
Subject: Re: A/B Testing/Weber Fachner Law
Posted by [Manualblock](#) on Tue, 14 Jun 2005 16:54:29 GMT
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Thanks Mr V thats an excellent place to start. This is one of the quotes from the audio field circa 1954;" The increase of a stimulus necessary to produce a just discernible increase in the resulting sensation bears a constant ratio to the total stimulus. It is sometimes stated in the form that the magnitude of the sensation produced is proportional to the logarithm of the stimulus. This law applied to the hearing sensation means a fractional increase in intensity, which is just perceptable as a change in intensity; should be a constant independent of the intensity." I have not seen this made public yet by the AB posts; yet it seems pretty critical to any test involving the ABX format.What gives?
