Standard Error - Product quality Sampling Variance - Product quality 0 0 7.742 1.391 Standard Error 15.485 2.783 23.227 4.174 30.969 5.565 -10 -5 0 5 10 -10 -5 0 5 10 **Observed Outcome Observed Outcome** Inverse Sampling Variance - Product quality **Inverse Standard Error - Product quality** 3480.798 Inverse Standard Error Inverse Variance 10769462.552 1160.386 0.032 0.18 -10 -5 0 5 10 -10 -5 0 5 10 **Observed Outcome Observed Outcome**