Estimating Parameters and Predictive Distributions: Some Simple Models

CS772A: Probabilistic Machine Learning
Piyush Rai

Plan today

- Parameter estimation (point est. and posterior) and predictive distribution for
 - Bernoulli observation model (binary-valued observations)
 - Multinoulli observation model (discrete-valued observations)
 - Univariate Gaussian observation model (real-valued observations); multivariate case is similar
- Hyperparameters for these models, if any, will be assumed to be known (for now)



Bernoulli Observation Model



Estimating a Coin's Bias

 \blacksquare Consider a sequence of N coin toss outcomes (observations)

Probability of a head

- lacktriangle Each observation y_n is a binary random variable. Head: $y_n=1$, Tail: $y_n=0$
- Each y_n is assumed generated by a Bernoulli distribution with param $\theta \in (0,1)$

Likelihood or observation model

$$p(y_n|\theta) = \text{Bernoulli}(y_n|\theta) = \theta^{y_n} (1-\theta)^{1-y_n}$$

- Here θ the unknown param (probability of head). Let's do MLE assuming i.i.d. data
- Log-likelihood: $\sum_{n=1}^{N} \log p(y_n | \theta) = \sum_{n=1}^{N} [y_n \log \theta + (1 y_n) \log (1 \theta)]$
- lacktriangle Maximizing log-lik, or minimizing neg. log-lik (NLL) w.r.t. $m{ heta}$ gives



I tossed a coin 5 times – gave 1 head and 4 tails. Does it means $\theta = 0.2?$? The MLE approach says so. What is I see 0 head and 5 tails. Does it mean $\theta = 0$?

$$\theta_{MLE} = \frac{\sum_{n=1}^{N} y_n}{N}$$

Thus MLE solution is simply the fraction of heads! © Makes intuitive sense!

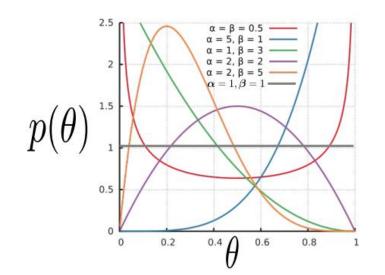
Indeed, with a small number of training observations, MLE may overfit and may not be reliable. An alternative is MAP estimation which can incorporate a prior distribution over θ

Estimating a Coin's Bias

- Let's do MAP estimation for the bias of the coin
- Each likelihood term is Bernoulli

$$p(y_n|\theta) = \text{Bernoulli}(y_n|\theta) = \theta^{y_n} (1-\theta)^{1-y_n}$$

- Also need a prior since we want to do MAP estimation
- Since $\theta \in (0,1)$, a reasonable choice of prior for θ would be Beta distribution



$$p(\theta|\alpha,\beta) = \frac{\Gamma(\alpha+\beta)}{\Gamma(\alpha)\Gamma(\beta)} \theta^{\alpha-1} (1-\theta)^{\beta-1}$$

The gamma function

Using $\alpha=1$ and $\beta=1$ will make the Beta prior a uniform prior

lpha and eta (both non-negative reals) are the two hyperparameters of this Beta prior

Can set these based on intuition, cross-validation, or even learn them

Estimating a Coin's Bias

■ The log posterior for the coin-toss model is log-lik + log-prior

$$LP(\theta) = \sum_{n=1}^{N} \log p(y_n|\theta) + \log p(\theta|\alpha,\beta)$$

■ Plugging in the expressions for Bernoulli and Beta and ignoring any terms that don't depend on θ , the log posterior simplifies to

$$LP(\theta) = \sum_{n=1}^{N} [y_n \log \theta + (1 - y_n) \log(1 - \theta)] + (\alpha - 1) \log \theta + (\beta - 1) \log(1 - \theta)$$

lacktriangle Maximizing the above log post. (or min. of its negative) w.r.t. $m{ heta}$ gives

Using $\alpha = 1$ and $\beta = 1$ gives us the same solution as MLE

Recall that $\alpha = 1$ and $\beta = 1$ for Beta distribution is in fact equivalent to a uniform prior (hence making MAP equivalent to MLE)

$$\theta_{MAP} = \frac{\sum_{n=1}^{N} y_n + \alpha - 1}{N + \alpha + \beta - 2}$$

