Following Makalic and Schmidt (2015), the horseshoe model is:

$$y \mid \boldsymbol{X}, \boldsymbol{\beta}, \sigma^{2} \sim \mathrm{N}(\boldsymbol{X}\boldsymbol{\beta}, \sigma^{2}\boldsymbol{I}_{n}),$$

$$\beta_{j} \mid \lambda_{j}^{2}, \tau^{2}, \sigma^{2} \sim \mathrm{N}(0, \lambda_{j}^{2}\tau^{2}\sigma^{2}),$$

$$\sigma^{2} \sim \sigma^{-2}d\sigma^{2},$$

$$\lambda_{j} \sim \mathrm{C}^{+}(0, 1),$$

$$\tau \sim \mathrm{C}^{+}(0, 1)$$

They re-parameterize for Gibbs sampling as:

$$y \mid \boldsymbol{X}, \boldsymbol{\beta}, \sigma^{2} \sim \mathrm{N}(\boldsymbol{X}\boldsymbol{\beta}, \sigma^{2}\boldsymbol{I}_{n}),$$

$$\beta_{j} \mid \lambda_{j}^{2}, \tau^{2}, \sigma^{2} \sim \mathrm{N}(0, \lambda_{j}^{2}\tau^{2}\sigma^{2}),$$

$$\sigma^{2} \sim \sigma^{-2}d\sigma^{2},$$

$$\lambda_{j}^{2} \mid \nu_{j} \sim \mathrm{IG}(1/2, 1/\nu_{j}),$$

$$\tau^{2} \mid \xi \sim \mathrm{IG}(1/2, 1/\xi),$$

$$\nu_{1}, \dots, \nu_{p}, \xi \mid \sim \mathrm{IG}(1/2, 1).$$

Where the inverse-Gamma distribution with pdf:

$$p(z \mid \alpha, \beta) = \frac{\beta^{\alpha}}{\Gamma(\alpha)} z^{-\alpha - 1} \exp\left(-\frac{\beta}{z}\right)$$

BSFG uses the following model for each column of Y

$$y \mid \mathbf{F}, \boldsymbol{\lambda}_j, \sigma^2 \sim \mathrm{N}(\mathbf{F}\boldsymbol{\lambda}_j, \sigma_j^2 \boldsymbol{\Sigma}_j).$$

A horseshoe model for  $\lambda_i$  could be:

$$\lambda_{kj} \mid \phi_{kj}^2, \tau_k^2, \sigma_j^2 \sim \mathcal{N}(0, \phi_{kj}^2 \tilde{\omega}_k^2 \sigma_j^2),$$

$$\sigma_j^2 \sim \mathcal{IG}(a, b),$$

$$\phi_{kj} \sim \mathcal{C}^+(0, 1),$$

$$\tilde{\omega}_k = \sim \mathcal{C}^+(0, \tau_k^{-1/2}),$$

$$\tau_k = \prod_{h=1}^k \delta_h,$$

$$\delta_h \sim \mathcal{Ga}(a_\delta, b_\delta), h \ge 1, \ \delta_1 = 1.$$

The column-shrinkage is accomplished by  $\omega_k$ , which is given a half-Cauchy prior with scale parameter stochastically decreasing controlled by the sequence  $\delta_h$  which is stochastically increasing (could be set so that  $\delta_h >= 1$ ).

This model maintains the form of the horseshoe for each column of  $\Lambda$ , but adds an increasingly strong prior on the number of non-zero entries.

This can be re-parameterized as:

$$y \mid \boldsymbol{F}, \boldsymbol{\lambda}_{j}, \sigma^{2} \sim \mathrm{N}(\boldsymbol{F}\boldsymbol{\lambda}_{j}, \sigma_{j}^{2}\boldsymbol{\Sigma}_{j}),$$

$$\lambda_{kj} \mid \phi_{kj}^{2}, \tau_{k}^{2}, \sigma_{j}^{2} \sim \mathrm{N}(0, \phi_{kj}^{2}(\omega_{k}^{2}\tau_{k}^{-1})\sigma_{j}^{2}),$$

$$\sigma_{j}^{2} \sim \mathrm{IG}(a, b),$$

$$\phi_{kj}^{2} \mid \nu_{kj} \sim \mathrm{IG}(1/2, 1/\nu_{kj}),$$

$$\omega_{k}^{2} \mid \xi_{k} \sim \mathrm{IG}(1/2, 1/\xi_{k}),$$

$$\nu_{kj}, \xi_{k} \mid \sim \mathrm{IG}(1/2, 1),$$

$$\tau_{k} = \prod_{h=1}^{k} \delta_{h},$$

$$\delta_{h} \sim \mathrm{Ga}(a_{\delta}, b_{\delta}), h \geq 1, \ \delta_{1} = 1.$$

with  $\tilde{\omega}_k = \omega_k^2 \tau_k^{-1}$ . I wonder if the half-Cauchy prior on  $\tilde{\omega}_k$  is necessary. Another possibility would be to replace  $\delta_1$  with  $\tilde{\omega}$  (ie fixed over the whole matrix  $\Lambda$ , and then just add the  $\tau_k$  column-penalty on top. I think I'll start with this.

$$y \mid \boldsymbol{F}, \boldsymbol{\lambda}_{j}, \sigma^{2} \sim \mathrm{N}(\boldsymbol{F}\boldsymbol{\lambda}_{j}, \sigma_{j}^{2}\boldsymbol{\Sigma}_{j}),$$

$$\lambda_{kj} \mid \phi_{kj}^{2}, \tau_{k}^{2}, \sigma_{j}^{2} \sim \mathrm{N}(0, \phi_{kj}^{2}\omega^{2}\tau_{k}^{-1}\sigma_{j}^{2}),$$

$$\sigma_{j}^{2} \sim \mathrm{IG}(a, b),$$

$$\phi_{kj}^{2} \mid \nu_{kj} \sim \mathrm{IG}(1/2, 1/\nu_{kj}),$$

$$\omega^{2} \mid \xi \sim \mathrm{IG}(1/2, 1/\xi),$$

$$\nu_{kj}, \xi \mid \sim \mathrm{IG}(1/2, 1),$$

$$\tau_{k} = \prod_{h=1}^{k} \delta_{h},$$

$$\delta_{h} \sim \mathrm{Ga}(a_{\delta}, b_{\delta}), h \geq 1, \ \delta_{1} = 1.$$