Bayesian Estimation in Linear Models

STA721 Linear Models Duke University

Merlise Clyde

September 15, 2015

Model $\mathbf{Y} = \mathbf{X}\boldsymbol{\beta} + \boldsymbol{\epsilon}$ with $\boldsymbol{\epsilon} \sim \mathsf{N}(\mathbf{0}_n, \sigma^2 \mathbf{I}_n)$

Model
$$\mathbf{Y} = \mathbf{X}\boldsymbol{\beta} + \boldsymbol{\epsilon}$$
 with $\boldsymbol{\epsilon} \sim \mathsf{N}(\mathbf{0}_n, \sigma^2 \mathbf{I}_n)$ is equivalent to
$$\mathbf{Y} \sim \mathsf{N}(\mathbf{X}\boldsymbol{\beta}, \mathbf{I}_n/\phi)$$

Model
$$\mathbf{Y} = \mathbf{X}\boldsymbol{\beta} + \boldsymbol{\epsilon}$$
 with $\boldsymbol{\epsilon} \sim \mathsf{N}(\mathbf{0}_n, \sigma^2 \mathbf{I}_n)$ is equivalent to $\mathbf{Y} \sim \mathsf{N}(\mathbf{X}\boldsymbol{\beta}, \mathbf{I}_n/\phi)$

 $\phi = 1/\sigma^2$ is the *precision*.

Model
$$\mathbf{Y} = \mathbf{X}\boldsymbol{\beta} + \boldsymbol{\epsilon}$$
 with $\boldsymbol{\epsilon} \sim \mathsf{N}(\mathbf{0}_n, \sigma^2 \mathbf{I}_n)$ is equivalent to
$$\mathbf{Y} \sim \mathsf{N}(\mathbf{X}\boldsymbol{\beta}, \mathbf{I}_n/\phi)$$

 $\phi = 1/\sigma^2$ is the *precision*.

In the Bayesian paradigm describe uncertainty about unknown parameters using probability distributions

Model
$$\mathbf{Y} = \mathbf{X}\boldsymbol{\beta} + \boldsymbol{\epsilon}$$
 with $\boldsymbol{\epsilon} \sim \mathsf{N}(\mathbf{0}_n, \sigma^2 \mathbf{I}_n)$ is equivalent to
$$\mathbf{Y} \sim \mathsf{N}(\mathbf{X}\boldsymbol{\beta}, \mathbf{I}_n/\phi)$$

 $\phi = 1/\sigma^2$ is the *precision*.

In the Bayesian paradigm describe uncertainty about unknown parameters using probability distributions

• Prior Distribution $p(\beta, \phi)$ describes uncertainty about parameters prior to seeing the data

Model
$$\mathbf{Y} = \mathbf{X}\boldsymbol{\beta} + \boldsymbol{\epsilon}$$
 with $\boldsymbol{\epsilon} \sim \mathsf{N}(\mathbf{0}_n, \sigma^2 \mathbf{I}_n)$ is equivalent to
$$\mathbf{Y} \sim \mathsf{N}(\mathbf{X}\boldsymbol{\beta}, \mathbf{I}_n/\phi)$$

 $\phi = 1/\sigma^2$ is the *precision*.

In the Bayesian paradigm describe uncertainty about unknown parameters using probability distributions

- Prior Distribution $p(\beta, \phi)$ describes uncertainty about parameters prior to seeing the data
- Posterior Distribution $p(\beta, \phi \mid \mathbf{Y})$ describes uncertainty about the parameters after updating believes given the observed data

Model
$$\mathbf{Y} = \mathbf{X}\boldsymbol{\beta} + \boldsymbol{\epsilon}$$
 with $\boldsymbol{\epsilon} \sim \mathsf{N}(\mathbf{0}_n, \sigma^2 \mathbf{I}_n)$ is equivalent to
$$\mathbf{Y} \sim \mathsf{N}(\mathbf{X}\boldsymbol{\beta}, \mathbf{I}_n/\phi)$$

 $\phi = 1/\sigma^2$ is the *precision*.

In the Bayesian paradigm describe uncertainty about unknown parameters using probability distributions

- Prior Distribution $p(\beta, \phi)$ describes uncertainty about parameters prior to seeing the data
- Posterior Distribution $p(\beta, \phi \mid \mathbf{Y})$ describes uncertainty about the parameters after updating believes given the observed data
- updating rule is based on Bayes Theorem

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \mathcal{L}(\boldsymbol{\beta}, \phi) p(\boldsymbol{\beta}, \phi)$$



Model
$$\mathbf{Y} = \mathbf{X}\boldsymbol{\beta} + \boldsymbol{\epsilon}$$
 with $\boldsymbol{\epsilon} \sim \mathsf{N}(\mathbf{0}_n, \sigma^2 \mathbf{I}_n)$ is equivalent to
$$\mathbf{Y} \sim \mathsf{N}(\mathbf{X}\boldsymbol{\beta}, \mathbf{I}_n/\phi)$$

 $\phi = 1/\sigma^2$ is the *precision*.

In the Bayesian paradigm describe uncertainty about unknown parameters using probability distributions

- Prior Distribution $p(\beta, \phi)$ describes uncertainty about parameters prior to seeing the data
- Posterior Distribution $p(\beta, \phi \mid \mathbf{Y})$ describes uncertainty about the parameters after updating believes given the observed data
- updating rule is based on Bayes Theorem

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \mathcal{L}(\boldsymbol{\beta}, \phi) p(\boldsymbol{\beta}, \phi)$$

reweight prior beliefs by likelihood of parameters under observed data



Posterior is obtained by conditional distribution theory

Posterior is obtained by conditional distribution theory Let $\boldsymbol{\theta} = (\boldsymbol{\beta}, \phi)^T$

Posterior is obtained by conditional distribution theory Let $\boldsymbol{\theta} = (\boldsymbol{\beta}, \phi)^T$

$$p(\theta \mid \mathbf{Y}) = \frac{p(\mathbf{Y} \mid \theta)p(\theta)}{\int_{\mathbf{\Theta}} p(\mathbf{Y} \mid \theta)p(\theta) d\theta}$$

Posterior is obtained by conditional distribution theory Let $\boldsymbol{\theta} = (\boldsymbol{\beta}, \phi)^T$

$$p(\theta \mid \mathbf{Y}) = \frac{p(\mathbf{Y} \mid \theta)p(\theta)}{\int_{\Theta} p(\mathbf{Y} \mid \theta)p(\theta) d\theta}$$
$$= \frac{p(\mathbf{Y}, \theta)}{p(\mathbf{Y})}$$

Posterior is obtained by conditional distribution theory Let $\boldsymbol{\theta} = (\boldsymbol{\beta}, \phi)^T$

$$\rho(\theta \mid \mathbf{Y}) = \frac{\rho(\mathbf{Y} \mid \theta)\rho(\theta)}{\int_{\Theta} \rho(\mathbf{Y} \mid \theta)\rho(\theta) d\theta} \\
= \frac{\rho(\mathbf{Y}, \theta)}{\rho(\mathbf{Y})}$$

 $p(\mathbf{Y})$, the normalizing constant, is the marginal distribution of the data.

Posterior is obtained by conditional distribution theory Let $\boldsymbol{\theta} = (\boldsymbol{\beta}, \phi)^T$

$$\rho(\theta \mid \mathbf{Y}) = \frac{p(\mathbf{Y} \mid \theta)p(\theta)}{\int_{\Theta} p(\mathbf{Y} \mid \theta)p(\theta) d\theta} \\
= \frac{p(\mathbf{Y}, \theta)}{p(\mathbf{Y})}$$

 $p(\mathbf{Y})$, the normalizing constant, is the marginal distribution of the data.

Easiest to work with Bayes Theorem in proportional form and then identify the normalizing constant.



