

Bayes:  $P(Y|B) = N(XB, \sigma^2 I_r)$ ,  $P(B) = N(m_0, \Sigma_0)$

Note:  $\sigma^2$  is fixed.

Goal: Find  $m_0, \Sigma_0$  such that  $E[B|Y] = \tilde{\beta}$

- ①  $Y = XB + \varepsilon$ ,  $\varepsilon \sim N(0, \sigma^2 I_r)$  and want to add a prior on  $\beta$ . Try  $m_0 = 0$ , as an "uninformed" guess of the value (rather than expecting  $\beta > 0$  or  $\beta < 0$ ). So  $\beta \sim N(0, \Sigma_0)$ .
- ② Just as ① above implies  $Y \sim N(XB, \sigma^2 I_r)$ ;  $0 = IB + \tilde{\varepsilon}$ ,  $\tilde{\varepsilon} \sim N(0, \Sigma_0)$  implies  $\beta \sim N(0, \Sigma_0)$ .

$$\begin{bmatrix} Y \\ 0 \end{bmatrix} = \begin{bmatrix} X \\ I \end{bmatrix} \beta + \begin{bmatrix} \varepsilon \\ \tilde{\varepsilon} \end{bmatrix}, \text{ where } \begin{bmatrix} \varepsilon \\ \tilde{\varepsilon} \end{bmatrix} \sim N \left( \begin{bmatrix} 0_{p \times 1} \\ 0_{n-p \times 1} \end{bmatrix}, \sigma^2 \begin{bmatrix} I_p & 0 \\ 0 & \Sigma_0 \end{bmatrix} \right)$$

Above is L.S. model whose estimates:  $P(\beta|Y) \propto P(Y|\beta) \cdot P(\beta)$  characterize the complete Bayesian model.

Setting  $m_0 = 0$  and keeping  $\Sigma_0$  such that variance is large puts low weight on the prior and more weight on the L.S. estimate  $\tilde{\beta}$ : e.g.  $a I_{n-p}$ ,  $a \gg 1$ .

The prior would thus be  $\beta \sim N(0, (a I_{n-p}) \sigma^2)$  for large  $a$ , and  $E[B|Y] = \tilde{\beta}$ .

$$\begin{aligned} m_0 &= 0 \\ \Sigma_0 &= a I_{n-p} \sigma^2, \quad a \gg 1 \end{aligned}$$