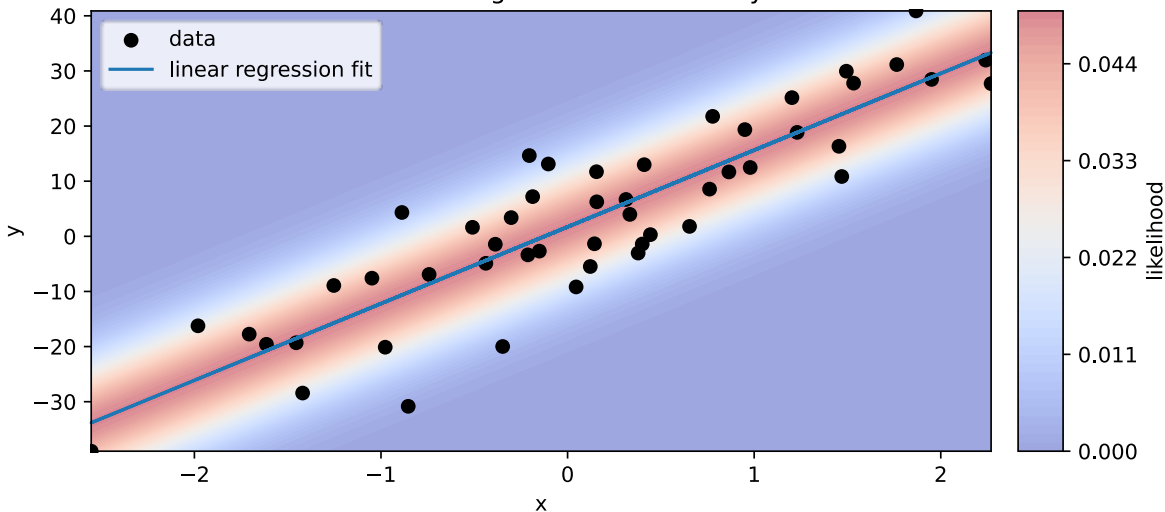linear regression in the likelihood view
model making the data most likely

linear regression in the error view (springs)
model minimizing the error