**The Role of Human Factors in Premises Liability Cases**

There are various disciplines that can help assess how and/or why a fall event occurs. Human factors can uniquely provide an understanding of whether a given fall incident can be explained by typical human behavior, which in turn is informed by a wealth of scientific studies. This presentation will discuss the visual perceptual cues, looking behavior, and avoidance responses that not only help pedestrians safely navigate their physical environment, but also aid in predicting the likelihood of a fall event. We will also address issues related to codes and warnings that are often seen in these types of cases, as well as common claims made by experts in relation to human factors.