Such interpretations of prior's hyperparameters as being "pseudo-observations" exist for various other prior distributions as well (in particular, distributions belonging to "exponential family" of distributions Prior's hyperparameters have an interesting interpretation. Can think of $\alpha-1$ and $\beta-1$ as the number of heads and tails, respectively, before starting the coin-toss experiment (akin to "pseudo-observations")

The Posterior Distribution

- Let's do fully Bayesian inference and compute the posterior distribution
- Bernoulli likelihood: $p(y_n|\theta) = \text{Bernoulli}(y_n|\theta) = \theta^{y_n} (1-\theta)^{1-y_n}$
- Beta prior: $p(\theta) = \text{Beta}(\theta | \alpha, \beta) = \frac{\Gamma(\alpha + \beta)}{\Gamma(\alpha)\Gamma(\beta)} \theta^{\alpha 1} (1 \theta)^{\beta 1}$ Number of heads (N_1)
- The posterior can be computed as Hyperparams α, β

$$p(\theta|\mathbf{y}) = \frac{p(\theta)p(\mathbf{y}|\theta)}{p(\mathbf{y})} = \frac{p(\theta)\prod_{n=1}^{N}p(y_n|\theta)}{p(\mathbf{y})} = \frac{p(\theta)\prod_{n=1}^{N}p(y_n|\theta)}{p(\mathbf{y})} = \frac{\frac{\Gamma(\alpha+\beta)}{\Gamma(\alpha)\Gamma(\beta)}\theta^{\alpha-1}(1-\theta)^{\beta-1}\prod_{n=1}^{N}\theta^{y_n}(1-\theta)^{1-y_n}}{\int \frac{\Gamma(\alpha+\beta)}{\Gamma(\alpha)\Gamma(\beta)}\theta^{\alpha-1}(1-\theta)^{\beta-1}\prod_{n=1}^{N}\theta^{y_n}(1-\theta)^{1-y_n}d\theta}$$

- Here, even without computing the denominator (marg lik), we can identify the posterior
 - lacktriangle It is Beta distribution since $p(\theta|\mathbf{y}) \propto \theta^{\alpha+N_1-1}(1-\theta)^{\beta+N_0-1}$
 - Thus $p(\theta|\mathbf{y}) = \text{Beta}(\theta|\alpha + N_1, \beta + N_0)$

Hint: Use the fact that the posterior must integrate to 1 $\int p(\theta|\mathbf{y})d\theta = 1$

Exercise: Show that the normalization constant equals $\frac{\Gamma(\alpha+\beta+N)}{\Gamma(\alpha+\sum_{n=1}^{N}y_n)\Gamma(\beta+N-\sum_{n=1}^{N}y_n)}$

 $\theta^{\sum_{n=1}^{N} y_n} (1-\theta)^{N-\sum_{n=1}^{N} y_n}$

- Here, finding the posterior boiled down to simply "multiply, add stuff, and identify"
- Here, posterior has the same form as prior (both Beta): property of conjugate priors, PML

Conjugacy and Conjugate Priors

- Many pairs of distributions are conjugate to each other
 - Bernoulli (likelihood) + Beta (prior) ⇒ Beta posterior
 - Binomial (likelihood) + Beta (prior) ⇒ Beta posterior
 - Multinomial (likelihood) + Dirichlet (prior) ⇒ Dirichlet posterior
 - Poisson (likelihood) + Gamma (prior) ⇒ Gamma posterior
 - Gaussian (likelihood) + Gaussian (prior) ⇒ Gaussian posterior
 - and many other such pairs ..
- Tip: If two distr are conjugate to each other, their functional forms are similar
 - Example: Bernoulli and Beta have the forms

Bernoulli
$$(y|\theta) = \theta^y (1-\theta)^{1-y}$$

Beta $(\theta|\alpha,\beta) = \frac{\Gamma(\alpha+\beta)}{\Gamma(\alpha)\Gamma(\beta)} \theta^{\alpha-1} (1-\theta)^{\beta-1}$

This is why, when we multiply them while computing the posterior, the exponents get added and we get the same form for the posterior as the prior but with just updated hyperparameter. Also,