Factor joint prior distribution

$$p(\beta, \phi) = p(\beta \mid \phi)p(\phi)$$

Factor joint prior distribution

$$p(\boldsymbol{\beta}, \phi) = p(\boldsymbol{\beta} \mid \phi)p(\phi)$$

Convenient choice is to take

Factor joint prior distribution

$$p(\boldsymbol{\beta}, \phi) = p(\boldsymbol{\beta} \mid \phi)p(\phi)$$

Convenient choice is to take

• $\beta \mid \phi \sim N(b_0, \Phi_0^{-1}/\phi)$ where b_0 is the prior mean and Φ^{-1}/ϕ is the prior covariance of β

Factor joint prior distribution

$$p(\boldsymbol{\beta}, \phi) = p(\boldsymbol{\beta} \mid \phi)p(\phi)$$

Convenient choice is to take

- $\beta \mid \phi \sim N(b_0, \Phi_0^{-1}/\phi)$ where b_0 is the prior mean and Φ^{-1}/ϕ is the prior covariance of β
- $\phi \sim \mathbf{G}(\nu_0/2, SS_0/2)$ with $E(\sigma^2) = SS_0/(\nu_0 2)$

Factor joint prior distribution

$$p(\boldsymbol{\beta}, \phi) = p(\boldsymbol{\beta} \mid \phi)p(\phi)$$

Convenient choice is to take

- $\beta \mid \phi \sim N(b_0, \Phi_0^{-1}/\phi)$ where b_0 is the prior mean and Φ^{-1}/ϕ is the prior covariance of β
- $\phi \sim \mathbf{G}(\nu_0/2, SS_0/2)$ with $E(\sigma^2) = SS_0/(\nu_0 2)$

$$p(\phi) = \frac{1}{\Gamma(\nu_0/2)} \left(\frac{\mathsf{SS}_0}{2}\right)^{\nu_0/2} \phi^{\nu_0/2 - 1} e^{-\phi \mathsf{SS}_0/2}$$

Factor joint prior distribution

$$p(\beta, \phi) = p(\beta \mid \phi)p(\phi)$$

Convenient choice is to take

- $\beta \mid \phi \sim N(b_0, \Phi_0^{-1}/\phi)$ where b_0 is the prior mean and Φ^{-1}/ϕ is the prior covariance of β
- $\phi \sim \mathbf{G}(\nu_0/2, SS_0/2)$ with $E(\sigma^2) = SS_0/(\nu_0 2)$

$$p(\phi) = \frac{1}{\Gamma(\nu_0/2)} \left(\frac{\mathsf{SS}_0}{2}\right)^{\nu_0/2} \phi^{\nu_0/2 - 1} e^{-\phi \mathsf{SS}_0/2}$$

• $(\boldsymbol{\beta}, \phi)^T \sim \mathsf{NG}(\mathbf{b}_0, \Phi_0, \nu_0, \mathsf{SS}_0)$



Factor joint prior distribution

$$p(\beta, \phi) = p(\beta \mid \phi)p(\phi)$$

Convenient choice is to take

- $\beta \mid \phi \sim N(b_0, \Phi_0^{-1}/\phi)$ where b_0 is the prior mean and Φ^{-1}/ϕ is the prior covariance of β
- $\phi \sim \mathbf{G}(\nu_0/2, SS_0/2)$ with $E(\sigma^2) = SS_0/(\nu_0 2)$

$$p(\phi) = \frac{1}{\Gamma(\nu_0/2)} \left(\frac{\mathsf{SS}_0}{2}\right)^{\nu_0/2} \phi^{\nu_0/2 - 1} e^{-\phi \mathsf{SS}_0/2}$$

- $(\boldsymbol{\beta}, \phi)^T \sim \mathsf{NG}(\mathbf{b}_0, \Phi_0, \nu_0, \mathsf{SS}_0)$
- Conjugate "Normal-Gamma" family implies



Factor joint prior distribution

$$p(\boldsymbol{\beta}, \phi) = p(\boldsymbol{\beta} \mid \phi)p(\phi)$$

Convenient choice is to take

- $\beta \mid \phi \sim N(b_0, \Phi_0^{-1}/\phi)$ where b_0 is the prior mean and Φ^{-1}/ϕ is the prior covariance of β
- $\phi \sim \mathbf{G}(\nu_0/2, SS_0/2)$ with $E(\sigma^2) = SS_0/(\nu_0 2)$

$$p(\phi) = \frac{1}{\Gamma(\nu_0/2)} \left(\frac{\mathsf{SS}_0}{2}\right)^{\nu_0/2} \phi^{\nu_0/2 - 1} e^{-\phi \mathsf{SS}_0/2}$$

- $(\boldsymbol{\beta}, \phi)^T \sim \mathsf{NG}(\mathbf{b}_0, \Phi_0, \nu_0, \mathsf{SS}_0)$
- Conjugate "Normal-Gamma" family implies

$$(\boldsymbol{\beta}, \phi)^T \mid \mathbf{Y} \sim \mathsf{NG}(\mathbf{b}_n, \Phi_n, \nu_n, \mathsf{SS}_n)$$



Express Likelihood: $\mathcal{L}(\beta,\phi) \propto \phi^{n/2} e^{-\phi \frac{\text{SSE}}{2}} e^{-\frac{\phi}{2}(\beta-\hat{\beta})^T (\mathbf{X}^T \mathbf{X})(\beta-\hat{\beta})}$

Express Likelihood: $\mathcal{L}(\beta,\phi) \propto \phi^{n/2} e^{-\phi \frac{\text{SSE}}{2}} e^{-\frac{\phi}{2}(\beta-\hat{\beta})^T (\mathbf{X}^T \mathbf{X})(\beta-\hat{\beta})}$

$$\begin{array}{ll} \rho(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) & \propto & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})^T(\mathbf{X}^T\mathbf{X})(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_0)^T\Phi(\boldsymbol{\beta}-\mathbf{b}_0)} \end{array}$$

Express Likelihood: $\mathcal{L}(\beta,\phi) \propto \phi^{n/2} e^{-\phi \frac{\text{SSE}}{2}} e^{-\frac{\phi}{2}(\beta-\hat{\beta})^T (\mathbf{X}^T \mathbf{X})(\beta-\hat{\beta})}$

$$\begin{array}{ll} \rho(\boldsymbol{\beta}, \boldsymbol{\phi} \mid \mathbf{Y}) & \propto & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})^T(\mathbf{X}^T\mathbf{X})(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_0)^T\Phi(\boldsymbol{\beta}-\mathbf{b}_0)} \end{array}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^{\mathsf{T}}\Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^{\mathsf{T}}\Phi\boldsymbol{\beta} - 2\boldsymbol{\beta}^{\mathsf{T}}\Phi\mathbf{b} + \mathbf{b}^{\mathsf{T}}\Phi\mathbf{b})\right\}$$

Express Likelihood: $\mathcal{L}(\beta,\phi) \propto \phi^{n/2} e^{-\phi \frac{\text{SSE}}{2}} e^{-\frac{\phi}{2}(\beta-\hat{\beta})^T (\mathbf{X}^T \mathbf{X})(\beta-\hat{\beta})}$

$$\begin{array}{ccc} \rho(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) & \propto & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & & e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})^T(\mathbf{X}^T\mathbf{X})(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_0)^T\Phi(\boldsymbol{\beta}-\mathbf{b}_0)} \end{array}$$

Quadratic in Normal

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^{\mathsf{T}}\Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^{\mathsf{T}}\Phi\boldsymbol{\beta} - 2\boldsymbol{\beta}^{\mathsf{T}}\Phi\mathbf{b} + \mathbf{b}^{\mathsf{T}}\Phi\mathbf{b})\right\}$$

Expand quadratics and regroup terms



Express Likelihood: $\mathcal{L}(\beta,\phi) \propto \phi^{n/2} e^{-\phi \frac{\text{SSE}}{2}} e^{-\frac{\phi}{2}(\beta-\hat{\beta})^T (\mathbf{X}^T \mathbf{X})(\beta-\hat{\beta})}$

$$\begin{array}{ccc} \rho(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) & \propto & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & & e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})^T(\mathbf{X}^T\mathbf{X})(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_0)^T\Phi(\boldsymbol{\beta}-\mathbf{b}_0)} \end{array}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^{\mathsf{T}}\Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^{\mathsf{T}}\Phi\boldsymbol{\beta} - 2\boldsymbol{\beta}^{\mathsf{T}}\Phi\mathbf{b} + \mathbf{b}^{\mathsf{T}}\Phi\mathbf{b})\right\}$$

- Expand quadratics and regroup terms
- ullet Read off posterior precision from Quadratic in eta



Express Likelihood: $\mathcal{L}(\beta,\phi) \propto \phi^{n/2} e^{-\phi \frac{\text{SSE}}{2}} e^{-\frac{\phi}{2}(\beta-\hat{\beta})^T (\mathbf{X}^T \mathbf{X})(\beta-\hat{\beta})}$

$$\begin{array}{ccc} \rho(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) & \propto & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & & e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})^T(\mathbf{X}^T\mathbf{X})(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_0)^T\Phi(\boldsymbol{\beta}-\mathbf{b}_0)} \end{array}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^{\mathsf{T}}\Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^{\mathsf{T}}\Phi\boldsymbol{\beta} - 2\boldsymbol{\beta}^{\mathsf{T}}\Phi\mathbf{b} + \mathbf{b}^{\mathsf{T}}\Phi\mathbf{b})\right\}$$

- Expand quadratics and regroup terms
- ullet Read off posterior precision from Quadratic in $oldsymbol{eta}$
- ullet Read off posterior mean from Linear term in eta



Express Likelihood: $\mathcal{L}(\beta,\phi) \propto \phi^{n/2} e^{-\phi \frac{\text{SSE}}{2}} e^{-\frac{\phi}{2}(\beta-\hat{\beta})^T (\mathbf{X}^T \mathbf{X})(\beta-\hat{\beta})}$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})^T(\mathbf{X}^T\mathbf{X})(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_0)^T\Phi(\boldsymbol{\beta}-\mathbf{b}_0)}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^{\mathsf{T}}\Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^{\mathsf{T}}\Phi\boldsymbol{\beta} - 2\boldsymbol{\beta}^{\mathsf{T}}\Phi\mathbf{b} + \mathbf{b}^{\mathsf{T}}\Phi\mathbf{b})\right\}$$

