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Subject: A/B Testing/Weber Fachner Law

Posted by [Manualblock](#) on Tue, 14 Jun 2005 14:24:39 GMT

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In the process of reading through some IRE journals in an attempt to gain some understanding regarding AB testing I have come across the mention of this phenomena several times. Does anyone know if it is genuine and if so what impact this effect may have on testing modalities?

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