Not true in general, but in some cases (e.g., the variance of the

Gaussian likelihood is fixed)

we can identify the posterior and its hyperparameters simply by inspection

More on conjugate priors when we look at exponential family distributions

Predictive Distribution

- Suppose we want to compute the prob that the next outcome y_{N+1} will be head (=1)
- \blacksquare The posterior predictive distribution (averaging over all θ 's weighted by their respective posterior probabilities)

$$p(y_{N+1} = 1 | \mathbf{y}) = \int_0^1 p(y_{N+1} = 1, \theta | \mathbf{y}) d\theta = \int_0^1 p(y_{N+1} = 1 | \theta) p(\theta | \mathbf{y}) d\theta$$

$$= \int_0^1 \theta \times p(\theta | \mathbf{y}) d\theta$$

$$= \mathbb{E}_{p(\theta | \mathbf{y})}[\theta]$$

$$= \frac{\alpha + N_1}{\alpha + \beta + N}$$
Expectation of θ w.r.t. the Beta posterior distribution $p(\theta | \mathbf{y}) = \text{Beta}(\theta | \alpha + N_1, \beta + N_0)$
For models where likelihood and prior are conjugate to each other, the PPD can be computed easily.

■ Therefore the PPD will be

$$p(y_{N+1}|\mathbf{y}) = \text{Bernoulli}(y_{N+1}|\mathbb{E}_{p(\theta|\mathbf{y})}[\theta])$$

■ The plug-in predictive distribution using a point estimate $\hat{\theta}$ (e.g., using MLE/MAP)

$$p(y_{N+1} = 1|\mathbf{y}) \approx p(y_{N+1} = 1|\hat{\theta}) = \hat{\theta} \implies p(y_{N+1}|\mathbf{y}) = \text{Bernoulli}(y_{N+1}|\hat{\theta})$$

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prior are conjugate to each other,

the PPD can be computed easily

when we talk about exponential

in closed form (more on this

family distributions)

Multinoulli Observation Model



The Posterior Distribution

MLE/MAP left as

- Assume N discrete obs $y = \{y_1, y_2, ..., y_N\}$ with each $y_n \in \{1, 2, ..., K\}$, e.g.,
 - y_n represents the outcome of a dice roll with K faces
 - y_n represents the class label of the n^{th} example in a classification problem (total K classes)
 - y_n represents the identity of the n^{th} word in a sequence of words

These sum to 1

■ Assume likelihood to be multinoulli with unknown params $\pi = [\pi_1, \pi_2, ..., \pi_K]$

$$p(y_n|\pi) = \text{multinoulli}(y_n|\pi) = \prod_{k=1}^K \pi_k^{\mathbb{I}[y_n=k]}$$
 Generalization of Bernoulli to $K > 2$ discrete outcomes

K > 2 discrete outcomes

- $\blacksquare \pi$ is a vector of probabilities ("probability vector"), e.g.,
 - Biases of the *K* sides of the dice
 - Prior class probabilities in multi-class classification $(p(y_n = k) = \pi_k)$
 - lacktriangleright Probabilities of observing each word of the K words in a vocabulary

Called the concentration parameter of the Dirichlet (assumed known for now)

Each $\alpha_k \geq 0$

Large values of α will give a Dirichlet peaked

around its mean (next

slides illustrates this)

■ Assume a conjugate prior (Dirichlet) on π with hyperparams $\alpha = [\alpha_1, \alpha_2, ..., \alpha_K]$

$$p(\boldsymbol{\pi}|\boldsymbol{\alpha}) = \mathsf{Dirichlet}(\boldsymbol{\pi}|\alpha_1, \dots, \alpha_K) = \frac{\Gamma(\sum_{k=1}^K \alpha_k)}{\prod_{k=1}^K \Gamma(\alpha_k)} \prod_{k=1}^K \pi_k^{\alpha_k - 1} = \frac{1}{B(\boldsymbol{\alpha})} \prod_{k=1}^K \pi_k^{\alpha_k - 1} = \frac{1}{B(\boldsymbol{\alpha})} \prod_{k=1}^K \pi_k^{\alpha_k - 1}$$