- Expand quadratics and regroup terms
- ullet Read off posterior precision from Quadratic in $oldsymbol{eta}$
- ullet Read off posterior mean from Linear term in $oldsymbol{eta}$
- will need to complete the quadratic in the posterior mean



$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b})^T\boldsymbol{\Phi}(\boldsymbol{\beta}-\mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^T\boldsymbol{\Phi}\boldsymbol{\beta}-2\boldsymbol{\beta}^T\boldsymbol{\Phi}\mathbf{b}+\mathbf{b}^T\boldsymbol{\Phi}\mathbf{b})\right\}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b})^T\boldsymbol{\Phi}(\boldsymbol{\beta}-\mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^T\boldsymbol{\Phi}\boldsymbol{\beta}-2\boldsymbol{\beta}^T\boldsymbol{\Phi}\mathbf{b}+\mathbf{b}^T\boldsymbol{\Phi}\mathbf{b})\right\}$$

$$\begin{split} \rho(\boldsymbol{\beta}, \boldsymbol{\phi} \mid \mathbf{Y}) & \propto & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\boldsymbol{\hat{\beta}})^T(\mathbf{X}^T\mathbf{X})(\boldsymbol{\beta}-\boldsymbol{\hat{\beta}})} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_0)^T\Phi_0(\boldsymbol{\beta}-\mathbf{b}_0)} \end{split}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b})^T\boldsymbol{\Phi}(\boldsymbol{\beta}-\mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^T\boldsymbol{\Phi}\boldsymbol{\beta}-2\boldsymbol{\beta}^T\boldsymbol{\Phi}\mathbf{b}+\mathbf{b}^T\boldsymbol{\Phi}\mathbf{b})\right\}$$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+p+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)}$$

$$e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})^T(\mathbf{X}^T\mathbf{X})(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_0)^T\Phi_0(\boldsymbol{\beta}-\mathbf{b}_0)}$$

$$= \phi^{\frac{n+p+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b})^T\boldsymbol{\Phi}(\boldsymbol{\beta}-\mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^T\boldsymbol{\Phi}\boldsymbol{\beta}-2\boldsymbol{\beta}^T\boldsymbol{\Phi}\mathbf{b}+\mathbf{b}^T\boldsymbol{\Phi}\mathbf{b})\right\}$$

$$\begin{split} p(\boldsymbol{\beta}, \boldsymbol{\phi} \mid \mathbf{Y}) & \propto & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})^T(\mathbf{X}^T\mathbf{X})(\boldsymbol{\beta}-\hat{\boldsymbol{\beta}})} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_0)^T\Phi_0(\boldsymbol{\beta}-\mathbf{b}_0)} \\ & = & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & e^{-\frac{\phi}{2}\left(\boldsymbol{\beta}^T(\mathbf{X}^T\mathbf{X}+\Phi_0)\boldsymbol{\beta}\right)} \end{split}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b})^T\boldsymbol{\Phi}(\boldsymbol{\beta}-\mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^T\boldsymbol{\Phi}\boldsymbol{\beta}-2\boldsymbol{\beta}^T\boldsymbol{\Phi}\mathbf{b}+\mathbf{b}^T\boldsymbol{\Phi}\mathbf{b})\right\}$$

$$\begin{split} \rho(\boldsymbol{\beta}, \boldsymbol{\phi} \mid \mathbf{Y}) & \propto & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\boldsymbol{\hat{\beta}})^T(\mathbf{X}^T\mathbf{X})(\boldsymbol{\beta}-\boldsymbol{\hat{\beta}})} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_0)^T\Phi_0(\boldsymbol{\beta}-\mathbf{b}_0)} \\ & = & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & & e^{-\frac{\phi}{2}\left(\boldsymbol{\beta}^T(\mathbf{X}^T\mathbf{X}+\Phi_0)\boldsymbol{\beta}\right)} \\ & & e^{-\frac{\phi}{2}\left(-2\boldsymbol{\beta}^T(\mathbf{X}^T\mathbf{X}\boldsymbol{\hat{\beta}}+\Phi_0\mathbf{b}_0)\right)} \end{split}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b})^T\boldsymbol{\Phi}(\boldsymbol{\beta}-\mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^T\boldsymbol{\Phi}\boldsymbol{\beta}-2\boldsymbol{\beta}^T\boldsymbol{\Phi}\mathbf{b}+\mathbf{b}^T\boldsymbol{\Phi}\mathbf{b})\right\}$$

$$\begin{split} \rho(\boldsymbol{\beta}, \boldsymbol{\phi} \mid \mathbf{Y}) & \propto & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\boldsymbol{\hat{\beta}})^T(\mathbf{X}^T\mathbf{X})(\boldsymbol{\beta}-\boldsymbol{\hat{\beta}})} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_0)^T\Phi_0(\boldsymbol{\beta}-\mathbf{b}_0)} \\ & = & \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)} \\ & e^{-\frac{\phi}{2}\left(\boldsymbol{\beta}^T(\mathbf{X}^T\mathbf{X}+\Phi_0)\boldsymbol{\beta}\right)} \\ & e^{-\frac{\phi}{2}\left(-2\boldsymbol{\beta}^T(\mathbf{X}^T\mathbf{X}\boldsymbol{\hat{\beta}}+\Phi_0\mathbf{b}_0)\right)} \\ & e^{-\frac{\phi}{2}(\boldsymbol{\hat{\beta}}^T\mathbf{X}^T\mathbf{X}\boldsymbol{\hat{\beta}}+\mathbf{b}_0^T\Phi_0\mathbf{b}_0)} \end{split}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b})^{T}\boldsymbol{\Phi}(\boldsymbol{\beta}-\mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^{T}\boldsymbol{\Phi}\boldsymbol{\beta}-2\boldsymbol{\beta}^{T}\boldsymbol{\Phi}\mathbf{b}+\mathbf{b}^{T}\boldsymbol{\Phi}\mathbf{b})\right\}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^T \Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^T \Phi \boldsymbol{\beta} - 2\boldsymbol{\beta}^T \Phi \mathbf{b} + \mathbf{b}^T \Phi \mathbf{b})\right\}$$

Let
$$\Phi_n = \mathbf{X}^T \mathbf{X} + \Phi_0$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b})^{T}\boldsymbol{\Phi}(\boldsymbol{\beta}-\mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^{T}\boldsymbol{\Phi}\boldsymbol{\beta}-2\boldsymbol{\beta}^{T}\boldsymbol{\Phi}\mathbf{b}+\mathbf{b}^{T}\boldsymbol{\Phi}\mathbf{b})\right\}$$

Let
$$\Phi_n = \mathbf{X}^T \mathbf{X} + \Phi_0$$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+p+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0)}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^{\mathsf{T}}\Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^{\mathsf{T}}\Phi\boldsymbol{\beta} - 2\boldsymbol{\beta}^{\mathsf{T}}\Phi\mathbf{b} + \mathbf{b}^{\mathsf{T}}\Phi\mathbf{b})\right\}$$

Let
$$\Phi_n = \mathbf{X}^T \mathbf{X} + \Phi_0$$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(SSE+SS_0)}$$

$$e^{-\frac{\phi}{2}(\boldsymbol{\beta}^T (\mathbf{X}^T \mathbf{X} + \Phi_0) \boldsymbol{\beta})}$$

Quadratic in Normal

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^T \Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^T \Phi \boldsymbol{\beta} - 2\boldsymbol{\beta}^T \Phi \mathbf{b} + \mathbf{b}^T \Phi \mathbf{b})\right\}$$
Let $\Phi_n = \mathbf{X}^T \mathbf{X} + \Phi_0$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+\rho+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE} + \mathsf{SS}_0)}$$

$$e^{-\frac{\phi}{2}(\boldsymbol{\beta}^T (\mathbf{X}^T \mathbf{X} + \Phi_0)\boldsymbol{\beta})}$$

 $\mathbf{A}^{-\frac{\phi}{2}\left(-2\boldsymbol{\beta}^{T}\boldsymbol{\Phi}_{n}\boldsymbol{\Phi}_{n}^{-1}(\mathbf{X}^{T}\mathbf{X}\hat{\boldsymbol{\beta}}+\boldsymbol{\Phi}_{0}\mathbf{b}_{0})\right)}$

Quadratic in Normal

$$\begin{split} \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^T \boldsymbol{\Phi}(\boldsymbol{\beta} - \mathbf{b})\right\} &= \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^T \boldsymbol{\Phi} \boldsymbol{\beta} - 2\boldsymbol{\beta}^T \boldsymbol{\Phi} \mathbf{b} + \mathbf{b}^T \boldsymbol{\Phi} \mathbf{b})\right\} \\ \text{Let } \boldsymbol{\Phi}_n &= \mathbf{X}^T \mathbf{X} + \boldsymbol{\Phi}_0 \\ p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) &\propto & \phi^{\frac{n+p+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE} + \mathsf{SS}_0)} \\ & & e^{-\frac{\phi}{2}\left(\boldsymbol{\beta}^T (\mathbf{X}^T \mathbf{X} + \boldsymbol{\Phi}_0) \boldsymbol{\beta}\right)} \end{split}$$

