

$\hat{\theta} = \bar{X}$  is known as the max likelihood estimator for  $\theta$  being Bernoulli. MLE's aren't the only estimators but they are the "best" in many situations for the following reasons:

(1)  $\hat{\theta} \rightarrow \theta$  as  $n$  gets large "Consistent"  
 $E[\hat{\theta}] \rightarrow \theta$  as  $n$  gets large  
 $\text{Var}[\hat{\theta}] \rightarrow 0$  as  $n$  gets large

(2) Asymptotically Normal  $\frac{\hat{\theta} - \theta}{SE[\hat{\theta}]} \rightarrow N(0,1)$  as  $n$  gets large

(3)  $SE[\hat{\theta}]$  is smaller than other estimators (optimal).

$$\Rightarrow \bar{X} \approx N(\theta, SE[\hat{\theta}]^2) = N(\theta, (\sqrt{\text{Var}[\bar{X}]})^2)$$

$$X_1, \dots, X_n \stackrel{iid}{\sim} \text{Bern}(\theta) := (1-\theta)^{x-1} \theta$$

$$L(\theta; X) = \prod_{i=1}^n (1-\theta)^{x_i-1} \theta = \theta^n (1-\theta)^{\sum x_i - n} = \left(\frac{\theta}{1-\theta}\right)^n (1-\theta)^{n\bar{X}}$$

$$\ln L = n \ln(\theta) - n \ln(1-\theta) + n\bar{X} \ln(1-\theta)$$

$$\frac{d}{d\theta} \ln L = \frac{n}{\theta} + \frac{n}{1-\theta} - \frac{n\bar{X}}{1-\theta} = 0 \Rightarrow \frac{1-\theta}{\theta} n + n - n\bar{X} = 0$$

$$\Rightarrow \left(\frac{1}{\theta} - 1\right)n + n - n\bar{X} = 0$$

$$\Rightarrow \frac{n}{\theta} - n + n - n\bar{X} = 0$$

$$\Rightarrow \frac{1}{\theta} = \bar{X} \Rightarrow \hat{\theta} = \frac{1}{\bar{X}}$$

- Not always  $\bar{X}$

- Not done in 241

Can be shown  $SE(\hat{\theta}) = \sqrt{\frac{(1-\theta)\theta^2}{n}} \approx \sqrt{\frac{(1-\hat{\theta})\hat{\theta}^2}{n}} = \hat{SE}(\hat{\theta})$

[2]

Need a course in math stats for this...

pt est: just  $\hat{\theta}_{MLE}$

Conf. Intervals:

Pick  $\alpha$ ,  $CI_{0,1-\alpha} = [\hat{\theta}_{MLE} \pm z_{\frac{\alpha}{2}} \hat{SE}(\hat{\theta}_{MLE})]$

Interpretation

①

②

③

e.g.  $0.33, 1, 0, 1, 0$

$$0.33 \pm 2 \sqrt{0.33 \cdot 0.66} = [-0.60, 1.26]$$

???? Why ???

Hyp Test

$H_0: \theta = \theta_0$  fair

$H_a: \theta \neq \theta_0$  unfair

my theory

Under  $H_0$

$$\hat{\theta}_{MLE} \sim N(\theta_0, SE[\hat{\theta}_{MLE}])$$

$H_0: \theta = 0.5$

$H_a: \theta \neq 0.5$

$$0.5 \pm 2 \cdot 0.5$$

$$= [0, 1] \checkmark$$

Interpret:  $P_{rej}$  or  $P_{acc}$

$$\text{Rejection Region} = [\theta_0 \pm z_{\frac{\alpha}{2}} SE[\hat{\theta}_{MLE}]]$$

Power?  $P(H_0)$ ?  $P(H_1)$ ?  $P(H_0)/P(H_1)$

How much does  $\hat{\theta}$

vary from sample-sample?

$$\hat{\theta} \sim N(\theta, SE(\hat{\theta}))$$

asymptotic  
based on large sample, result...

