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Subject: Re: A/B Testing/Weber Fechner Law

Posted by [Wayne Parham](#) on Thu, 16 Jun 2005 06:27:31 GMT

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You know, I've noticed that as well, especially in audio because of a sort of "Emporer's New Clothes" kind of thing. Sometimes, two components sound and measure exactly the same, but if one is significantly more expensive, it seems that people want to appear "golden eared" enough to hear it. It's like audio peer pressure or something. I find it refreshing to find people who are confident enough to admit when they don't hear a difference.

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