 $_{\mathbf{A}} - \frac{\phi}{2} \left(-2\beta^{\mathsf{T}} \Phi_n \Phi_n^{-1} (\mathbf{X}^{\mathsf{T}} \mathbf{X} \hat{\boldsymbol{\beta}} + \Phi_0 \mathbf{b}_0) \right)$

 $-\frac{\phi}{2}(\mathbf{b}_n^T \mathbf{\Phi}_n \mathbf{b}_n - \mathbf{b}_n^T \mathbf{\Phi}_0 \mathbf{b}_n)$

Quadratic in Normal

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^T \Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^T \Phi \boldsymbol{\beta} - 2\boldsymbol{\beta}^T \Phi \mathbf{b} + \mathbf{b}^T \Phi \mathbf{b})\right\}$$
Let $\Phi_n = \mathbf{X}^T \mathbf{X} + \Phi_0$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+p+\nu_0}{2}-1} e^{-\frac{\phi}{2}(SSE+SS_0)}$$

$$e^{-\frac{\phi}{2}(\boldsymbol{\beta}^T (\mathbf{X}^T \mathbf{X} + \Phi_0)\boldsymbol{\beta})}$$

$$e^{-\frac{\phi}{2}(-2\boldsymbol{\beta}^T \Phi_n \Phi_n^{-1} (\mathbf{X}^T \mathbf{X} \hat{\boldsymbol{\beta}} + \Phi_0 \mathbf{b}_0))}$$

$$e^{-\frac{\phi}{2}(\mathbf{b}_n^T \Phi_n \mathbf{b}_n - \mathbf{b}_n^T \Phi_0 \mathbf{b}_n)}$$

 $_{\mathbf{A}} - \frac{\phi}{2} (\hat{\boldsymbol{\beta}}^T \mathbf{X}^T \mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_0^T \Phi_0 \mathbf{b}_0)$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^{T} \Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^{T} \Phi \boldsymbol{\beta} - 2\boldsymbol{\beta}^{T} \Phi \mathbf{b} + \mathbf{b}^{T} \Phi \mathbf{b})\right\}$$
Let $\Phi_{n} = \mathbf{X}^{T} \mathbf{X} + \Phi_{0}$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+p+\nu_{0}}{2}-1} e^{-\frac{\phi}{2}(SSE+SS_{0})}$$

$$e^{-\frac{\phi}{2}(\boldsymbol{\beta}^{T}(\mathbf{X}^{T}\mathbf{X} + \Phi_{0})\boldsymbol{\beta})}$$

$$e^{-\frac{\phi}{2}(-2\boldsymbol{\beta}^{T} \Phi_{n} \Phi_{n}^{-1}(\mathbf{X}^{T}\mathbf{X} \hat{\boldsymbol{\beta}} + \Phi_{0} \mathbf{b}_{0}))}$$

$$e^{-\frac{\phi}{2}(\mathbf{b}_{n}^{T} \Phi_{n} \mathbf{b}_{n} - \mathbf{b}_{n}^{T} \Phi_{0} \mathbf{b}_{n})}$$

$$e^{-\frac{\phi}{2}(\hat{\boldsymbol{\beta}}^{T} \mathbf{X}^{T} \mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_{0}^{T} \Phi_{0} \mathbf{b}_{0})}$$

$$= \phi^{\frac{n+p+\nu_{0}}{2}-1} e^{-\frac{\phi}{2}(SSE+SS_{0} + \hat{\boldsymbol{\beta}}^{T} \mathbf{X}^{T} \mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_{0}^{T} \Phi_{0} \mathbf{b}_{0} - \mathbf{b}_{n}^{T} \Phi_{n} \mathbf{b}_{n})}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^T \Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^T \Phi \boldsymbol{\beta} - 2\boldsymbol{\beta}^T \Phi \mathbf{b} + \mathbf{b}^T \Phi \mathbf{b})\right\}$$
Let $\Phi_n = \mathbf{X}^T \mathbf{X} + \Phi_0$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+p+\nu_0}{2}-1} e^{-\frac{\phi}{2}(SSE+SS_0)}$$

$$e^{-\frac{\phi}{2}(\boldsymbol{\beta}^T (\mathbf{X}^T \mathbf{X} + \Phi_0)\boldsymbol{\beta})}$$

$$e^{-\frac{\phi}{2}((-2\boldsymbol{\beta}^T \Phi_n \Phi_n^{-1} (\mathbf{X}^T \mathbf{X} \hat{\boldsymbol{\beta}} + \Phi_0 \mathbf{b}_0))})$$

$$e^{-\frac{\phi}{2}(\mathbf{b}_n^T \Phi_n \mathbf{b}_n - \mathbf{b}_n^T \Phi_0 \mathbf{b}_n)}$$

$$e^{-\frac{\phi}{2}(\hat{\boldsymbol{\beta}}^T \mathbf{X}^T \mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_0^T \Phi_0 \mathbf{b}_0)}$$

$$= \phi^{\frac{n+p+\nu_0}{2}-1} e^{-\frac{\phi}{2}(SSE+SS_0+\hat{\boldsymbol{\beta}}^T \mathbf{X}^T \mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_0^T \Phi_0 \mathbf{b}_0 - \mathbf{b}_n^T \Phi_n \mathbf{b}_n)}$$

$$e^{-\frac{\phi}{2}(\boldsymbol{\beta}^T (\Phi_n)\boldsymbol{\beta})}$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^{T} \Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^{T} \Phi \boldsymbol{\beta} - 2\boldsymbol{\beta}^{T} \Phi \mathbf{b} + \mathbf{b}^{T} \Phi \mathbf{b})\right\}$$
Let $\Phi_{n} = \mathbf{X}^{T} \mathbf{X} + \Phi_{0}$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+p+\nu_{0}}{2}-1} e^{-\frac{\phi}{2}(SSE+SS_{0})}$$

$$e^{-\frac{\phi}{2}(\boldsymbol{\beta}^{T}(\mathbf{X}^{T}\mathbf{X} + \Phi_{0})\boldsymbol{\beta})}$$

$$e^{-\frac{\phi}{2}((-2\boldsymbol{\beta}^{T} \Phi_{n} \Phi_{n}^{-1}(\mathbf{X}^{T}\mathbf{X}\hat{\boldsymbol{\beta}} + \Phi_{0} \mathbf{b}_{0}))})$$

$$e^{-\frac{\phi}{2}(\mathbf{b}_{n}^{T} \Phi_{n} \mathbf{b}_{n} - \mathbf{b}_{n}^{T} \Phi_{0} \mathbf{b}_{n})}$$

$$e^{-\frac{\phi}{2}(\hat{\boldsymbol{\beta}}^{T} \mathbf{X}^{T} \mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_{0}^{T} \Phi_{0} \mathbf{b}_{0})}$$

$$= \phi^{\frac{n+p+\nu_{0}}{2}-1} e^{-\frac{\phi}{2}(SSE+SS_{0}+\hat{\boldsymbol{\beta}}^{T} \mathbf{X}^{T} \mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_{0}^{T} \Phi_{0} \mathbf{b}_{0} - \mathbf{b}_{n}^{T} \Phi_{n} \mathbf{b}_{n})}$$

$$e^{-\frac{\phi}{2}((-2\boldsymbol{\beta}^{T} \Phi_{n} \Phi_{n}^{-1}(\mathbf{X}^{T} \mathbf{X} \hat{\boldsymbol{\beta}} + \Phi_{0} \mathbf{b}_{0})})$$

$$\exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b})^{T} \Phi(\boldsymbol{\beta} - \mathbf{b})\right\} = \exp\left\{-\frac{\phi}{2}(\boldsymbol{\beta}^{T} \Phi \boldsymbol{\beta} - 2\boldsymbol{\beta}^{T} \Phi \mathbf{b} + \mathbf{b}^{T} \Phi \mathbf{b})\right\}$$
Let $\Phi_{n} = \mathbf{X}^{T} \mathbf{X} + \Phi_{0}$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+p+\nu_{0}}{2}-1} e^{-\frac{\phi}{2}(SSE+SS_{0})}$$

$$e^{-\frac{\phi}{2}(\boldsymbol{\beta}^{T}(\mathbf{X}^{T}\mathbf{X} + \Phi_{0})\boldsymbol{\beta})}$$

$$e^{-\frac{\phi}{2}((-2\boldsymbol{\beta}^{T} \Phi_{n} \Phi_{n}^{-1}(\mathbf{X}^{T}\mathbf{X} \hat{\boldsymbol{\beta}} + \Phi_{0} \mathbf{b}_{0}))})$$

$$e^{-\frac{\phi}{2}((\mathbf{b}_{n}^{T} \Phi_{n} \mathbf{b}_{n} - \mathbf{b}_{n}^{T} \Phi_{0} \mathbf{b}_{n})}$$

$$e^{-\frac{\phi}{2}((\boldsymbol{\beta}^{T}\mathbf{X}^{T}\mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_{0}^{T} \Phi_{0} \mathbf{b}_{0})})$$

