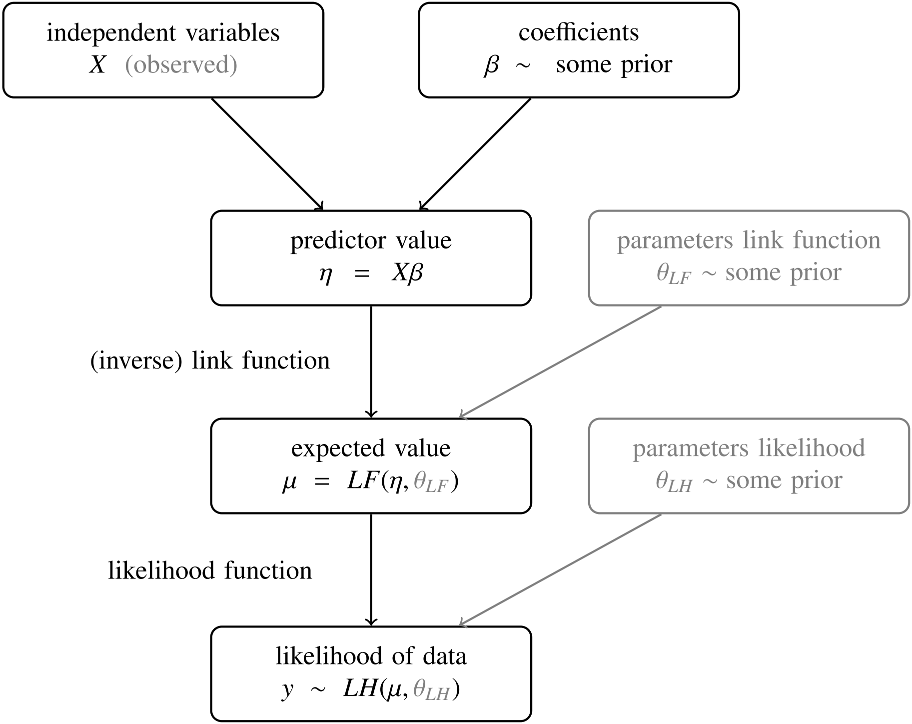
independent variables
X (observed)
coefficients
$\beta \sim$ some prior
predictor value
$\eta = X\beta$
parameters link function
$\theta_{LF} \sim$ some prior
(inverse) link function
expected value
$\mu = LF(\eta, \theta_{LF})$
parameters likelihood
$\theta_{LH} \sim$ some prior
likelihood function
likelihood of data
$y \sim LH(\mu, \theta_{LH})$