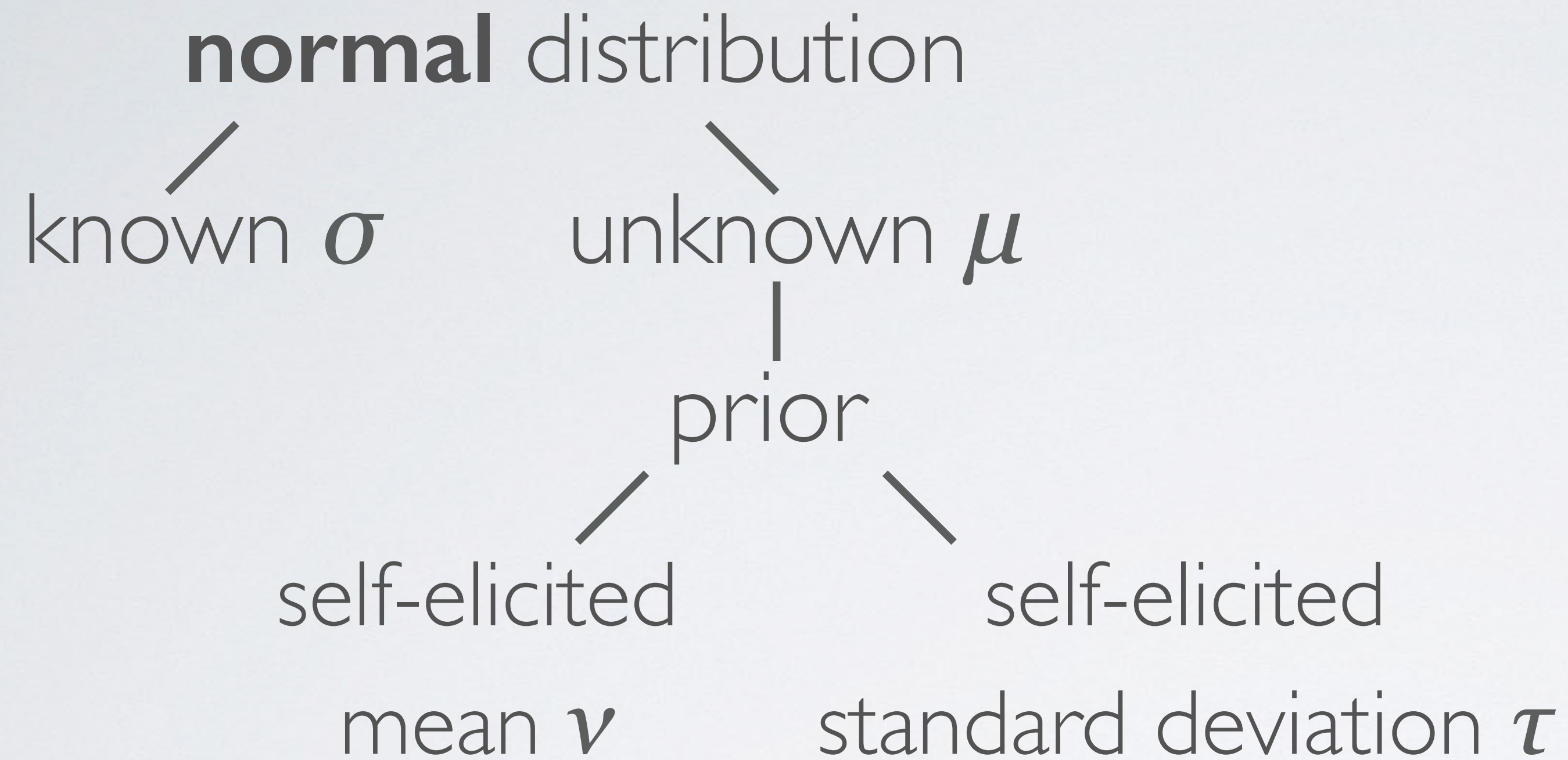


# the normal-normal conjugate families

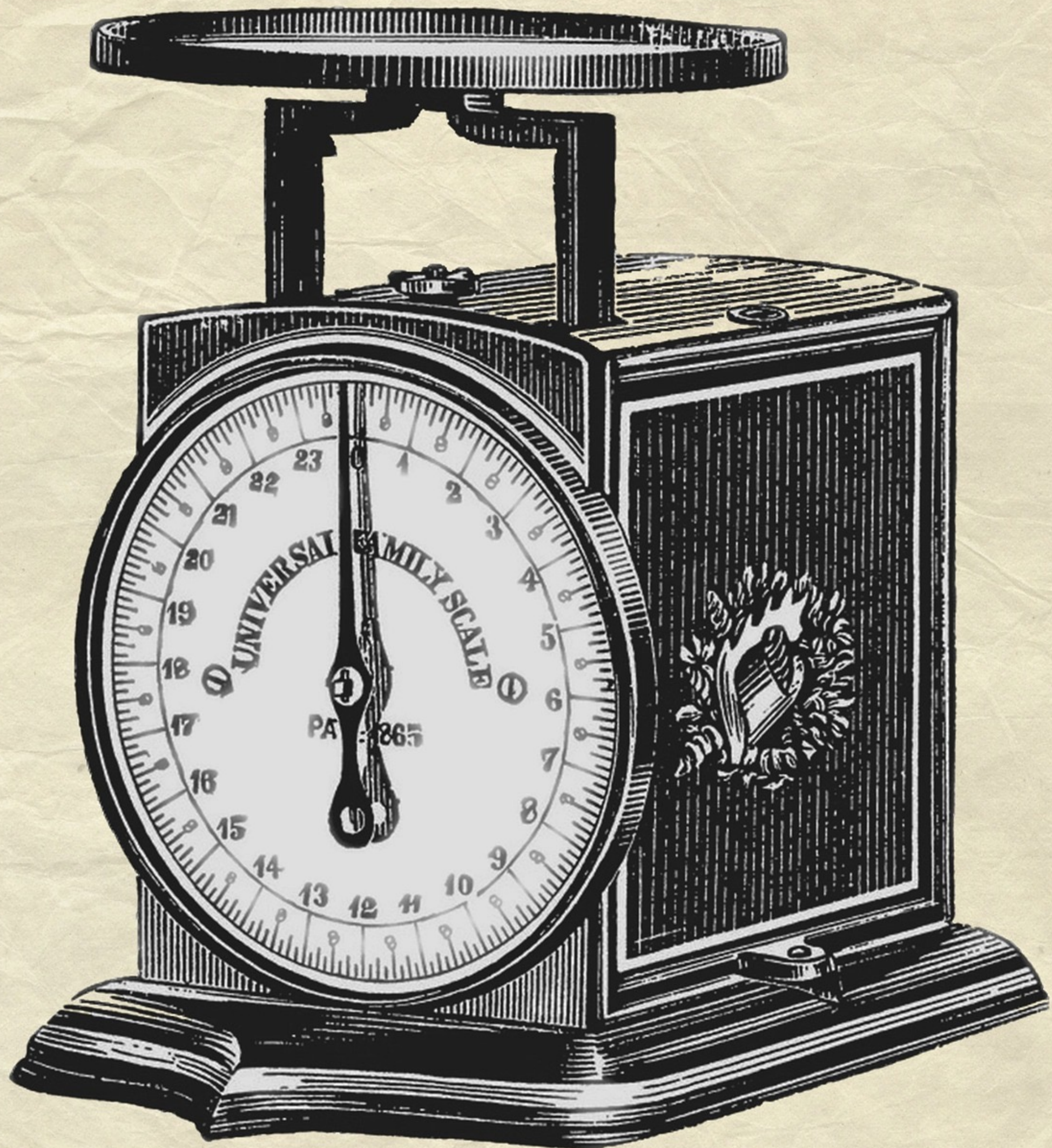
## normal-normal pair



posterior density also **normal**



sometimes  $\sigma$  is known





# normal-normal conjugate families

## assume

- ▶ prior on unknown  $\mu$  is normal
  - ▶ mean  $\nu$
  - ▶ standard deviation  $\tau$
- ▶ data  $x_1, x_2, \dots, x_n$ , are independent,
  - ▶ come from normal with standard deviation  $\sigma$

$$\nu^* = \frac{\nu\sigma^2 + n\bar{x}\tau^2}{\sigma^2 + n\tau^2} \quad \tau^* = \sqrt{\frac{\sigma^2\tau^2}{\sigma^2 + n\tau^2}}$$

mass of ammonium nitrate

known standard deviation = **0.2** milligrams

mass = **10** milligrams?

|  
standard deviation  
of prior = **2**

prior is  **$N(10, 2)$**



mass of ammonium nitrate



10.5

$$\begin{aligned}\nu^* &= \frac{\nu\sigma^2 + n\bar{x}\tau^2}{\sigma^2 + n\tau^2} \\ &= \frac{10 \times (0.2)^2 + 5 \times 10.5 \times 2^2}{(0.2)^2 + 5 \times 2^2} \\ &= 10.499\end{aligned}$$

uncertainty of mass of ammonium nitrate

$$\begin{aligned}\tau^* &= \sqrt{\frac{\sigma^2 \tau^2}{\sigma^2 + n \tau^2}} \\ &= \sqrt{\frac{(0.2)^2 \times 2^2}{(0.2)^2 + 5 \times 2^2}}\end{aligned}$$

$$\text{uncertainty} = 2.0$$



uncertainty of mass of ammonium nitrate

$$\begin{aligned}\tau^* &= \sqrt{\frac{\sigma^2 \tau^2}{\sigma^2 + n \tau^2}} \\ &= \sqrt{\frac{(0.2)^2 \times 2^2}{(0.2)^2 + 5 \times 2^2}}\end{aligned}$$

$$\text{uncertainty} = 0.089$$



what has the chemist learned?

mass

uncertainty

10mg

2



what has the chemist learned?

mass

uncertainty

10.499mg

0.089



## summary

1. a new conjugate family, the **normal-normal**
2. the updating formulae for the **posterior mean** and **standard deviation**
3. worked example for a case in which one might reasonably know the **standard deviation  $\sigma$**  for the normal distribution