$$= \phi^{\frac{n+p+\nu_{0}}{2}-1} e^{-\frac{\phi}{2}(SSE+SS_{0} + \hat{\boldsymbol{\beta}}^{T}\mathbf{X}^{T}\mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_{0}^{T} \Phi_{0} \mathbf{b}_{0} - \mathbf{b}_{n}^{T} \Phi_{n} \mathbf{b}_{n})}$$

$$e^{-\frac{\phi}{2}(\boldsymbol{\beta}^{T}(\Phi_{n})\boldsymbol{\beta})}$$

$$e^{-\frac{\phi}{2}(-2\boldsymbol{\beta}^{T} \Phi_{n} \Phi_{n}^{-1}(\mathbf{X}^{T}\mathbf{X} \hat{\boldsymbol{\beta}} + \Phi_{0} \mathbf{b}_{0})})$$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0 + \hat{\boldsymbol{\beta}}^T \mathbf{X}^T \mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_0^T \Phi_0 \mathbf{b}_0 - \mathbf{b}_n^T \Phi_n \mathbf{b}_n)} \\ \phi^{\frac{p}{2}} e^{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b}_n)^T \Phi_n (\boldsymbol{\beta} - \mathbf{b}_n)}$$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0 + \hat{\boldsymbol{\beta}}^T \mathbf{X}^T \mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_0^T \boldsymbol{\Phi}_0 \mathbf{b}_0 - \mathbf{b}_n^T \boldsymbol{\Phi}_n \mathbf{b}_n)}$$
$$\phi^{\frac{p}{2}} e^{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b}_n)^T \boldsymbol{\Phi}_n (\boldsymbol{\beta} - \mathbf{b}_n)}$$

$$\Phi_n = \mathbf{X}^T \mathbf{X} + \Phi_0$$

$$\begin{split} \rho(\boldsymbol{\beta}, \boldsymbol{\phi} \mid \mathbf{Y}) & \propto & \phi^{\frac{n+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0 + \hat{\boldsymbol{\beta}}^T \mathbf{X}^T \mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_0^T \boldsymbol{\Phi}_0 \mathbf{b}_0 - \mathbf{b}_n^T \boldsymbol{\Phi}_n \mathbf{b}_n)} \\ & & \phi^{\frac{\rho}{2}} e^{-\frac{\phi}{2}(\boldsymbol{\beta} - \mathbf{b}_n)^T \boldsymbol{\Phi}_n (\boldsymbol{\beta} - \mathbf{b}_n)} \end{split}$$

$$\boldsymbol{\Phi}_n & = & \mathbf{X}^T \mathbf{X} + \boldsymbol{\Phi}_0 \\ \mathbf{b}_n & = & \boldsymbol{\Phi}_n^{-1} (\mathbf{X}^T \mathbf{X} \hat{\boldsymbol{\beta}} + \boldsymbol{\Phi}_0 \mathbf{b}_0) \end{split}$$

$$p(\boldsymbol{\beta}, \phi \mid \mathbf{Y}) \propto \phi^{\frac{n+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE}+\mathsf{SS}_0+\hat{\boldsymbol{\beta}}^T\mathbf{X}^T\mathbf{X}\hat{\boldsymbol{\beta}}+\mathbf{b}_0^T\Phi_0\mathbf{b}_0-\mathbf{b}_n^T\Phi_n\mathbf{b}_n)}$$
$$\phi^{\frac{p}{2}} e^{-\frac{\phi}{2}(\boldsymbol{\beta}-\mathbf{b}_n)^T\Phi_n(\boldsymbol{\beta}-\mathbf{b}_n)}$$

$$\begin{aligned}
\Phi_n &= \mathbf{X}^T \mathbf{X} + \Phi_0 \\
\mathbf{b}_n &= \Phi_n^{-1} (\mathbf{X}^T \mathbf{X} \hat{\boldsymbol{\beta}} + \Phi_0 \mathbf{b}_0)
\end{aligned}$$

$$\boldsymbol{\beta} \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{b}_n, (\phi \Phi_n)^{-1})$$

$$\begin{split} \rho(\boldsymbol{\beta}, \boldsymbol{\phi} \mid \boldsymbol{Y}) & \propto & \phi^{\frac{n+\nu_0}{2}-1} e^{-\frac{\phi}{2}(\mathsf{SSE+SS_0} + \boldsymbol{\hat{\beta}}^T \boldsymbol{\mathsf{X}}^T \boldsymbol{\mathsf{X}} \boldsymbol{\hat{\beta}} + \boldsymbol{b}_0^T \boldsymbol{\Phi}_0 \boldsymbol{b}_0 - \boldsymbol{b}_n^T \boldsymbol{\Phi}_n \boldsymbol{b}_n)} \\ & & \phi^{\frac{\rho}{2}} e^{-\frac{\phi}{2}(\boldsymbol{\beta} - \boldsymbol{b}_n)^T \boldsymbol{\Phi}_n (\boldsymbol{\beta} - \boldsymbol{b}_n)} \end{split}$$

$$\boldsymbol{\Phi}_n & = & \boldsymbol{\mathsf{X}}^T \boldsymbol{\mathsf{X}} + \boldsymbol{\Phi}_0 \\ \boldsymbol{b}_n & = & \boldsymbol{\Phi}_n^{-1} (\boldsymbol{\mathsf{X}}^T \boldsymbol{\mathsf{X}} \boldsymbol{\hat{\beta}} + \boldsymbol{\Phi}_0 \boldsymbol{b}_0) \end{split}$$

$$\beta \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{b}_n, (\phi \Phi_n)^{-1})$$

$$\phi \mid \mathbf{Y} \sim \mathsf{G}(\frac{n + \nu_0}{2}, \frac{\mathsf{SSE} + \mathsf{SS}_0 + \hat{\boldsymbol{\beta}}^T \mathbf{X}^T \mathbf{X} \hat{\boldsymbol{\beta}} + \mathbf{b}_0^T \Phi_0 \mathbf{b}_0 - \mathbf{b}_n^T \Phi_n \mathbf{b}_n}{2})$$



Marginal Distribution from Normal-Gamma

Theorem

Let $\theta \mid \phi \sim N(m, \frac{1}{\phi}\Sigma)$ and $\phi \sim \mathbf{G}(\nu/2, \nu \hat{\sigma}^2/2)$. Then θ $(p \times 1)$ has a p dimensional multivariate t distribution

$$\theta \sim t_{\nu}(m,\hat{\sigma}^2\Sigma)$$

with density

$$p(oldsymbol{ heta}) \propto \left[1 + rac{1}{
u} rac{(oldsymbol{ heta} - oldsymbol{m})^T \Sigma^{-1} (oldsymbol{ heta} - oldsymbol{m})}{\hat{\sigma}^2}
ight]^{-rac{oldsymbol{ heta} + oldsymbol{ heta}}{2}}$$

$$p(\theta) \propto \int |\Sigma/\phi|^{-1/2} e^{-\frac{\phi}{2}(\theta-m)^T \Sigma^{-1}(\theta-m)} \phi^{\nu/2-1} e^{-\phi \frac{\nu \hat{\sigma}^2}{2}} d\phi$$

$$p(\theta) \propto \int |\Sigma/\phi|^{-1/2} e^{-\frac{\phi}{2}(\theta-m)^T \Sigma^{-1}(\theta-m)} \phi^{\nu/2-1} e^{-\phi \frac{\nu \hat{\sigma}^2}{2}} d\phi$$
$$\propto \int \phi^{p/2} \phi^{\nu/2-1} e^{-\phi \frac{(\theta-m)^T \Sigma^{-1}(\theta-m) + \nu \hat{\sigma}^2}{2}} d\phi$$

$$p(\theta) \propto \int |\Sigma/\phi|^{-1/2} e^{-\frac{\phi}{2}(\theta-m)^T \Sigma^{-1}(\theta-m)} \phi^{\nu/2-1} e^{-\phi \frac{\nu \hat{\sigma}^2}{2}} d\phi$$

$$\propto \int \phi^{p/2} \phi^{\nu/2-1} e^{-\phi \frac{(\theta-m)^T \Sigma^{-1}(\theta-m)+\nu \hat{\sigma}^2}{2}} d\phi$$

$$\propto \int \phi^{\frac{p+\nu}{2}-1} e^{-\phi \frac{(\theta-m)^T \Sigma^{-1}(\theta-m)+\nu \hat{\sigma}^2}{2}} d\phi$$

$$\rho(\theta) \propto \int |\Sigma/\phi|^{-1/2} e^{-\frac{\phi}{2}(\theta-m)^T \Sigma^{-1}(\theta-m)} \phi^{\nu/2-1} e^{-\phi \frac{\nu \hat{\sigma}^2}{2}} d\phi$$

$$\propto \int \phi^{p/2} \phi^{\nu/2-1} e^{-\phi \frac{(\theta-m)^T \Sigma^{-1}(\theta-m)+\nu \hat{\sigma}^2}{2}} d\phi$$

$$\propto \int \phi^{\frac{p+\nu}{2}-1} e^{-\phi \frac{(\theta-m)^T \Sigma^{-1}(\theta-m)+\nu \hat{\sigma}^2}{2}} d\phi$$

