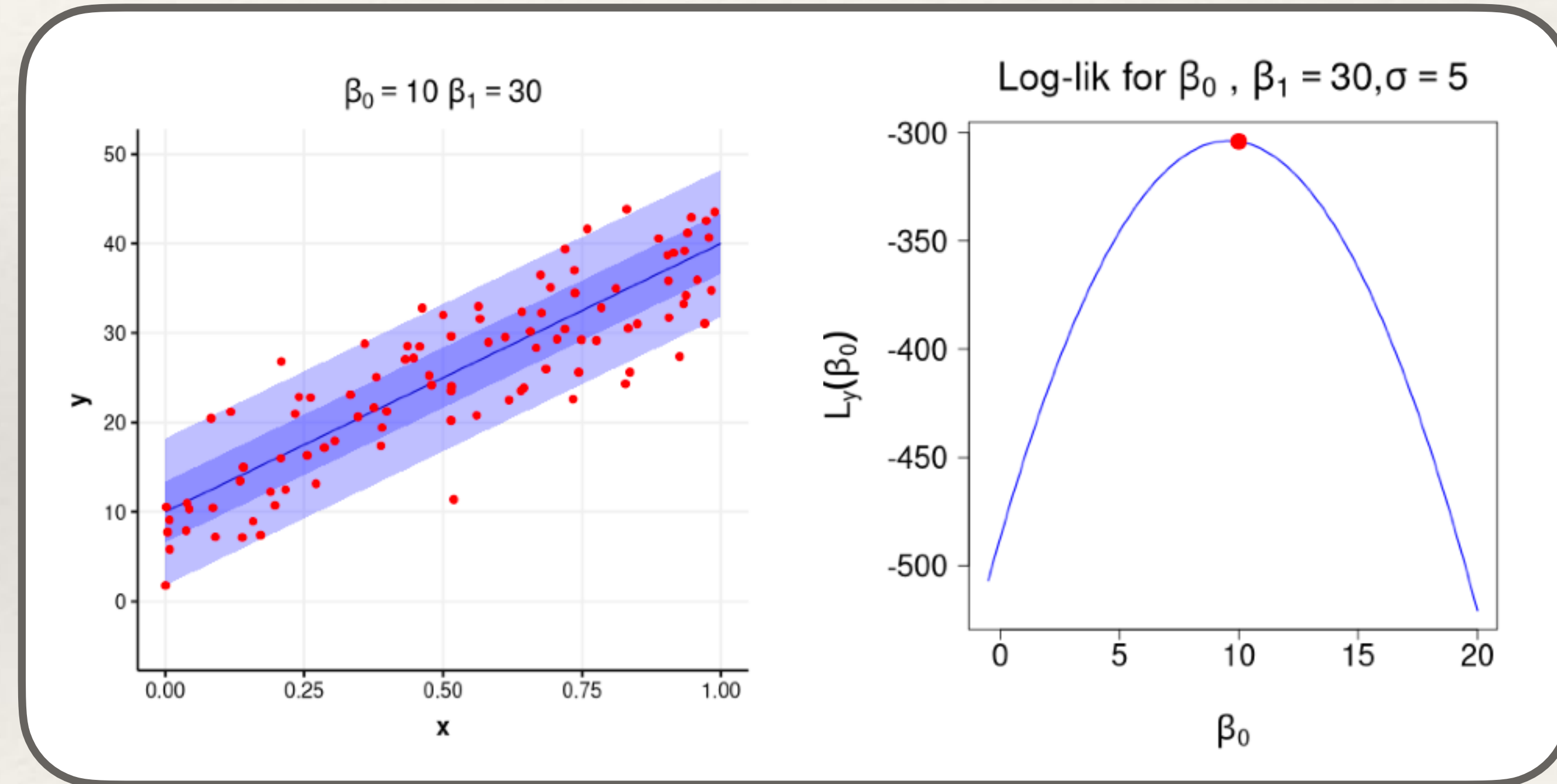


MAXIMUM LIKELIHOOD ESTIMATION

- Up to this point we have been using the **Maximum Likelihood principle**
- ML has many advantages:
 - General
 - (mostly) Automatic
 - Good theoretical justification
 - Good performance



THE MAXIMUM LIKELIHOOD WAY

Given some data...

$$y = \{y_1, \dots, y_n\}$$

Define an observational model:

$$P(y | \theta) = L_y(\theta)$$