

PART III

The Generalized Linear Model

In this part of the book, the methods and concepts explained in the previous parts will be applied to cases of the generalized linear model (GLM). The GLM encompasses multiple linear regression, logistic regression, and Bayesian analogues to classical analysis of variance (ANOVA) and frequency-table analysis, among other cases. Many realistic examples will be discussed in detail. The accompanying computer programs are high-level scripts that can be readily adapted to your own data files, because the scripts use only the few commands needed for loading data and specifying summaries of results.