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While interned during the Second World War, John Kerrich tossed a coin 10,000 times and observed 5,067 tosses resulting in heads.

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Such a 'subjective probability' is not based on experiments, and different people may assign different subjective probabilities to the same event.

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Rule for equally likely outcomes: If there are n possible outcomes and they are equally likely, then $P(A) = \frac{\text{number of outcomes in } A}{n}$

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$= 1 - P(\text{no } \text{⬆} \text{ in first roll}) \times P(\text{no } \text{⬆} \text{ in second roll}) \times P(\text{no } \text{⬆} \text{ in third roll})$

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$$= 1 - \frac{5}{6} \times \frac{5}{6} \times \frac{5}{6}$$

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Roll a die three times. What is $P(\text{at least one } \boxed{\begin{smallmatrix} \bullet & \bullet & \bullet \\ \bullet & \bullet & \bullet \end{smallmatrix}})$?

We could write 'at least one $\boxed{\begin{smallmatrix} \bullet & \bullet & \bullet \\ \bullet & \bullet & \bullet \end{smallmatrix}}$ ' as follows:

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$$= 1 - \frac{5}{6} \times \frac{5}{6} \times \frac{5}{6}$$

$$= 41.1\%$$

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In the special case where A and B are independent: $P(A \text{ and } B) = P(A) P(B)$

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$= P(\text{money} \mid \text{spam}) P(\text{spam}) + P(\text{money} \mid \text{ham}) P(\text{ham})$

$= 0.08 \times 0.2 + 0.01 \times 0.8$

$= 2.4\%$

Bayes' rule

From data we know $P(\text{money appears in e-mail} \mid \text{e-mail is spam}) = 8\%$, but what we need to build a spam filter is $P(\text{e-mail is spam} \mid \text{money appears in e-mail})$.

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$$\begin{aligned} P(B|A) &= \frac{P(A|B) P(B)}{P(A)} \\ &= \frac{P(A|B) P(B)}{P(A|B)P(B) + P(A|\text{not } B) P(\text{not } B)} \end{aligned}$$

Bayesian analysis

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- ▶ Before examining the e-mail, there is a *prior probability* of 20% that it is spam.
- ▶ After examining the e-mail for certain keywords such as 'money', the filter updates this prior probability using Bayes' rule to arrive at the *posterior probability* that the e-mail is spam.

Examples and case studies: False positives

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Know $P(D) = 1\%$

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Given that a person tests positive, what are the chances that he has the disease?

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Case study: Warner's randomized response model

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Q2: Did you get 'tails' on the second toss?

So the answer will be partly random: We don't know whether a 'yes' answer is due to the student cheating or to getting tails on the second toss. This should put the student at ease to answer truthfully.

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$$\text{So we estimate } P(\text{yes}) = \frac{27}{27+30} = 47\% \text{ and get } P(\text{yes} \mid \text{Q1}) = \frac{0.47 - 0.5 \times 0.5}{0.5} = 44\%$$

Mini quiz

- ▶ A fair coin is tossed 5 times. Find the probability of getting at most 4 tails.
- ▶ 3% of all applicants to the Stanford Medical School are admitted. 70% of all applicants have a GPA of 3.6 or above. Of those who are admitted, 95% have a GPA of 3.6 or above.

What are the chances of being admitted if the GPA is 3.6 or above?