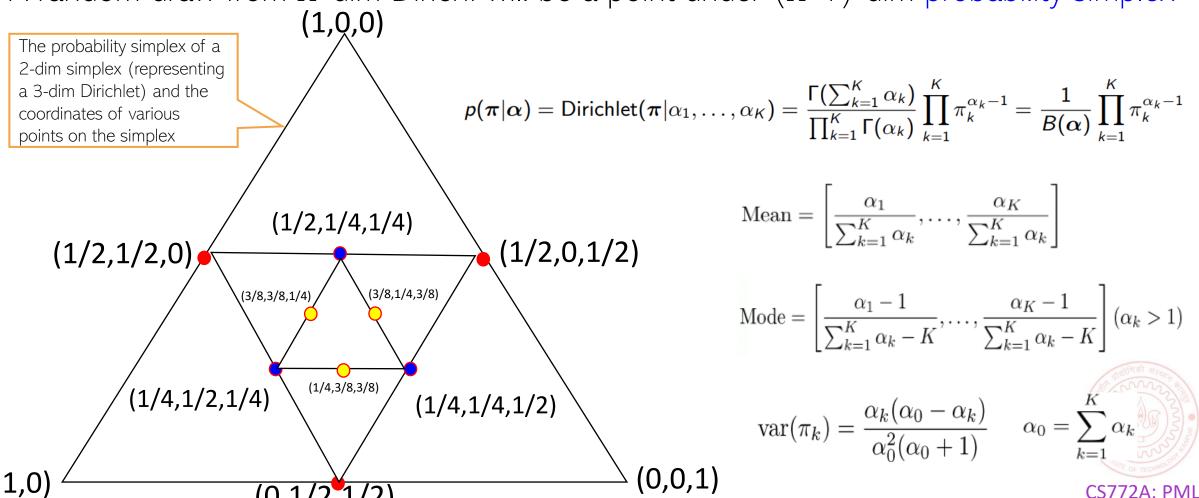
Generalization of Beta to *K*-dimensional probability

Brief Detour: Dirichlet Distribution

Basically, probability vectors

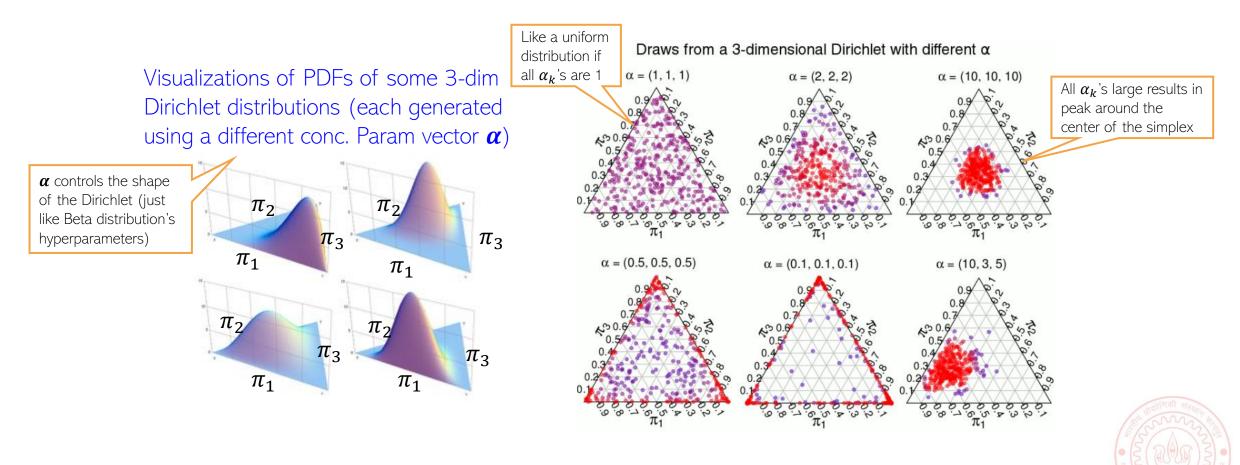
lacktriangle An important distribution. Models non-neg. vectors π that also sum to one

■ A random draw from K-dim Dirich. will be a point under (K-1)-dim probability simplex



Brief Detour: Dirichlet Distribution

■ A visualization of Dirichlet distribution for different values of concentration param



■ Interesting fact: Can generate a K-dim Dirichlet random variable by independently generating K gamma random variables and normalizing them to sum to 1 CS772A: PML

The Posterior Distribution

Likelihood

Prior

• Posterior $p(\pi|y)$ is easy to compute due to conjugacy b/w multinoulli and Dir.

$$p(\boldsymbol{\pi}|\boldsymbol{y},\boldsymbol{\alpha}) = \frac{p(\boldsymbol{\pi},\boldsymbol{y}|\boldsymbol{\alpha})}{p(\boldsymbol{y}|\boldsymbol{\alpha})} = \frac{p(\boldsymbol{\pi}|\boldsymbol{\alpha})p(\boldsymbol{y}|\boldsymbol{\pi},\boldsymbol{\alpha})}{p(\boldsymbol{y}|\boldsymbol{\alpha})} = \frac{p(\boldsymbol{\pi}|\boldsymbol{\alpha})p(\boldsymbol{y}|\boldsymbol{\pi},\boldsymbol{\alpha})}{p(\boldsymbol{y}|\boldsymbol{\alpha})} = \frac{p(\boldsymbol{\pi}|\boldsymbol{\alpha})p(\boldsymbol{y}|\boldsymbol{\pi})}{p(\boldsymbol{y}|\boldsymbol{\alpha})}$$
Don't need to compute for this case because of conjugacy case because of point need to compute for this point need to compute for this case because of point need to compute for this case because of point need to compute for this point need to point need to compute for this point need to poin

