

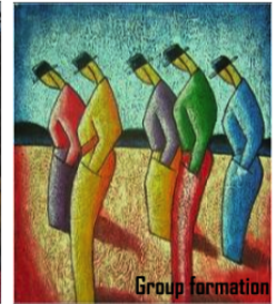
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USC Dornsife



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

Navigating Breast Cancer Risks: Biases and Strategic Info Choices

In the US, around 1 in 8 women will experience invasive breast cancer in their lifetime, and 1 in 39 will succumb to it. Timely detection via regular screening and swift treatment notably enhances survival odds. However, people's health-related actions hinge on their perception of risk and information use. Regrettably, individuals frequently evade risk details or hold skewed beliefs. This report explores key factors linked to avoiding information and holding inaccurate beliefs. It also examines their impact on the likelihood of adopting proactive detection behaviors.



Brocas, I., **Biases in Breast Cancer Risk Beliefs and Strategic Information Avoidance**,

LABEL report September 2023.

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

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

Dissemination

We are pleased to launch our [YouTube Channel](#). Check for upcoming videos on our research!

Check Isabelle's blog "[Biology, Development, and Behavior](#)" on Psychology Today

LABEL High School Journal



The Role of the Big Five Personality Traits on The Sense of Civic Duty

Studies have shown that the sense of civic duty, the moral obligation individuals feel to contribute to their government and society as a whole even at personal costs, is a highly influential predictor of the decision to vote. In this article, we use the five-factor model of personality as a framework to analyze the relationship between civic duty and personality.

[The Role of the Big Five Personality Traits on The Sense of Civic Duty](#). S. Kesarwani, LABEL High School Journal, August 2023.

For a full list of the HSJ articles, check [here](#).

New to our team

We are welcoming **Prianca Nadkarni** as our new Project Specialist! Prianca is a graduate of Johns Hopkins University where she studied Neuroscience. We are also welcoming three new members: **Samantha Betts** is a current neuroscience Ph.D. candidate at USC, **Ulysses Rios** studied Economics and minored in Law and Society at Cornell University and **Andrea Victoria** recently graduated from Ecole normale supérieure with a Master's in theoretical physics.



Prianca



Samantha



Ulysses



Andrea

We welcome also our incoming cohort of the remote **LABEL Training Program**! Students will participate in a variety of research projects that will be featured in our future newsletters.



Announcements

Upcoming events

The LABEL Seminar Series can now be joined on zoom!



Contact us at label@dornsife.usc.edu if you would like to be added to our mailing list.

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.

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 academic year 2024-2025 (deadline is June 15).

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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