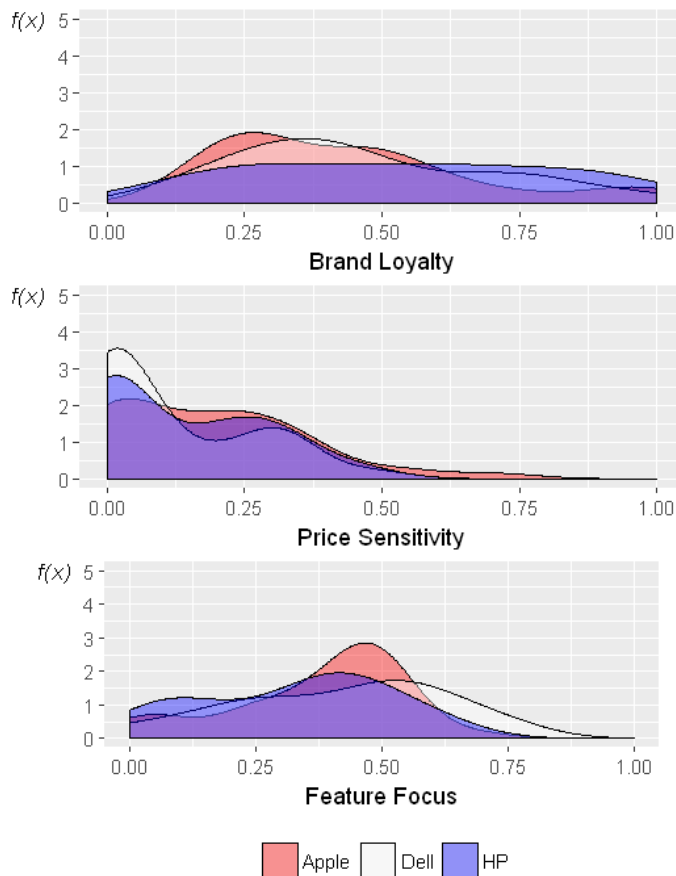




# Bayes Basics

School of Information Studies  
Syracuse University

# What Is the Bayesian Approach?





# The Reverend



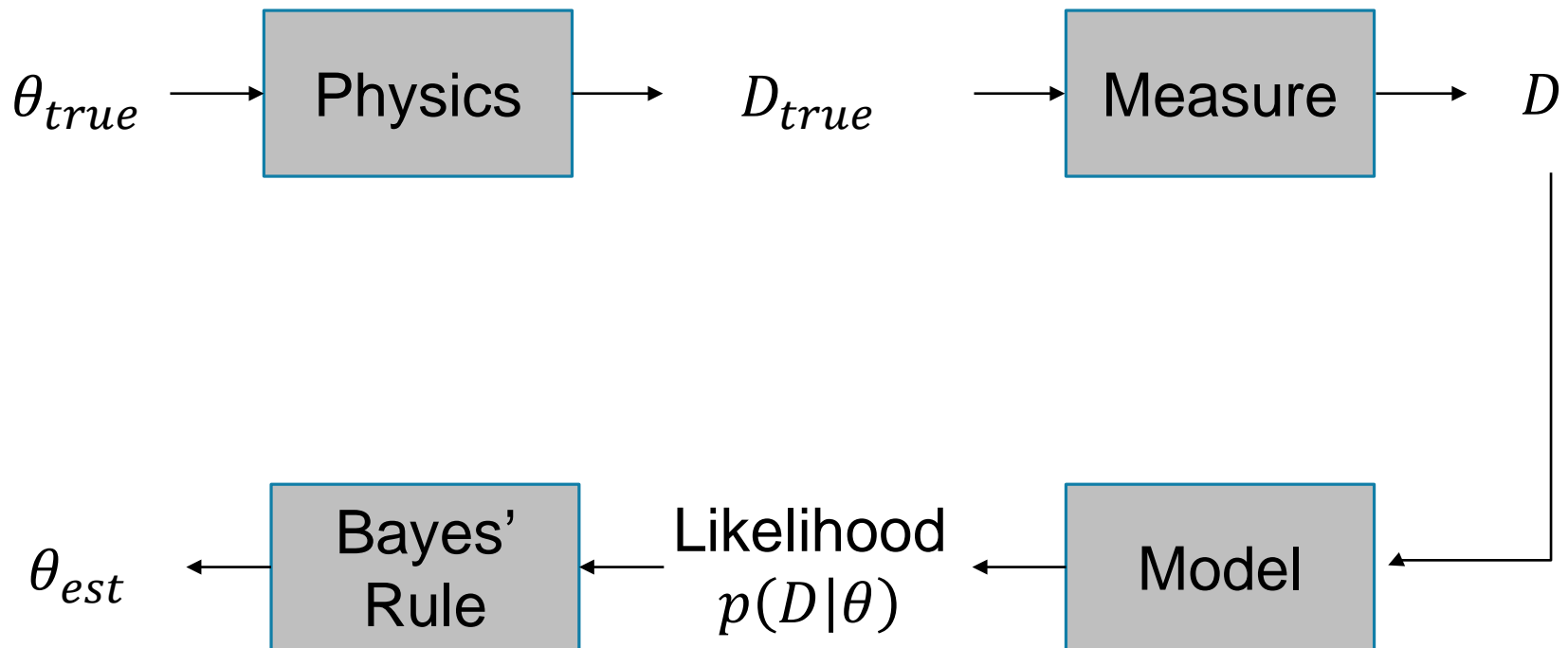
# Bayes Theorem

$$p(H|D) = \frac{p(D|H)p(H)}{p(D)}$$

- Given  $H \equiv$  hypothesis and  $D \equiv$  data
- What is the probability our hypothesis is true given the data observed?

Source: Adapted from Stanton (2017)

# Forward & Inverse Probability



Source: Adapted from Stone (2013)