
Subject: Re: A/B Testing/Weber Fachner Law
Posted by [Manualblock](#) on Wed, 15 Jun 2005 23:18:24 GMT
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Very true; or a result that just reflects a difference not necessarily an improvement. One of the aspects of this theory says that any individual exposed to a test that requires a positive or negative reaction will always feel impelled to give a reaction of some sort whether or not there is a perceived difference. Statistically there is a low incidence of null outcomes due to this effect. So; even if you hear no discernable change you still feel as if there is a change in order to justify your participation in the test. That's the psychological payback.