$$= \Gamma((p+\nu)/2) \left(\frac{(\theta-m)^T \Sigma^{-1}(\theta-m)+\nu \hat{\sigma}^2}{2}\right)^{-\frac{p+\nu}{2}}$$

$$\begin{split} \rho(\theta) & \propto \int |\Sigma/\phi|^{-1/2} e^{-\frac{\phi}{2}(\theta-m)^T \Sigma^{-1}(\theta-m)} \phi^{\nu/2-1} e^{-\phi\frac{\nu\hat{\sigma}^2}{2}} \, d\phi \\ & \propto \int \phi^{p/2} \phi^{\nu/2-1} e^{-\phi\frac{(\theta-m)^T \Sigma^{-1}(\theta-m)+\nu\hat{\sigma}^2}{2}} \, d\phi \\ & \propto \int \phi^{\frac{p+\nu}{2}-1} e^{-\phi\frac{(\theta-m)^T \Sigma^{-1}(\theta-m)+\nu\hat{\sigma}^2}{2}} \, d\phi \\ & = \Gamma((p+\nu)/2) \left(\frac{(\theta-m)^T \Sigma^{-1}(\theta-m)+\nu\hat{\sigma}^2}{2}\right)^{-\frac{p+\nu}{2}} \\ & \propto \left((\theta-m)^T \Sigma^{-1}(\theta-m)+\nu\hat{\sigma}^2\right)^{-\frac{p+\nu}{2}} \end{split}$$

$$\rho(\theta) \propto \int |\Sigma/\phi|^{-1/2} e^{-\frac{\phi}{2}(\theta-m)^T \Sigma^{-1}(\theta-m)} \phi^{\nu/2-1} e^{-\phi \frac{\nu \hat{\sigma}^2}{2}} d\phi$$

$$\propto \int \phi^{p/2} \phi^{\nu/2-1} e^{-\phi \frac{(\theta-m)^T \Sigma^{-1}(\theta-m)+\nu \hat{\sigma}^2}{2}} d\phi$$

$$\propto \int \phi^{\frac{p+\nu}{2}-1} e^{-\phi \frac{(\theta-m)^T \Sigma^{-1}(\theta-m)+\nu \hat{\sigma}^2}{2}} d\phi$$

$$= \Gamma((p+\nu)/2) \left(\frac{(\theta-m)^T \Sigma^{-1}(\theta-m)+\nu \hat{\sigma}^2}{2} \right)^{-\frac{p+\nu}{2}}$$

$$\propto \left((\theta-m)^T \Sigma^{-1}(\theta-m)+\nu \hat{\sigma}^2 \right)^{-\frac{p+\nu}{2}}$$

$$\propto \left(1 + \frac{1}{\nu} \frac{(\theta-m)^T \Sigma^{-1}(\theta-m)}{\hat{\sigma}^2} \right)^{-\frac{p+\nu}{2}}$$

$$\boldsymbol{\beta} \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{b}_n, \phi^{-1} \Phi_n^{-1})$$

$$eta \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{b}_n, \phi^{-1}\Phi_n^{-1})$$

 $\phi \mid \mathbf{Y} \sim \mathsf{G}\left(\frac{\nu_n}{2}, \frac{\mathsf{SS}_n}{2}\right)$

$$eta \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{b}_n, \phi^{-1}\Phi_n^{-1})$$

 $\phi \mid \mathbf{Y} \sim \mathbf{G}\left(\frac{\nu_n}{2}, \frac{\mathsf{SS}_n}{2}\right)$

Let $\hat{\sigma}^2 = SS_n/\nu_n$ (Bayesian MSE)

$$eta \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{b}_n, \phi^{-1} \Phi_n^{-1})$$

 $\phi \mid \mathbf{Y} \sim \mathsf{G}\left(\frac{\nu_n}{2}, \frac{\mathsf{SS}_n}{2}\right)$

Let $\hat{\sigma}^2 = SS_n/\nu_n$ (Bayesian MSE) Then the marginal posterior distribution of β is

$$\boldsymbol{\beta} \mid \mathbf{Y} \sim t_{\nu_n}(\mathbf{b}_n, \hat{\sigma}^2 \Phi_n^{-1})$$

Marginal Posterior Distribution of $oldsymbol{eta}$

$$eta \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{b}_n, \phi^{-1}\Phi_n^{-1})$$

 $\phi \mid \mathbf{Y} \sim \mathbf{G}\left(\frac{\nu_n}{2}, \frac{\mathsf{SS}_n}{2}\right)$

Let $\hat{\sigma}^2 = SS_n/\nu_n$ (Bayesian MSE) Then the marginal posterior distribution of β is

$$\boldsymbol{\beta} \mid \mathbf{Y} \sim t_{\nu_n}(\mathbf{b}_n, \hat{\sigma}^2 \Phi_n^{-1})$$

Any linear combination $\lambda^T \beta$

$$\lambda^T \boldsymbol{\beta} \mid \mathbf{Y} \sim t_{\nu_n}(\lambda^T \mathbf{b}_n, \hat{\sigma}^2 \lambda^T \Phi_n^{-1} \lambda)$$

has a univariate t distribution with \mathbf{v}_n degrees of freedom



Suppose $\mathbf{Y}^* \mid \boldsymbol{\beta}, \phi \sim \mathsf{N}(\mathbf{X}^*\boldsymbol{\beta}, \mathbf{I}/\phi)$ and is conditionally independent of \mathbf{Y} given $\boldsymbol{\beta}$ and ϕ

Suppose $\mathbf{Y}^* \mid \boldsymbol{\beta}, \phi \sim \mathsf{N}(\mathbf{X}^*\boldsymbol{\beta}, \mathbf{I}/\phi)$ and is conditionally independent of \mathbf{Y} given $\boldsymbol{\beta}$ and ϕ

Suppose $\mathbf{Y}^* \mid \boldsymbol{\beta}, \phi \sim \mathsf{N}(\mathbf{X}^*\boldsymbol{\beta}, \mathbf{I}/\phi)$ and is conditionally independent of \mathbf{Y} given $\boldsymbol{\beta}$ and ϕ

$$\mathbf{Y}^* = \mathbf{X}^* \boldsymbol{\beta} + \boldsymbol{\epsilon}^*$$
 and $\boldsymbol{\epsilon}^*$ is independent of \mathbf{Y} given ϕ

Suppose $\mathbf{Y}^* \mid \boldsymbol{\beta}, \phi \sim \mathsf{N}(\mathbf{X}^*\boldsymbol{\beta}, \mathbf{I}/\phi)$ and is conditionally independent of \mathbf{Y} given $\boldsymbol{\beta}$ and ϕ

$$\mathbf{Y}^* = \mathbf{X}^* \boldsymbol{\beta} + \boldsymbol{\epsilon}^*$$
 and $\boldsymbol{\epsilon}^*$ is independent of \mathbf{Y} given ϕ

$$\mathbf{X}^* \boldsymbol{\beta} + \boldsymbol{\epsilon}^* \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{X}^* \mathbf{b}_n, (\mathbf{X}^* \boldsymbol{\Phi}_n^{-1} \mathbf{X}^{*T} + \mathbf{I})/\phi)$$

Suppose $\mathbf{Y}^* \mid \boldsymbol{\beta}, \phi \sim \mathsf{N}(\mathbf{X}^*\boldsymbol{\beta}, \mathbf{I}/\phi)$ and is conditionally independent of \mathbf{Y} given $\boldsymbol{\beta}$ and ϕ

$$\mathbf{Y}^* = \mathbf{X}^*oldsymbol{eta} + oldsymbol{\epsilon}^*$$
 and $oldsymbol{\epsilon}^*$ is independent of \mathbf{Y} given ϕ

$$\mathbf{X}^*\boldsymbol{\beta} + \boldsymbol{\epsilon}^* \mid \boldsymbol{\phi}, \mathbf{Y} \sim \mathsf{N}(\mathbf{X}^*\mathbf{b}_n, (\mathbf{X}^*\boldsymbol{\Phi}_n^{-1}\mathbf{X}^{*T} + \mathbf{I})/\boldsymbol{\phi})$$

$$\mathbf{Y}^* \mid \boldsymbol{\phi}, \mathbf{Y} \sim \mathsf{N}(\mathbf{X}^*\mathbf{b}_n, (\mathbf{X}^*\boldsymbol{\Phi}_n^{-1}\mathbf{X}^{*T} + \mathbf{I})/\boldsymbol{\phi})$$

Suppose $\mathbf{Y}^* \mid \boldsymbol{\beta}, \phi \sim \mathsf{N}(\mathbf{X}^*\boldsymbol{\beta}, \mathbf{I}/\phi)$ and is conditionally independent of \mathbf{Y} given $\boldsymbol{\beta}$ and ϕ

$$\mathbf{Y}^* = \mathbf{X}^* \boldsymbol{\beta} + \boldsymbol{\epsilon}^*$$
 and $\boldsymbol{\epsilon}^*$ is independent of \mathbf{Y} given ϕ

$$\mathbf{X}^*\boldsymbol{\beta} + \boldsymbol{\epsilon}^* \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{X}^*\mathbf{b}_n, (\mathbf{X}^*\boldsymbol{\Phi}_n^{-1}\mathbf{X}^{*T} + \mathbf{I})/\phi)$$

$$\mathbf{Y}^* \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{X}^*\mathbf{b}_n, (\mathbf{X}^*\boldsymbol{\Phi}_n^{-1}\mathbf{X}^{*T} + \mathbf{I})/\phi)$$

$$\phi \mid \mathbf{Y} \sim \mathbf{G}\left(\frac{\nu_n}{2}, \frac{\hat{\sigma}^2\nu_n}{2}\right)$$

