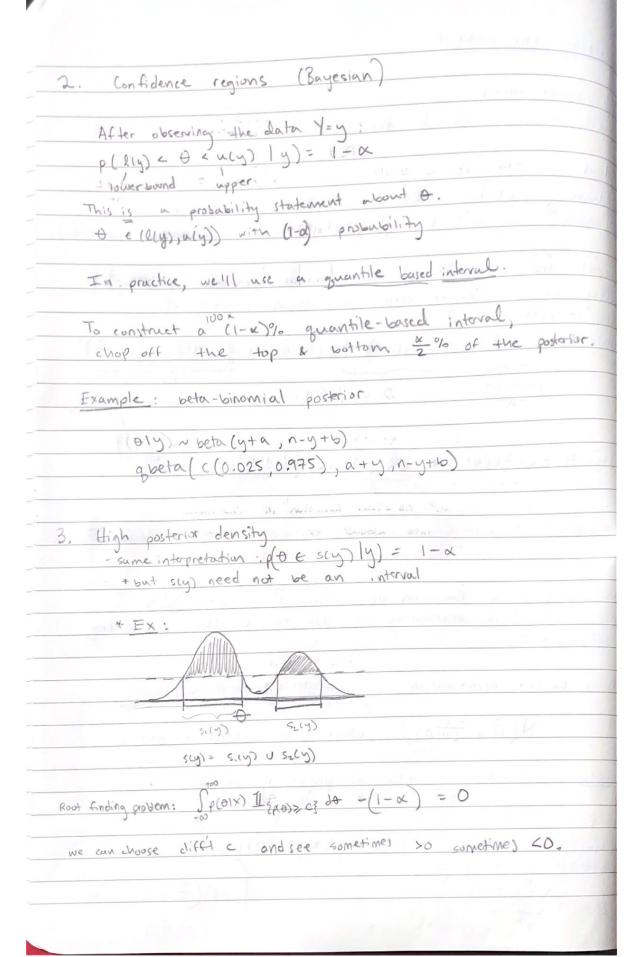
Jun



Note 1t's good practice to report both a point estimate ex: posterior mean a measure of reliability. together w1 postaior mode CI, HPD region, & from Laplace Exponential families Dwl Axed n. & Poisson models d binomial a beta & Gamma normal & more A single parameter exponential family model is any all density p(y10) = h(y) c(0) exp { 0 t(y)} 1: parameter t(y) = sufficient statistic " sufficient" because no other function of the data can provide addn't into about o. 100 p (y10) Notice L(\$) = log h(y) + logc(\$) + Ot(y) so when finding, e.g. MLE or MAP the constant hey) is irrelevant. Suppose pcoplno, to) = K(no, to) c(o) exp2 noto of Let y={y,..., yn} then p(0/y) a p(y10)p(0) x TT c(p) exp{pt(y)}.c(p) exp{notop} cond'e rid x ccp) exp30. (£try) + noto p(p | n+no) Et(yi) +note (+) No: prior sumple size to: prior mean

exp family example:
y ~ binomial (A) ingle y; no const. (g)
¥
p(410) = 00 (1-0) Need to look like
Land Card aday
$= \left(\frac{1}{1-\theta} \right)^{2} \left(1-\theta \right)$
Tallocation of the second of t
no explis so. I need to exponentiate:
(14) = 0101-01
exp { glog (=0) + log (1-0)}
expétig) \$\phi \ \exp\langle \log(1-\theta)\rangle \ \phi\rangle \ \texp\langle \texp\langle \rangle \
+(y):= y exp 1/09 1+e0-1+e0
φ:= 109 0 * => e = = = = = = = = = = = = = = = = =
=> e = = = = = = = = = = = = = = = = = =
$\Rightarrow e^{\phi}(-e^{\phi}\theta = \theta) \qquad (1+e^{\phi})^{-1}$
$\Rightarrow e^{\phi} = \theta(1+e^{\phi})$ $\Rightarrow \theta = \frac{e^{\phi}}{1+e^{\phi}}$
1+00
Lie Transport and American State of the Control of
$c(\phi) = (1 + e^{\phi})^{-1}$
Now we know conj. prior
P(\phi \no, to) \alpha (1+ed)-no enoto \phi
P(p(no,to)