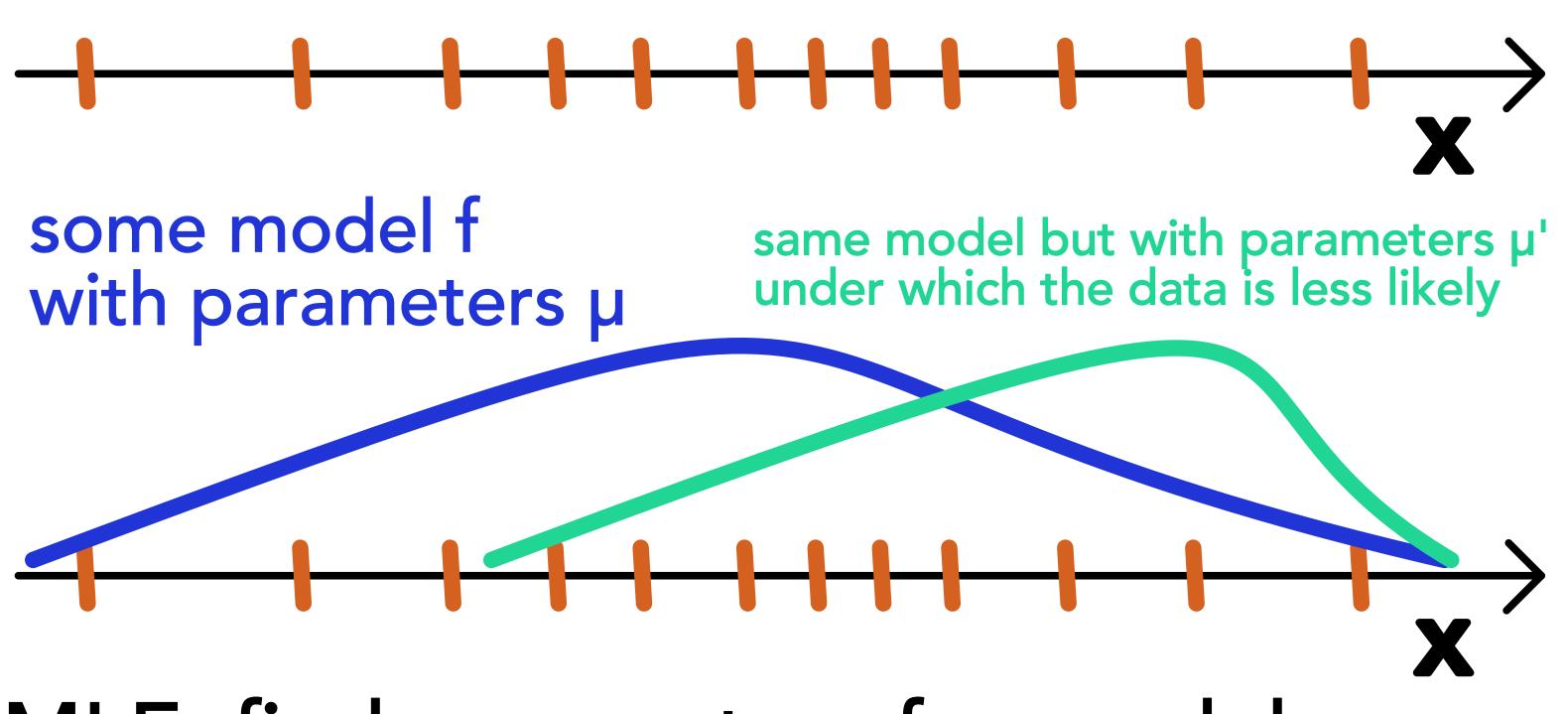
maximum likelihood estimation

given data



MLE: find parameters for model under which the data is most likely