Hidden Assumption:  $\theta$  is the fixed value that we know nothing about

Observed data, fit parametric model  $\mathcal{F}$

- If goal is to estimate  $\theta$ , use  $\hat{\theta}_{MLE}$
- ... provide confidence use  $SE[\hat{\theta}_{MLE}]$   
(need asymptotic theory for this)
- If goal is to test, use asymptotic normality  
and the fact that it's asymptotically normal

Disadvantages to pt estimation

① What if "degenerate" case  $\langle 0, 0, 0 \rangle$   $\hat{\theta} = 0$ ?

② No way to factor in prior knowledge about  $\theta \in \mathcal{H} \subset \mathcal{H}$

ex: How old am I? 5? 80?

You kind of know the same thing about a coin.

Most likely it's fair

Disadvantages in confidence set creation

③  $SE[\hat{\theta}_{MLE}]$  is needed. Likelihood is large, it's wrong  
as we've just seen... Asymptotic normality needed

④ Interpretation of a CI is RETARDED.

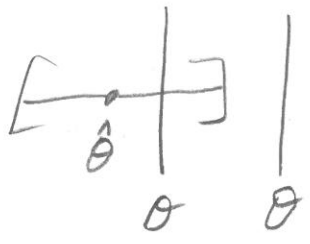
Disadvantages in hyp. testing

③ Asymptotic normality needed... is low all bets off

④ Can't ask what you really want...  $P(H_0)$  e.g.

How did we get into this mess?

$\theta$  is considered one fixed #, unknown.

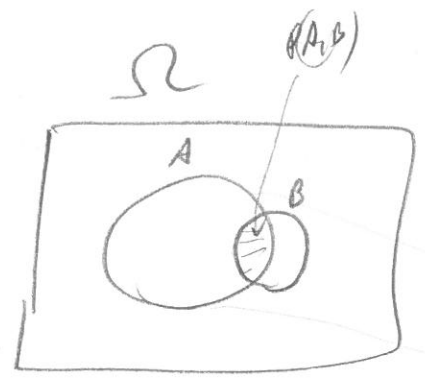


the  $P(\theta \in CI) = 0 \text{ or } 1$

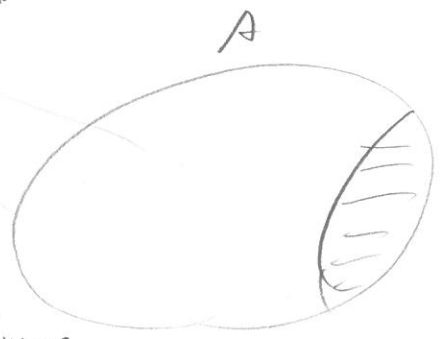
$H_0: \theta = 0.5$   $P(H_0) = 0 \text{ or } 1$  either  $\theta = 0.5$  or it's not.

→ This makes lot of sense. But because you it causes many problems...

Recall...

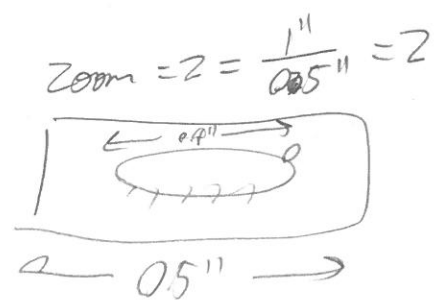
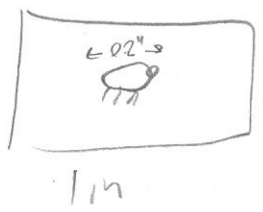


