$$
\begin{aligned}
\text{Model: } & y \sim \mathcal{N}(\theta, \sigma); \theta \sim \mathcal{N}(\mu, \tau) \\
\text{Kruschke: } & y = \theta + \sigma\xi \rightarrow y = \theta + \phi_K + \sigma\xi \\
\text{Gelman: } & y = \theta + \mu + \sigma\tau\zeta \rightarrow y = \theta + \mu + \phi_G + \sigma\tau\zeta \\
& \text{where } \xi \sim \mathcal{N}(\mu, \tau) \text{ and } \zeta \sim \mathcal{N}(0, 1) \\
\implies & \phi_G = \phi_K
\end{aligned}
$$