Suppose $\mathbf{Y}^* \mid \boldsymbol{\beta}, \phi \sim \mathsf{N}(\mathbf{X}^*\boldsymbol{\beta}, \mathbf{I}/\phi)$ and is conditionally independent of \mathbf{Y} given $\boldsymbol{\beta}$ and ϕ

$$\mathbf{Y}^* = \mathbf{X}^*oldsymbol{eta} + oldsymbol{\epsilon}^*$$
 and $oldsymbol{\epsilon}^*$ is independent of \mathbf{Y} given ϕ

$$\mathbf{X}^*\boldsymbol{\beta} + \boldsymbol{\epsilon}^* \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{X}^*\mathbf{b}_n, (\mathbf{X}^*\boldsymbol{\Phi}_n^{-1}\mathbf{X}^{*T} + \mathbf{I})/\phi)$$

$$\mathbf{Y}^* \mid \phi, \mathbf{Y} \sim \mathsf{N}(\mathbf{X}^*\mathbf{b}_n, (\mathbf{X}^*\boldsymbol{\Phi}_n^{-1}\mathbf{X}^{*T} + \mathbf{I})/\phi)$$

$$\phi \mid \mathbf{Y} \sim \mathsf{G}\left(\frac{\nu_n}{2}, \frac{\hat{\sigma}^2\nu_n}{2}\right)$$

$$\mathbf{Y}^* \mid \mathbf{Y} \sim t_{\nu_n}(\mathbf{X}^*\mathbf{b}_n, \hat{\sigma}^2(\mathbf{I} + \mathbf{X}^*\boldsymbol{\Phi}_n^{-1}\mathbf{X}^T))$$

$$f(\mathbf{Y}^* \mid \mathbf{Y}) = \frac{f(\mathbf{Y}^*, \mathbf{Y})}{f(\mathbf{Y})}$$

$$f(\mathbf{Y}^* \mid \mathbf{Y}) = \frac{f(\mathbf{Y}^*, \mathbf{Y})}{f(\mathbf{Y})}$$
$$= \frac{\iint f(\mathbf{Y}^*, \mathbf{Y} \mid \beta, \phi) p(\beta, \phi) d\beta d\phi}{f(\mathbf{Y})}$$

$$f(\mathbf{Y}^* \mid \mathbf{Y}) = \frac{f(\mathbf{Y}^*, \mathbf{Y})}{f(\mathbf{Y})}$$

$$= \frac{\iint f(\mathbf{Y}^*, \mathbf{Y} \mid \beta, \phi) p(\beta, \phi) d\beta d\phi}{f(\mathbf{Y})}$$

$$= \frac{\iint f(\mathbf{Y}^* \mid \beta, \phi) f(\mathbf{Y} \mid \beta, \phi) p(\beta, \phi) d\beta d\phi}{f(\mathbf{Y})}$$

$$f(\mathbf{Y}^* \mid \mathbf{Y}) = \frac{f(\mathbf{Y}^*, \mathbf{Y})}{f(\mathbf{Y})}$$

$$= \frac{\iint f(\mathbf{Y}^*, \mathbf{Y} \mid \beta, \phi) p(\beta, \phi) d\beta d\phi}{f(\mathbf{Y})}$$

$$= \frac{\iint f(\mathbf{Y}^* \mid \beta, \phi) f(\mathbf{Y} \mid \beta, \phi) p(\beta, \phi) d\beta d\phi}{f(\mathbf{Y})}$$

$$= \iint f(\mathbf{Y}^* \mid \beta, \phi) p(\beta, \phi \mid \mathbf{Y}) d\beta d\phi$$

$$f(\mathbf{Y}^* \mid \mathbf{Y}) = \frac{f(\mathbf{Y}^*, \mathbf{Y})}{f(\mathbf{Y})}$$

$$= \frac{\iint f(\mathbf{Y}^*, \mathbf{Y} \mid \beta, \phi) p(\beta, \phi) d\beta d\phi}{f(\mathbf{Y})}$$

$$= \frac{\iint f(\mathbf{Y}^* \mid \beta, \phi) f(\mathbf{Y} \mid \beta, \phi) p(\beta, \phi) d\beta d\phi}{f(\mathbf{Y})}$$

$$= \iint f(\mathbf{Y}^* \mid \beta, \phi) p(\beta, \phi \mid \mathbf{Y}) d\beta d\phi$$

$$\mathbf{Y}^* = \mathbf{X}^* \beta + \epsilon^* \mid \mathbf{Y}, \phi \sim N(\mathbf{X}^* \mathbf{b}_n, \phi^{-1} (\mathbf{I} + \mathbf{X}^* \Phi_n \mathbf{X}^{*T}))$$

Conditional Distribution:

$$f(\mathbf{Y}^* \mid \mathbf{Y}) = \frac{f(\mathbf{Y}^*, \mathbf{Y})}{f(\mathbf{Y})}$$

$$= \frac{\iint f(\mathbf{Y}^*, \mathbf{Y} \mid \beta, \phi) p(\beta, \phi) d\beta d\phi}{f(\mathbf{Y})}$$

$$= \frac{\iint f(\mathbf{Y}^* \mid \beta, \phi) f(\mathbf{Y} \mid \beta, \phi) p(\beta, \phi) d\beta d\phi}{f(\mathbf{Y})}$$

$$= \iint f(\mathbf{Y}^* \mid \beta, \phi) p(\beta, \phi \mid \mathbf{Y}) d\beta d\phi$$

$$\mathbf{Y}^* = \mathbf{X}^* \beta + \epsilon^* \mid \mathbf{Y}, \phi \sim N(\mathbf{X}^* \mathbf{b}_n, \phi^{-1} (\mathbf{I} + \mathbf{X}^* \Phi_n \mathbf{X}^{*T}))$$

Use result about Marginals of Normal-Gamma family to integrate out $\boldsymbol{\phi}$



Definition

A class of prior distributions \mathcal{P} for $\boldsymbol{\theta}$ is conjugate for a sampling model $p(y \mid \boldsymbol{\theta})$ if for every $p(\boldsymbol{\theta}) \in \mathcal{P}$, $p(\boldsymbol{\theta} \mid \mathbf{Y}) \in \mathcal{P}$.

Definition

A class of prior distributions \mathcal{P} for $\boldsymbol{\theta}$ is conjugate for a sampling model $p(y \mid \boldsymbol{\theta})$ if for every $p(\boldsymbol{\theta}) \in \mathcal{P}$, $p(\boldsymbol{\theta} \mid \mathbf{Y}) \in \mathcal{P}$.

Definition

A class of prior distributions \mathcal{P} for $\boldsymbol{\theta}$ is conjugate for a sampling model $p(y \mid \boldsymbol{\theta})$ if for every $p(\boldsymbol{\theta}) \in \mathcal{P}$, $p(\boldsymbol{\theta} \mid \mathbf{Y}) \in \mathcal{P}$.

Advantages:

 Closed form distributions for most quantities; bypass MCMC for calculations

Definition

A class of prior distributions \mathcal{P} for $\boldsymbol{\theta}$ is conjugate for a sampling model $p(y \mid \boldsymbol{\theta})$ if for every $p(\boldsymbol{\theta}) \in \mathcal{P}$, $p(\boldsymbol{\theta} \mid \mathbf{Y}) \in \mathcal{P}$.

- Closed form distributions for most quantities; bypass MCMC for calculations
- Simple updating in terms of sufficient statistics "weighted average"

Definition

A class of prior distributions \mathcal{P} for $\boldsymbol{\theta}$ is conjugate for a sampling model $p(y \mid \boldsymbol{\theta})$ if for every $p(\boldsymbol{\theta}) \in \mathcal{P}$, $p(\boldsymbol{\theta} \mid \mathbf{Y}) \in \mathcal{P}$.

- Closed form distributions for most quantities; bypass MCMC for calculations
- Simple updating in terms of sufficient statistics "weighted average"
- Interpretation as prior samples prior sample size

Definition

A class of prior distributions \mathcal{P} for $\boldsymbol{\theta}$ is conjugate for a sampling model $p(y \mid \boldsymbol{\theta})$ if for every $p(\boldsymbol{\theta}) \in \mathcal{P}$, $p(\boldsymbol{\theta} \mid \mathbf{Y}) \in \mathcal{P}$.

- Closed form distributions for most quantities; bypass MCMC for calculations
- Simple updating in terms of sufficient statistics "weighted average"
- Interpretation as prior samples prior sample size
- Elicitation of prior through imaginary or historical data

Definition

A class of prior distributions \mathcal{P} for $\boldsymbol{\theta}$ is conjugate for a sampling model $p(y \mid \boldsymbol{\theta})$ if for every $p(\boldsymbol{\theta}) \in \mathcal{P}$, $p(\boldsymbol{\theta} \mid \mathbf{Y}) \in \mathcal{P}$.

