

How number of page views varies

Change	Increase page views	Decrease page views
Higher click-through-probability in control (but still less than 0.5)	<input checked="" type="radio"/>	<input type="radio"/>
Increased practical significance level (d_{min})	<input type="radio"/>	<input checked="" type="radio"/>
Increased confidence level ($1-\alpha$)	<input checked="" type="radio"/>	<input type="radio"/>
Higher sensitivity ($1-\beta$)	<input checked="" type="radio"/>	<input type="radio"/>