

News » Sci-Tech » Science

# Songs make us feel safe in public!

Last Updated: Monday, August 17, 2015 - 18:02

0 SHARES [Share on Facebook](#) [Share on Twitter](#) [G+ Share](#) 19 [Comment](#)

New York: Introduction of [bird songs](#) or [human vocal sounds](#) can increase the *sense of security* of people even in public places that are not well lit or crowded, suggests a new study by an Indian-origin researcher.

Both bird sounds and human vocal sounds make people feel a social presence, which then give them an increased sense of safety, the findings showed.

The findings have implications for retailers as sounds can be used to influence the mood of customers and their sense of time.

"There is a feeling of unease when people are alone in public places, such as a parking garage, metro station or airport tunnel," said Aradhna Krishna, professor of marketing at the University of Michigan in the US.

"This does not just give people bad feelings. It can have negative business effects when people actively avoid such areas. We know some retailers have used ambient sounds to affect customers' moods and time perceptions," Krishna noted.

The researchers conducted a field study in a parking garage in Paris and four lab experiments to examine the effects of different types of ambient noise-and no noise-on people's feelings and behaviour at an underground parking lot.

The researchers played classical instrumental music, bird songs and no sound at the underground parking lot.

People who heard the bird songs felt a higher sense of perceived safety than those who heard the instrumental music, or no sounds.

Another experiment added human vocal sounds to the mix, and it showed people reacted positively to both the bird songs and human vocal songs.

They then tested the effect of sounds on consumer behaviour and found that people responded positively to human vocals and bird songs .

The study will be published in a forthcoming edition of the International Journal of Research in Marketing.

IANIS

Download the all new Zee News app for [Android](#) and [iOS](#) to stay up to date with latest headlines and news stories in Politics, Entertainment, Sports, Technology, Business and much more from India and around the world.

First Published: Monday, August 17, 2015 - 18:02

TAGS: [bird songs](#) [human vocal sounds](#) [Music](#) [sense of security](#) [social presence](#) [Safety](#)  
[Consumer behaviour](#)

## FROM AROUND THE WEB

Recommended by outbrain

## MORE FROM ZEENEWS

INDIA	WORLD	SPORTS	ENTERTAINMENT
<p>Locals, securitymen use Nepal SIM on borders; MHA raises alarm</p> <p>Indo-Canadian candidates win record 19 seats in Parliament</p> <p>Rising incidents of intolerance in opposition ruled states: BJP</p> <p><b>MORE FROM INDIA</b></p>	<p>Islamic State militant group threatens Israel in new videos</p> <p>Iran accuses Saudi Arabia of destabilising Middle East</p> <p>45 killed in Russian air strikes in Syria's Latakia</p> <p><b>MORE FROM WORLD</b></p>	<p>No further postponement of South Asian Games: IOA</p> <p>Had best seat during most of his superlative performances: Sachin Tendulkar on Virender Sehwag</p> <p>Air Asia Open: Sanam Singh scripts big upset; Somdev Devvarman, Saketh Myneni advance</p> <p><b>MORE FROM SPORTS</b></p>	<p>Lamar Odom to be transferred to LA rehabilitation facility?</p> <p>Sienna Miller denies flirting with Brad Pitt</p> <p>Parambrata Banerjee to be seen in 'Yaara Silly Silly'</p> <p><b>MORE FROM ENTERTAINMENT</b></p>

comments powered by Disqus

## Most Read

## Most Viewed

- Despite warning from Amit Shah, BJP's 'beef' brigade remains defiant; PM Modi 'unhappy'
- Now, 'buddhi shuddhi' for those returning Sahitya Akademi awards
- India vs SA 2015: Ravindra Jadeja returns for Tests; Sreenath Aravind replaces Umesh Yadav for remaining ODIs
- Virender Sehwag hints at retirement from International cricket
- Desecration of holy book: Congress lawmaker quits over Punjab's 'deteriorating' situation

## PHOTOS



## TOP VIDEOS

- Our Dussehra will be BJP's political death, says Lalu Yadav
- Sehwag announces retirement from international cricket
- No Indo-Pak cricket series in December: Reports
- Watch: Garba inside ICU ward of Ahmedabad Civil Hospital

## MORE FROM OTHER SECTIONS

- Sania Mirza meets UP CM, discuss tennis promotion
- Chances of Indo-Pak series very low: PCB chief Shahryar Khan
- Returning Akademi awards a courageous act: Sharmila Tagore
- 'Xcuse Me' star Sahil Khan to make 'Bigg Boss 9' wild card entry
- Newborns sense touch differently: Study
- Aerobics exercise helps to control asthma