

- pre-fit impact: $\theta = \hat{\theta} + \Delta\theta$
 - post-fit impact: $\theta = \hat{\theta} + \Delta\hat{\theta}$
 - pre-fit impact: $\theta = \hat{\theta} - \Delta\theta$
 - post-fit impact: $\theta = \hat{\theta} - \Delta\hat{\theta}$
- pulls