- Assuming y_n 's are i.i.d. given π , $p(y|\pi) = \prod_{n=1}^N p(y_n|\pi)$, and therefore

$$p(\boldsymbol{\pi}|\boldsymbol{y},\boldsymbol{\alpha}) \propto \prod_{k=1}^{K} \pi_{k}^{\alpha_{k}-1} \times \prod_{n=1}^{N} \prod_{k=1}^{K} \pi_{k}^{\mathbb{I}[y_{n}=k]} = \prod_{k=1}^{K} \pi_{k}^{\alpha_{k} + \sum_{n=1}^{N} \mathbb{I}[y_{n}=k] - 1}$$

- ullet Even without computing marg-lik, $p(y|\alpha)$, we can see that the posterior is Dirichlet
- lacktriangle Denoting $N_k = \sum_{n=1}^N \mathbb{I}[y_n = k]$, number of observations with with value k

$$p(\boldsymbol{\pi}|\boldsymbol{y},\boldsymbol{\alpha}) = \text{Dirichlet}(\boldsymbol{\pi}|\alpha_1 + N_1, \alpha_2 + N_2, ..., \alpha_K + N_K)$$

■ Note: N_1 , N_2 ..., N_K are the sufficient statistics for this estimation problem

Similar to number of heads and tails for the coin bias estimation problem

 We only need the suff-stats to estimate the parameters and values of individual observations aren't needed (another property from exponential family of distributions – more on this later)

The Predictive Distribution

- Finally, let's also look at the posterior predictive distribution for this model
- PPD is the prob distr of a new $y_* \in \{1,2,...,K\}$, given training data $y = \{y_1,y_2,...,y_N\}$

Will be a multinoulli. Just need to estimate the probabilities of each of the K outcomes

$$p(y_*|\mathbf{y},\alpha) = \int p(y_*|\mathbf{\pi})p(\mathbf{\pi}|\mathbf{y},\alpha)d\mathbf{\pi}$$

- $p(y_*|\boldsymbol{\pi}) = \text{multinoulli}(y_*|\boldsymbol{\pi}), \ p(\boldsymbol{\pi}|\boldsymbol{y},\boldsymbol{\alpha}) = \text{Dirichlet}(\boldsymbol{\pi}|\alpha_1 + N_1, \alpha_2 + N_2, \dots, \alpha_K + N_K)$
- \blacksquare Can compute the posterior predictive <u>probability</u> for each of the K possible outcomes

$$p(y_* = k | \mathbf{y}, \boldsymbol{\alpha}) = \int p(y_* = k | \boldsymbol{\pi}) p(\boldsymbol{\pi} | \mathbf{y}, \boldsymbol{\alpha}) d\boldsymbol{\pi}$$

$$= \int \pi_k \times \text{Dirichlet}(\boldsymbol{\pi} | \alpha_1 + N_1, \alpha_2 + N_2, \dots, \alpha_K + N_K) d\boldsymbol{\pi}$$

$$= \frac{\alpha_k + N_k}{\sum_{k=1}^K \alpha_k + N} \text{ (Expectation of } \pi_k \text{ w.r.t the Dirichlet posterior)}$$

Thus PPD is multinoulli with probability vector $\left\{\frac{\alpha_k + N_k}{\sum_{k=1}^K \alpha_k + N}\right\}_{k=1}^K$ Note now these probabilities have been "smoothened" due to the use of the prior + the averaging over the posterior

$$\left\{\frac{\alpha_k + N_k}{\sum_{k=1}^K \alpha_k + N}\right\}_{k=1}^K$$

A similar effect was achieved in the Beta-Bernoulli model, too

- Plug-in predictive will also be multinoulli but with prob vector given by the point estimate of π

