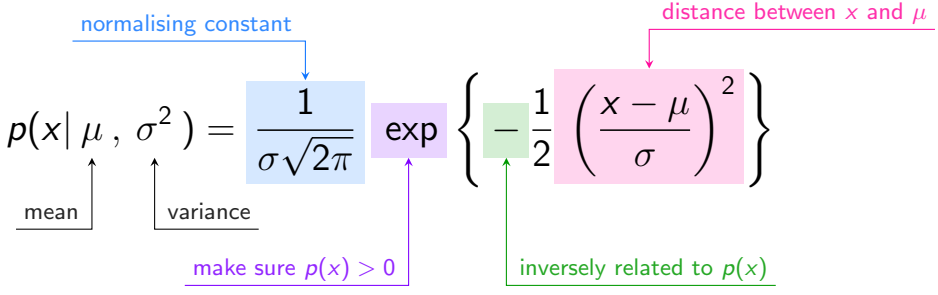
normalising constant
distance between x and μ
$p(x|\,\mu\,,\,\sigma^2\,) = \frac{1}{\sigma\sqrt{2\pi}}$ exp $\left\{ -\frac{1}{2}\left(\frac{x-\mu}{\sigma}\right)^2 \right\}$
mean
variance
make sure $p(x) > 0$
inversely related to $p(x)$