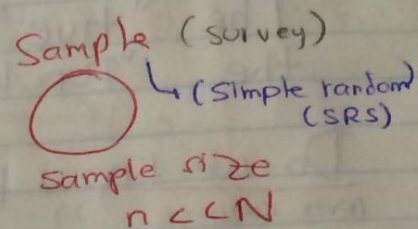
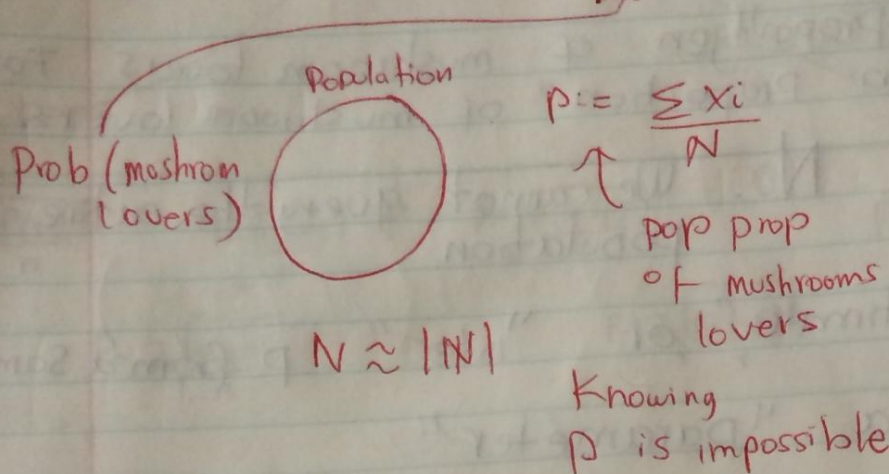


$$X_1, \dots, X_N \stackrel{\text{iid}}{\sim} \text{Bern}(p)$$



$$\underbrace{X_1, \dots, X_n}_{\text{SRS}} \stackrel{\text{iid}}{\sim} \text{Bern}(p)$$

$p$  unknown  
Either likes or doesn't.

## Goals

- ① Estimate  $p$  (CI)
- ② Test theories about  $p$  (HT's)
- ③ Make decisions using  $p$

## How to take a sample

$$X_i \mid C_i = 1, \dots, X_n \mid C_n = 1 \stackrel{\text{iid}}{\sim} \text{Bern}(P_c)$$

↑  
choose  
Yes/No

$$\text{s.t. } P_c > p$$

Biased sample

Non-representative sample

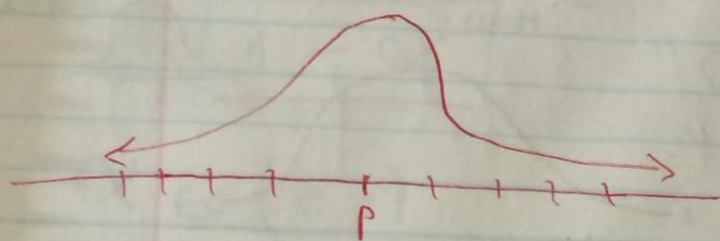


## Estimates

① Point Esti.

$$\hat{p} = \frac{\sum x_i}{n}$$

② Integral Estimates  
(range of values)



$$\hat{p} \sim N\left(p, \left(\sqrt{\frac{p(1-p)}{n}}\right)^2\right)$$

$$\left| \hat{p} - p \right| \Rightarrow \left[ \hat{p} - \sqrt{\frac{p(1-p)}{n}}, \hat{p} + \sqrt{\frac{p(1-p)}{n}} \right]$$

$$(?) \quad \left[ \hat{p} \pm \sqrt{\frac{p(1-p)}{n}} \right] \quad \begin{array}{l} \text{Converge} \\ \text{or} \\ \text{Confidence} \end{array} \quad = \quad p \quad (p \in \quad)$$

$$P\left(p \in \left[ \hat{p} - \sqrt{\frac{p(1-p)}{n}}, \hat{p} + \sqrt{\frac{p(1-p)}{n}} \right]\right) =$$
$$= P\left(\hat{p} - \sqrt{\frac{p(1-p)}{n}} \leq p \leq \hat{p} + \sqrt{\frac{p(1-p)}{n}}\right)$$

$$= P\left(-\sqrt{\frac{p(1-p)}{n}} \leq p - \hat{p} \leq \sqrt{\frac{p(1-p)}{n}}\right)$$

$$= P\left(-1 \leq \frac{p - \hat{p}}{\sqrt{\frac{p(1-p)}{n}}} \leq 1\right)$$

$$= P\left(1 \geq \frac{\hat{p} - p}{\sqrt{\frac{p(1-p)}{n}}} \geq -1\right) = P(1 \geq Z \geq -1)$$
$$= P(Z \in [-1, 1]) = .68$$



$$\frac{z_{\alpha}}{2} := z \text{ sl}$$

$$F_z(z) = 1 - \frac{\alpha}{2}$$

$$\alpha = 5\%$$

$$F_z(z) = 0.975$$

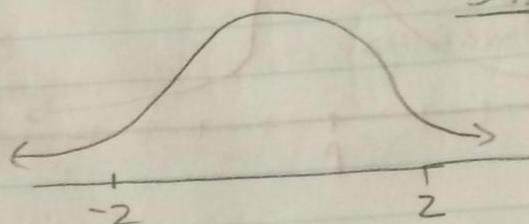
$$z_{5\%} = 2$$

How?