Gaussian Observation Model

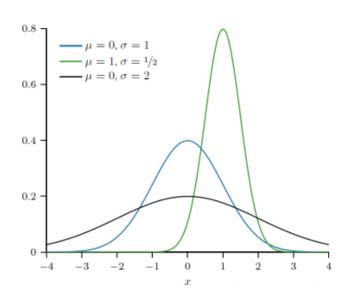


Gaussian Distribution (Univariate)

- Distribution over real-valued scalar random variables $Y \in \mathbb{R}$, e.g., height of students in a class
- lacktriangle Defined by a scalar mean μ and a scalar variance σ^2

$$\mathcal{N}(Y = y | \mu, \sigma^2) = \frac{1}{\sqrt{2\pi\sigma^2}} \exp\left[-\frac{(y - \mu)^2}{2\sigma^2}\right]$$

- Mean: $\mathbb{E}[Y] = \mu$
- Variance: $var[Y] = \sigma^2$
- Inverse of variance is called precision: $\beta = \frac{1}{\sigma^2}$.

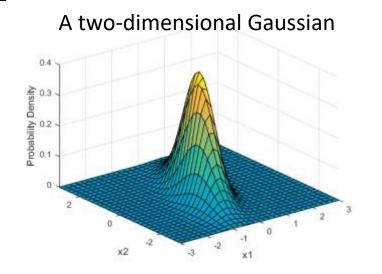


Gaussian PDF in terms of precision
$$\mathcal{N}(Y=y|\mu,\beta) = \sqrt{\frac{\beta}{2\pi}} \exp\left[-\frac{\beta}{2}(y-\mu)^2\right]$$

Gaussian Distribution (Multivariate)

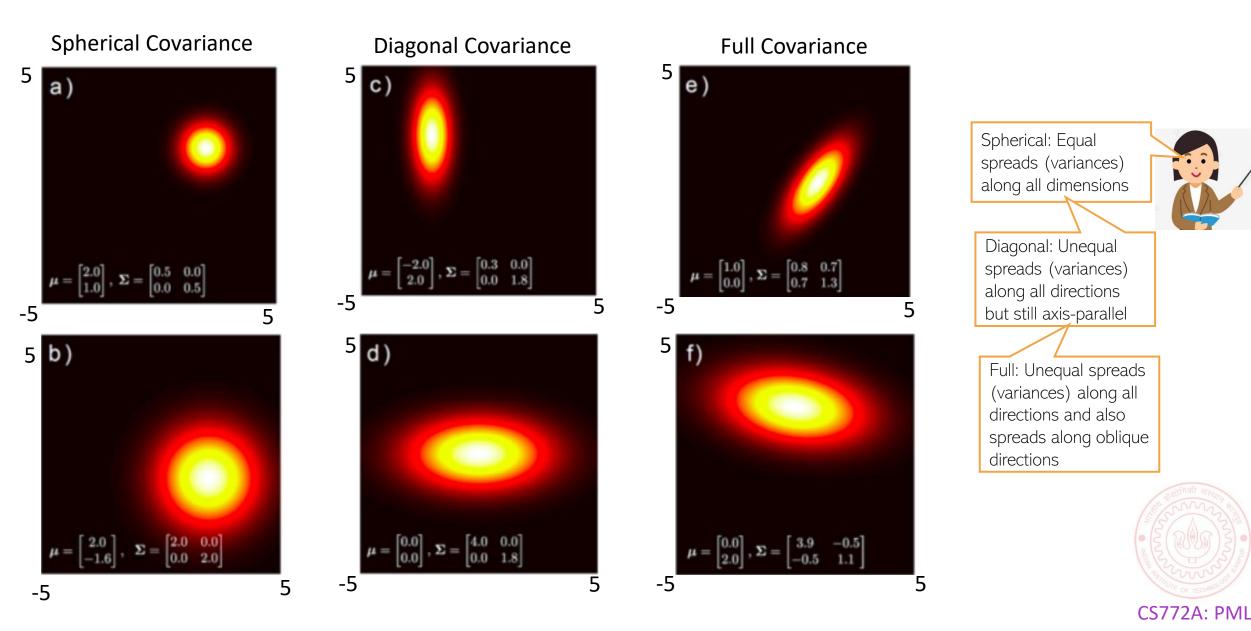
- Distribution over real-valued vector random variables $Y \in \mathbb{R}^D$
- Defined by a mean vector $\mu \in \mathbb{R}^D$ and a covariance matrix Σ

$$\mathcal{N}(\mathbf{Y} = \mathbf{y} | \boldsymbol{\mu}, \boldsymbol{\Sigma}) = \frac{1}{\sqrt{(2\pi)^D |\boldsymbol{\Sigma}|}} \exp[-(\mathbf{y} - \boldsymbol{\mu})^{\mathsf{T}} \boldsymbol{\Sigma}^{-1} (\mathbf{y} - \boldsymbol{\mu})]$$