- Closed form distributions for most quantities; bypass MCMC for calculations
- Simple updating in terms of sufficient statistics "weighted average"
- Interpretation as prior samples prior sample size
- Elicitation of prior through imaginary or historical data
- limiting "non-proper" form recovers MLEs

Definition

A class of prior distributions \mathcal{P} for $\boldsymbol{\theta}$ is conjugate for a sampling model $p(y \mid \boldsymbol{\theta})$ if for every $p(\boldsymbol{\theta}) \in \mathcal{P}$, $p(\boldsymbol{\theta} \mid \mathbf{Y}) \in \mathcal{P}$.

Advantages:

- Closed form distributions for most quantities; bypass MCMC for calculations
- Simple updating in terms of sufficient statistics "weighted average"
- Interpretation as prior samples prior sample size
- Elicitation of prior through imaginary or historical data
- limiting "non-proper" form recovers MLEs

Choice of conjugate prior?



Unit information prior $\boldsymbol{\beta} \mid \phi \sim N(\hat{\boldsymbol{\beta}}, \textit{n}(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

Unit information prior $\boldsymbol{\beta} \mid \phi \sim \mathsf{N}(\hat{\boldsymbol{\beta}}, \mathsf{n}(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

• Fisher Information is $\phi \mathbf{X}^T \mathbf{X}$ based on a sample of n observations

Unit information prior $\beta \mid \phi \sim \mathsf{N}(\hat{\beta}, n(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

- Fisher Information is $\phi \mathbf{X}^T \mathbf{X}$ based on a sample of n observations
- Inverse Fisher information is covariance matrix of MLE

Unit information prior $\beta \mid \phi \sim \mathsf{N}(\hat{\beta}, n(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

- Fisher Information is $\phi \mathbf{X}^T \mathbf{X}$ based on a sample of n observations
- Inverse Fisher information is covariance matrix of MLE
- "average information" in one observation is $\phi \mathbf{X}^T \mathbf{X}/n$

Unit information prior $\beta \mid \phi \sim N(\hat{\beta}, n(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

- Fisher Information is $\phi \mathbf{X}^T \mathbf{X}$ based on a sample of n observations
- Inverse Fisher information is covariance matrix of MLE
- "average information" in one observation is $\phi \mathbf{X}^T \mathbf{X}/n$
- center prior at MLE and base covariance on the information in "1" observation

Unit information prior $\beta \mid \phi \sim \mathsf{N}(\hat{\beta}, n(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

- Fisher Information is $\phi \mathbf{X}^T \mathbf{X}$ based on a sample of n observations
- Inverse Fisher information is covariance matrix of MLE
- "average information" in one observation is $\phi \mathbf{X}^T \mathbf{X}/n$
- center prior at MLE and base covariance on the information in "1" observation
- Posterior mean

$$\frac{n}{1+n}\hat{\boldsymbol{\beta}} + \frac{1}{1+n}\hat{\boldsymbol{\beta}} = \hat{\boldsymbol{\beta}}$$



Unit information prior $\boldsymbol{\beta} \mid \phi \sim \mathsf{N}(\hat{\boldsymbol{\beta}}, \mathit{n}(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

- Fisher Information is $\phi \mathbf{X}^T \mathbf{X}$ based on a sample of n observations
- Inverse Fisher information is covariance matrix of MLE
- "average information" in one observation is $\phi \mathbf{X}^T \mathbf{X}/n$
- center prior at MLE and base covariance on the information in "1" observation
- Posterior mean

$$\frac{n}{1+n}\hat{\boldsymbol{\beta}} + \frac{1}{1+n}\hat{\boldsymbol{\beta}} = \hat{\boldsymbol{\beta}}$$

Posterior Distribution

$$oldsymbol{eta} \mid \mathbf{Y}, \phi \sim \mathsf{N}\left(\hat{oldsymbol{eta}}, rac{n}{1+n} (\mathbf{X}^{\mathsf{T}}\mathbf{X})^{-1} \phi^{-1}
ight)$$



Unit information prior $\boldsymbol{\beta} \mid \phi \sim \mathsf{N}(\hat{\boldsymbol{\beta}}, \mathit{n}(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

- Fisher Information is $\phi \mathbf{X}^T \mathbf{X}$ based on a sample of n observations
- Inverse Fisher information is covariance matrix of MLE
- "average information" in one observation is $\phi \mathbf{X}^T \mathbf{X}/n$
- center prior at MLE and base covariance on the information in "1" observation
- Posterior mean

$$\frac{n}{1+n}\hat{\boldsymbol{\beta}} + \frac{1}{1+n}\hat{\boldsymbol{\beta}} = \hat{\boldsymbol{\beta}}$$

Posterior Distribution

$$oldsymbol{eta} \mid \mathbf{Y}, \phi \sim \mathsf{N}\left(\hat{oldsymbol{eta}}, rac{n}{1+n} (\mathbf{X}^T \mathbf{X})^{-1} \phi^{-1}
ight)$$

Cannot represent real prior beliefs; double use of data

Zellner's g-prior(s) $\beta \mid \phi \sim N(\mathbf{b}_0, g(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

Zellner's g-prior(s)
$$\beta \mid \phi \sim N(\mathbf{b}_0, g(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$$

$$oldsymbol{eta} \mid \mathbf{Y}, \phi \sim \mathsf{N} \left(rac{g}{1+g} \hat{oldsymbol{eta}} + rac{1}{1+g} \mathbf{b_0}, rac{g}{1+g} (\mathbf{X}^T \mathbf{X})^{-1} \phi^{-1}
ight)$$

Zellner's g-prior(s) $\beta \mid \phi \sim N(\mathbf{b}_0, g(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

$$eta \mid \mathbf{Y}, \phi \sim \mathsf{N}\left(rac{g}{1+g}\hat{oldsymbol{eta}} + rac{1}{1+g}\mathbf{b}_0, rac{g}{1+g}(\mathbf{X}^T\mathbf{X})^{-1}\phi^{-1}
ight)$$

ullet Invariance: Require posterior of ${f X}{oldsymbol{eta}}$ equal the posterior of ${f X}{f H}{lpha}$

Zellner's g-prior(s) $\beta \mid \phi \sim \mathsf{N}(\mathbf{b}_0, g(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

$$eta \mid \mathbf{Y}, \phi \sim \mathsf{N}\left(rac{g}{1+g}\hat{oldsymbol{eta}} + rac{1}{1+g}\mathbf{b}_0, rac{g}{1+g}(\mathbf{X}^T\mathbf{X})^{-1}\phi^{-1}
ight)$$

- Invariance: Require posterior of $\mathbf{X}\boldsymbol{\beta}$ equal the posterior of $\mathbf{X}\mathbf{H}\alpha$ ($\mathbf{a}_0=\mathbf{H}^{-1}\mathbf{b}_0$) (take $\mathbf{b}_0=\mathbf{0}$)
- Choice of g?

Zellner's g-prior(s) $\beta \mid \phi \sim N(\mathbf{b}_0, g(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

$$eta \mid \mathbf{Y}, \phi \sim \mathsf{N}\left(rac{g}{1+g}\hat{oldsymbol{eta}} + rac{1}{1+g}\mathbf{b}_0, rac{g}{1+g}(\mathbf{X}^T\mathbf{X})^{-1}\phi^{-1}
ight)$$

- Invariance: Require posterior of $\mathbf{X}\boldsymbol{\beta}$ equal the posterior of $\mathbf{X}\mathbf{H}\alpha$ ($\mathbf{a}_0=\mathbf{H}^{-1}\mathbf{b}_0$) (take $\mathbf{b}_0=\mathbf{0}$)
- Choice of *g*?
- $\frac{g}{1+g}$ weight given to the data

Zellner's g-prior(s) $\beta \mid \phi \sim \mathsf{N}(\mathbf{b}_0, g(\mathbf{X}^T\mathbf{X})^{-1}/\phi)$

$$eta \mid \mathbf{Y}, \phi \sim \mathsf{N}\left(rac{g}{1+g}\hat{oldsymbol{eta}} + rac{1}{1+g}\mathbf{b}_0, rac{g}{1+g}(\mathbf{X}^T\mathbf{X})^{-1}\phi^{-1}
ight)$$

- Invariance: Require posterior of $\mathbf{X}\boldsymbol{\beta}$ equal the posterior of $\mathbf{X}\mathbf{H}\alpha$ ($\mathbf{a}_0=\mathbf{H}^{-1}\mathbf{b}_0$) (take $\mathbf{b}_0=\mathbf{0}$)
- Choice of *g*?
- $\frac{g}{1+g}$ weight given to the data
- Fixed g effect does not vanish as $n \to \infty$
- Use g = n or place a prior diistribution on g

Shrinkage

Posterior mean under g-prior with $\mathbf{b}_0=0$ $\frac{g}{1+g}\hat{\boldsymbol{\beta}}$

