

The history of randomized controlled trials

1747

First clinical trial on treatment for scurvy

1784

First blind experiment, investigated the claims of mesmerism

1907

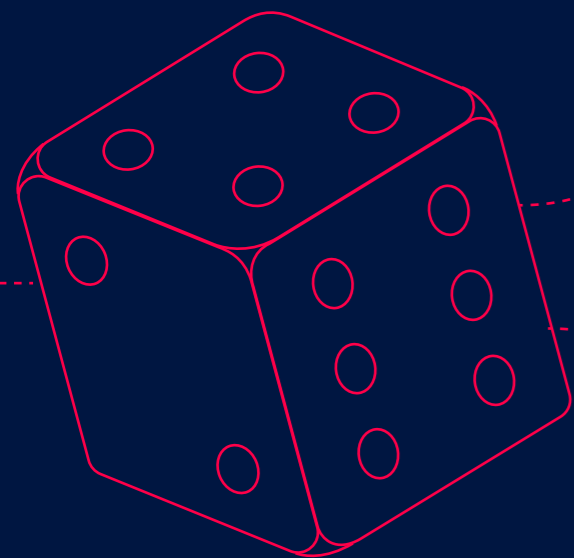
First official blinded study to study the effects of caffeine

1948

Randomized controlled trial in medicine on TBC

2000

First A/B test of Google: what number of results to display on its search results page



Randomized controlled trials are known from medical scientific research. But since 2000 this scientific approach is also being used to improve and learn from internet pages. The research is double-blind (the researcher and visitor don't know they are in the experiment, there is a hypothesis that is 'proven' until it's falsified).