- Note: The cov. matrix **∑** must be symmetric and PSD
 - All eigenvalues are positive
 - $\mathbf{z}^{\mathsf{T}} \mathbf{\Sigma} \mathbf{z} \geq 0$ for any real vector \mathbf{z}
- The covariance matrix also controls the shape of the Gaussian
- lacktriangle Sometimes we work with precision matrix (inverse of covariance matrix) $oldsymbol{\Lambda} = oldsymbol{\Sigma}^{-1}$

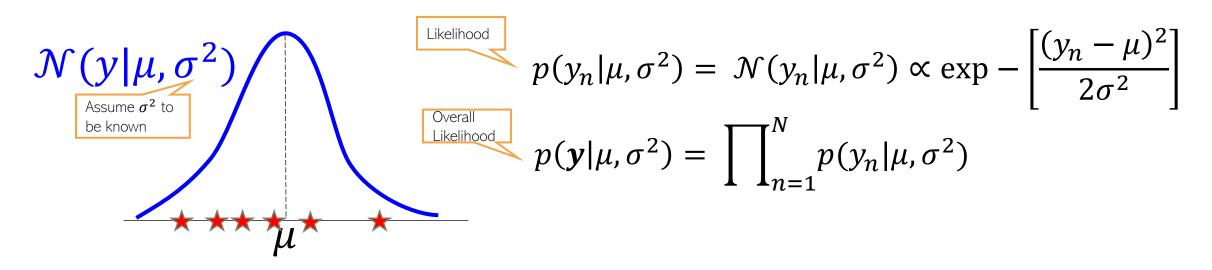
Covariance Matrix for Multivariate Gaussian



Posterior Distribution for Gaussian's Mean

Its MLE/MAP
estimation left as
an exercise

■ Given: N i.i.d. scalar observations $y = \{y_1, y_2, ..., y_N\}$ assumed drawn from $\mathcal{N}(y|\mu, \sigma^2)$



■ Note: Easy to see that each y_n drawn from $\mathcal{N}(y|\mu,\sigma^2)$ is equivalent to the following

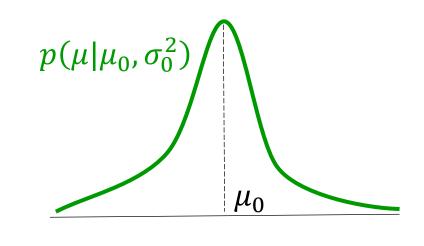
Thus y_n is like a noisy version of μ with zero mean Gaussian noise added to it $y_n = \mu + \epsilon_n$ where $\epsilon_n \sim \mathcal{N}(0, \sigma^2)$

• Let's estimate mean μ given y using fully Bayesian inference (not point estimation)

A prior distribution for the mean

- lacktriangle To computer posterior, need a prior over μ
- Let's choose a Gaussian prior

$$p(\mu|\mu_0, \sigma_0^2) = \mathcal{N}(\mu|\mu_0, \sigma_0^2)$$
$$\propto \exp\left[-\frac{(\mu - \mu_0)^2}{2\sigma_0^2}\right]$$



- lacktriangle The prior basically says that $\underline{a\ priori}$ we believe μ is close to μ_0
- The prior's variance σ_0^2 denotes how certain we are about our belief
- lacktriangle We will assume that the prior's hyperparameters (μ_0,σ_0^2) are known
- Since σ^2 in the likelihood $\mathcal{N}(y|\mu,\sigma^2)$ is known, Gaussian prior $\mathcal{N}(\mu|\mu_0,\sigma_0^2)$ on μ is also conjugate to the likelihood (thus posterior of μ will also be Gaussian); PML

The posterior distribution for the mean

lacktriangle The posterior distribution for the unknown mean parameter μ

On conditioning side, skipping all fixed params and hyperparams from the notation

$$p(\mu|\mathbf{y}) = \frac{p(\mathbf{y}|\mu)p(\mu)}{p(\mathbf{y})} \propto \prod_{n=1}^{N} \exp\left[-\frac{(y_n - \mu)^2}{2\sigma^2}\right] \exp\left[-\frac{(\mu - \mu_0)^2}{2\sigma_0^2}\right]$$

