
Subject: Re: A/B Testing/Weber Fechner Law
Posted by [Wayne Parham](#) on Tue, 14 Jun 2005 23:00:18 GMT
[View Forum Message](#) <> [Reply to Message](#)

This is why the volume levels are to be held constant in any A/B test. It's also why I don't consider power increases less than 2x to be particularly significant. If you A/B test two things with 10% difference, you'll surely hear it and the louder one has a slight advantage. But if you're not A/B testing, you really have to double power to notice much of a change. A ten percent increase seems like almost nothing at all, barely perceptible unless compared side-by-side.
