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

Posted by [Wayne Parham](#) on Thu, 16 Jun 2005 06:36:31 GMT

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I see what you mean. It is sort of like the comparison sets a standard to be judged against. If people tend to like a certain thing, then compared items may be judged unfavorably even if superior. So if, for example, three sound systems have midrange bloom and a fourth has much truer response, it might be judged to be inferior by most people, simply because it was noticeably different. That's an interesting observation, and I can see it in people's resistance to change, even if the change is good.

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