

Sources:  
"Fighting fire with psychology" by Lea Winerman (American Psychological Association)  
<https://www.apa.org/monitor/sep04/fighting>  
"Shout it Out: PAVA Systems are the Voice of Fire Safety" by Richard Paine (IFSEC Global)  
<https://www.ifsecglobal.com/security/shout-pava-systems-voice-fire-safety/>

## THE TRUTH: PEOPLE IGNORE FIRE ALARMS

WHAT YOU SHOULD KNOW ABOUT  
COMMON EMERGENCY RESPONSE ASSUMPTIONS:

MYTH	REALITY
People immediately evacuate when a fire alarm goes off.	2/3 of the escape duration is spent looking for other cues such as smell or sight of smoke.
People will exit through proper marked Fire Exit doors.	Because of familiarity, people will exit through the door they entered even if Fire Exit doors are visibly marked.
People will panic during a fire alarm.	People would assume that it's only a false alarm. In the absence of a voice alarm, only 13% would respond.

### THE TAKEAWAY:

Alarms are ambiguous, and people's natural inclination is to look for more information first than to evacuate. Another tendency is to overlook the fire escape route because it's unfamiliar to them. It is crucial to have a public alarm system that's quick to relay clear notifications and instructions.

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