prob & z values



$$\left[ \hat{p} \pm z \sqrt{\frac{p(1-p)}{n}} \right]$$



Pof coverage is 95%

$$P(p \in [\hat{p} - z \sqrt{\frac{p(1-p)}{n}}, \hat{p} + z \sqrt{\frac{p(1-p)}{n}}])$$

$$= P(\hat{p} - z \sqrt{\frac{p(1-p)}{n}} \leq p \leq \hat{p} + z \sqrt{\frac{p(1-p)}{n}})$$

$$P(-z \sqrt{\frac{p(1-p)}{n}} \leq p - \hat{p} \leq z \sqrt{\frac{p(1-p)}{n}})$$

$$P(-z \leq \frac{p - \hat{p}}{\sqrt{\frac{p(1-p)}{n}}} \leq z)$$

$$= P(z \geq \frac{\hat{p} - p}{\sqrt{\frac{p(1-p)}{n}}} \geq -z)$$

$$P(z \geq z \geq -z)$$

$$P(z \in (-z_{\frac{\alpha}{2}}, z_{\frac{\alpha}{2}})) = F(z_{\frac{\alpha}{2}}) - F(-z_{\frac{\alpha}{2}})$$

$$= F(z_{\frac{\alpha}{2}}) - (1 - F(z_{\frac{\alpha}{2}}))$$

$$= 2F(z_{\frac{\alpha}{2}}) - 1$$

$$= 2(1 - \frac{\alpha}{2}) - 1$$

$$= 2 - \alpha - 1$$

$$= \boxed{1 - \alpha}$$

"Coverage"

"Confidence"

$$\alpha \in (0, 1)$$

2.5% Probability of coverage =  $\frac{97.5\%}{\text{inside}}$  (question)

2.5% do not cover

$$\left[ \overset{\text{point estim}}{\hat{p}} \pm \underbrace{z_{\frac{\alpha}{2}} \sqrt{\frac{p(1-p)}{n}}}_{\text{margin of error}} \right] \approx \left[ \hat{p} \pm \underbrace{z_{\frac{\alpha}{2}} \sqrt{\frac{\hat{p}(1-\hat{p})}{n}}}_{\text{margin of error}} \right]$$

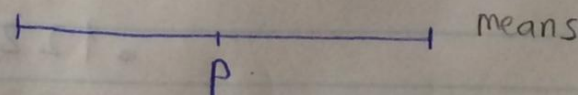
This works if  $n$  is large  
and  $p$  is not small, not large

Confident  
interval

$$CI_{p, 1-\alpha} := \left[ \hat{p} \pm z_{\frac{\alpha}{2}} \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right]$$

Parameter

conf





$1-\alpha$  confidence  $\neq$   $1-\alpha$  probability

## Objectivist / Frequentist Interpretation

- ① Before you make a CI,  
 $P(p \in CI) = 1-\alpha$  I already made the CI
- ② If I repeat the probability many time  
 $1-\alpha \approx \frac{\sum \mathbb{1}_{p \in CI_i}}{n}$  l.r.f  
CI only once. (long run frequency)
- ③ After CI is computed GARBAGE  
 $P(p \in CI) \in \{0, 1\} \neq 1-\alpha$

## Subjectivis / Bergesians

- ① Under certain prior belief about  $p$   
 $P(p \in CI) = 1-\alpha$  after construction.

$$\hat{p} = \frac{10}{15} = 0.667$$

$$CI_{p, 95\%} = \left[ 0.667 \pm 2 \sqrt{\frac{0.667 \times 0.333}{15}} \right]$$

$$0.122 \times 2 = 0.243$$

Ans

$$= [0.424, 0.910]$$

Diverse college  
prior beliefs



\*  $\alpha = 5\% \Rightarrow z = 2$

$\alpha = 0.3\% \Rightarrow z = 3$

$$CI_{p, 95\%} = \left[ .667 \pm 3 \sqrt{\frac{.667 \times .333}{15}} \right]$$

$\xrightarrow{\text{Ans}} = [.300, 1]$   
uselessness

( $\alpha$  goes down) it's useless

Making a better integral  $n$  bigger

\*  $\hat{p} = \frac{100}{150} = .667$   $\alpha = 5\%$  then  $z$

$$CI_{p, 95\%} = \left[ .667 \pm 2 \sqrt{\frac{.667 \times .333}{150}} \right]$$

$= [.59, .74]$  nice range  
useful

Play with  $n$  and  $\alpha$

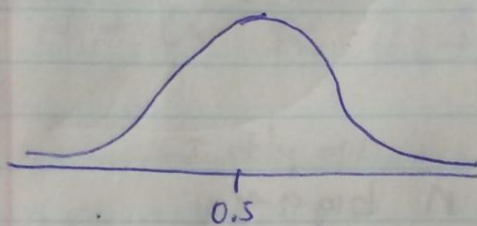
Confidence interval done (CI)  
All about estimating  $p$

②. Is my theory about  $p$  true?

Theory: Male / female births are same proportion

$$p := P(\text{male}) = 0.5$$

$$X_1, \dots, X_n \stackrel{\text{iid}}{\sim} \text{Bern}(p=0.5)$$



$$\hat{p} \sim N\left(0.5, \left(\sqrt{\frac{0.25}{n}}\right)^2\right)$$

Theory is OK

•  $\hat{p}$   
here then  
Theory is wrong