$P(A) = 0.2$  sandy  
 $P(B) = 0.06$  l.c.  
 $P(A, B) = 0.036$



$P(\text{l.c.} | \text{sandy}) = P(B|A)$   
 $= P(A, B)$  in real universe

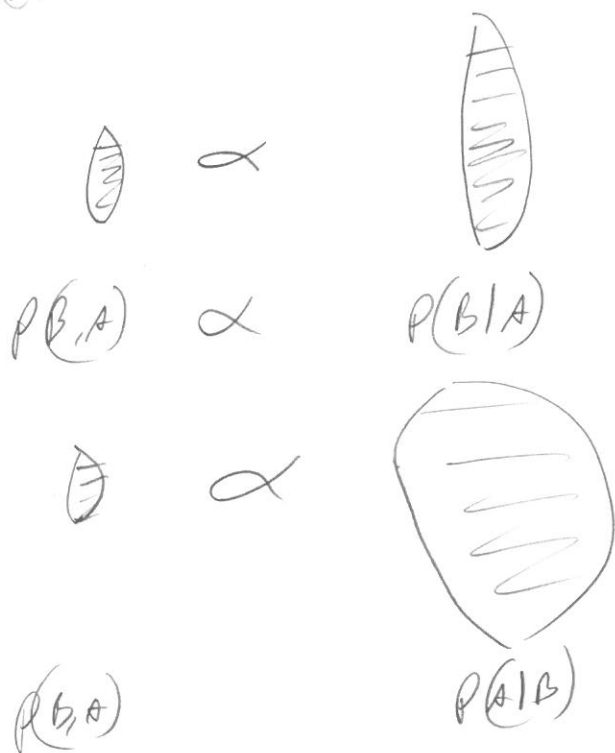
Which one universe?



Like we have we begin with  $P(S)$  and zoom in to  $P(A)$

$$\frac{P(S)}{P(A)} = \frac{1}{P(A)} \text{ is the zoom factor} \Rightarrow P(B|A) = P(B, A) \cdot \frac{1}{P(A)} = \frac{P(B, A)}{P(A)}$$

Bayes Rule

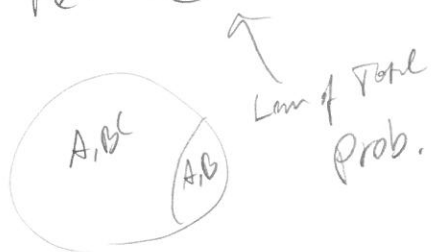


proportional to:  
same shape ... of  
by the diff.  
zoom factors.

$$P(B, A) = P(B|A) P(A) = P(A|B) P(B) \text{ also consistent Bayes Rule.}$$

$$\Rightarrow \text{And } P(A|B) = \frac{P(B, A)}{P(B)}, \quad P(B|A) = \frac{P(A|B) P(B)}{P(A)} \text{ Bayes Rule again...}$$

$$P(A) = P(A, B) + P(A, B^c) = P(A|B) P(B) + P(A|B^c) P(B^c)$$



$$\Rightarrow P(B|A) = \frac{P(A|B) P(B)}{P(A)} \text{ Another Bayes Rule}$$

What is our target of estimation here? prob of L.C. in a certain instance.  
 What's the data? Smoking...

writing in book...

$$P(B|A) = \frac{P(A|B) P(B)}{P(A)}$$

$P(B|A)$  ← posterior prob of data  
 $P(A|B) P(B)$  ← prior on prob of L.C.  
 $P(A)$  ← prior on the obs'd data  
 likelihood of the data

$P(B) \rightarrow P(B|A)$  How? Multiply by  $\frac{P(A|B)}{P(A)}$   
 ↓  
 dial it up or down

" Bayesian  
 Conditionalism "

$P(A|B) < P(A) \Rightarrow$  posterior prob < prior prob  
 $P(A|B) > P(A) \Rightarrow$  " " > " "

More: ?

$$2/9 = \frac{P(B|A)}{P(B|A^c)} = \frac{P(A|B) P(B)}{P(A|B^c) P(B^c)}$$

posterior odds in favor of L.C.  
 prior odds in favor of L.C. = .064  
 3.640 positive / moderate evidence  
 16:1 more likely not  
 posterior odds / prior odds = Bayes Factor

likelihood ratio - called a Bayes Factor in favor of L.C.  
 Else some data not here to choose between two scenarios  
 $\frac{P(A|B)/P(B^c|A)}{P(A)/P(B^c)}$

5:1 more likely not