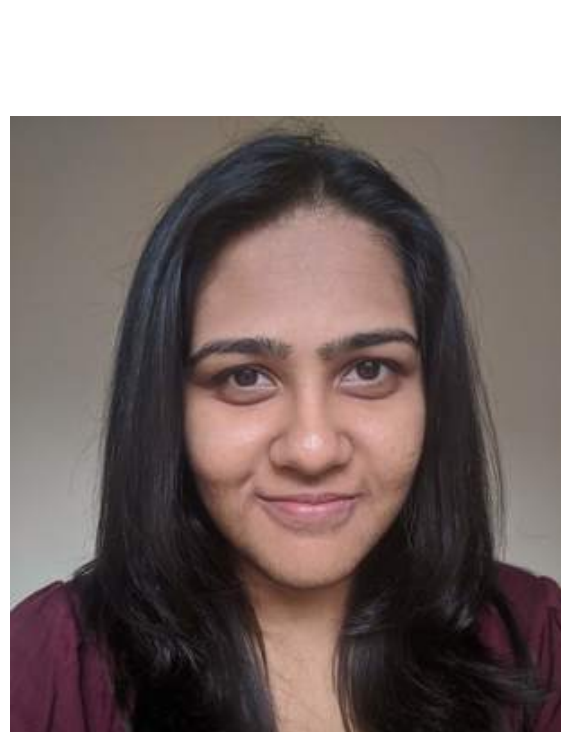


Jorge Jimenez
University of California,
Los Angeles

Jorge joins us as a "**Zoom**" **visitor** this fall. Jorge is a senior at UCLA, majoring in Economics and Neuroscience. He is particularly interested in the combination of both fields because he believes that it holds tremendous potential for the understanding of human behavior.

Jorge hails from San José, Costa Rica. Following graduation, he hopes to pursue a career in industry, particularly in the areas of applied behavioral science or consumer neuroscience. In the long-term, however, Jorge also plans to attend graduate school and aspires to perform meaningful research in the interconnected fields of neuroeconomics, behavioral neuroscience and behavioral economics to contribute to an enhanced framework for the study of decision-making.

We are also happy to welcome eleven new students who are working remotely on current research projects as part of the LABEL Training Program. Meet our **current trainees**!



Sobhana Athuri
London School of
Economics

Sobhana, our former Project Specialist who had been working with LABEL since August 2018, has joined the pre-doctoral research fellow program at the Stanford Graduate School of Business this fall.

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 spring period (deadline is December 1st).

Participate in our studies

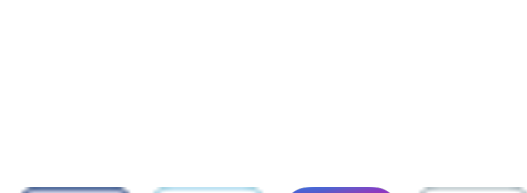


If you are a **student or an employee** from the University of Southern California, you can register [here](#).

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