■ Easy to see that the above will be prop. to exp of a quadratic function of μ . Simplifying:

$$p(\mu|\mathbf{y}) \propto \exp\left[-\frac{(\mu-\mu_N)^2}{2\sigma_N^2}\right] \text{Gaussian posterior (not a surprise since the chosen prior was conjugate to the likelihood)}$$

$$\frac{1}{\sigma_N^2} = \frac{1}{\sigma_0^2} + \frac{N}{\sigma^2} \text{Contribution from the prior } \frac{1}{\sigma_0^2} = \frac{1}{N\sigma_0^2} + \frac{N\sigma_0^2}{N\sigma_0^2} = \frac{N\sigma_0^2}{N\sigma_0^2} + \frac{N\sigma_0^2}{N\sigma_0^2} = \frac{N\sigma_0^2}{$$

- lacktriangle What happens to the posterior as N (number of observations) grows very large?
 - Data (likelihood part) overwhelms the prior

• Posterior's variance σ_N^2 will approximately be σ^2/N (and goes to 0 as $N \to \infty$)

• The posterior's mean μ_N approaches \bar{y} (which is also the MLE solution)

Meaning, we become very-very certain about the estimate of μ

The Predictive Distribution

• If given a point estimate $\hat{\mu}$, the plug-in predictive distribution for a test y_* would be

This is an approximation of the true PPD
$$p(y_*|y)$$
 $p(y_*|\hat{\mu}, \sigma^2) = \mathcal{N}(y_*|\hat{\mu}, \sigma^2)$

lacktriangle On the other hand, the posterior predictive distribution of x_* would be

The best point estimate

$$p(y_*|\mathbf{y}) = \int p(y_*|\mu, \sigma^2) p(\mu|\mathbf{y}) d\mu$$
$$= \int \mathcal{N}(y_*|\mu, \sigma^2) \mathcal{N}(\mu|\mu_N, \sigma_N^2) d\mu$$

This "extra" variance σ_N^2 in PPD is due to the averaging over the posterior's uncertainty

$$=\mathcal{N}(y_*|\mu_N,\sigma^2+\sigma_N^2)$$
 If conditional is Gaussian then marginal is also

For an alternative way to get the above result, note that, for test data

$$y_* = \mu + \epsilon$$
 $\mu \sim \mathcal{N}(\mu_N, \sigma_N^2)$ $\epsilon \sim \mathcal{N}(0, \sigma^2)$

Using the **posterior** of μ since we are at test stage now

$$\Rightarrow p(y_*|\mathbf{y}) = \mathcal{N}(y_*|\mu_N, \sigma^2 + \sigma_N^2)$$

Since both μ and ϵ are Gaussian r.v., and are independent, y_* also has a Gaussian posterior predictive, and the respective means and variances of μ and ϵ get added up

A useful fact: When we have conjugacy, the posterior predictive distribution also has a closed form (will see this result more formally when talking about exponential family distributions)

> PRML [Bis 06], 2.115, and also mentioned in probstats refresher slides



72A: PML

Gaussian Observation Model: Some Other Facts

- MLE/MAP for μ , σ^2 (or both) is straightforward in Gaussian observation models.
- Posterior also straightforward in most situations for such models
 - (As we saw) computing posterior of μ is easy (using Gaussian prior) if variance σ^2 is known
 - Likewise, computing posterior of σ^2 is easy (using gamma prior on σ^2) if mean μ is known
- If μ , σ^2 both are unknown, posterior computation requires computing $p(\mu, \sigma^2 | y)$
 - Computing joint posterior $p(\mu, \sigma^2 | y)$ exactly requires a jointly conjuage prior $p(\mu, \sigma^2)$
 - "Gaussian-gamma" ("Normal-gamma") is such a conjugate prior a product of normal and gamma
 - Note: Computing joint posteriors exactly is possible only in rare cases such this one
- lacktriangle If each observation $y_n \in \mathbb{R}^D$, can assume a likelihood/observation model $\mathcal{N}(y|\mu,\Sigma)$
 - lacktriangle Need to estimate a vector-valued mean $\mu \in \mathbb{R}^D$. Can use a multivariate Gaussian prior
 - Need to estimate a $D \times D$ positive definite covariance matrix Σ . Can use a Wishart prior
 - If μ , Σ both are unknown, can use Normal-Wishart as a conjugate prior