Power of visualization

* make it easier to interpret
* diagnostic of model misfit

Local fit

* no consensus about how to evaluate fit, either locally or globally

Accessibility

* standard linear model approaches don’t work
* purpose: to truly evaluate the evidence of the model
* or just modeling in general
* you can’t rely on tradition (or rules of thumb)
* where can the model be wrong and where do I find it
* away from dichotomous decision-making