PRIORS CAN BE USED TO ENCODE SCALE INFORMATION

Adapted from Statistical Rethinking
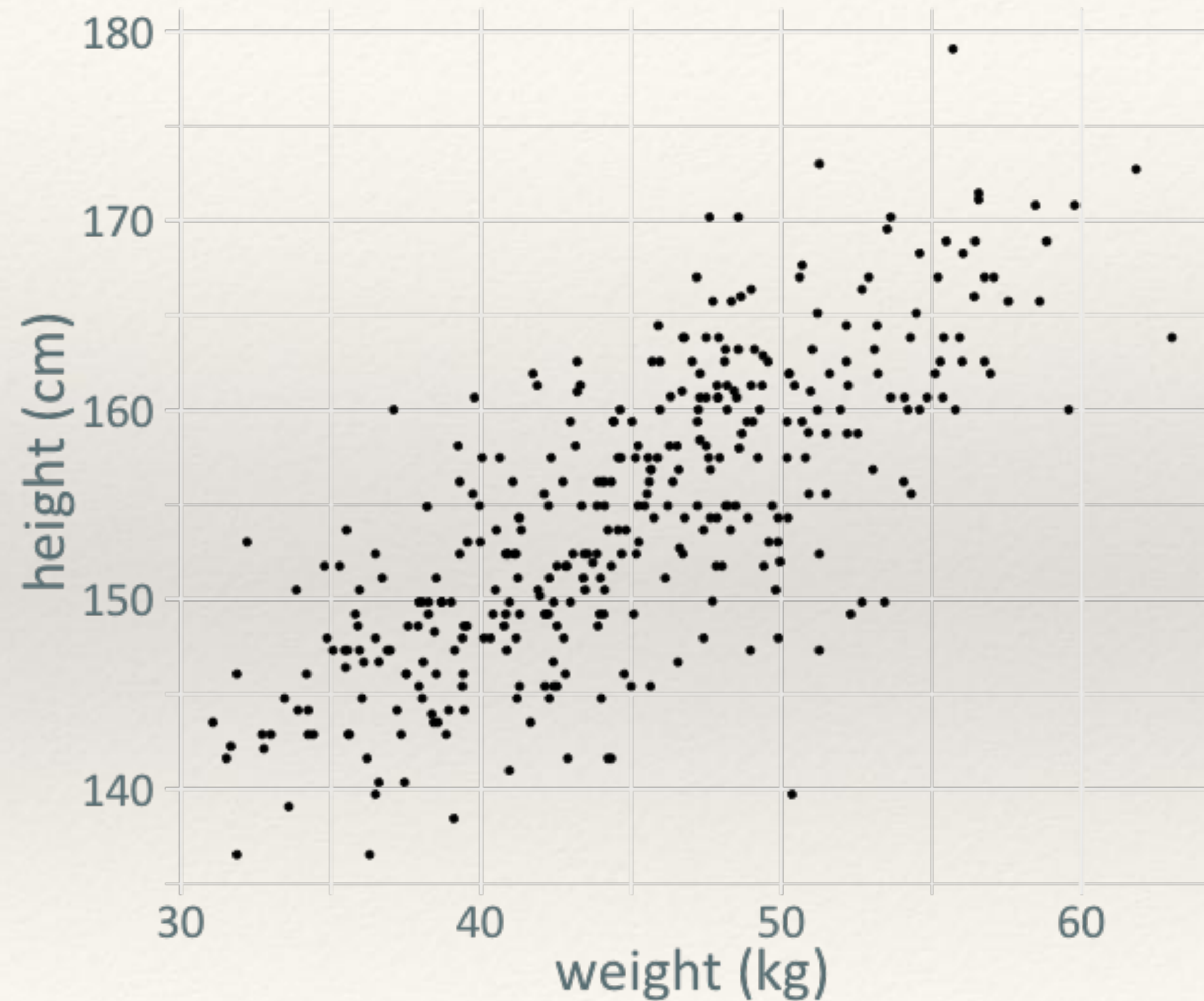
WIDE VS NARROW PRIOR

β ~ Normal(0, 10)
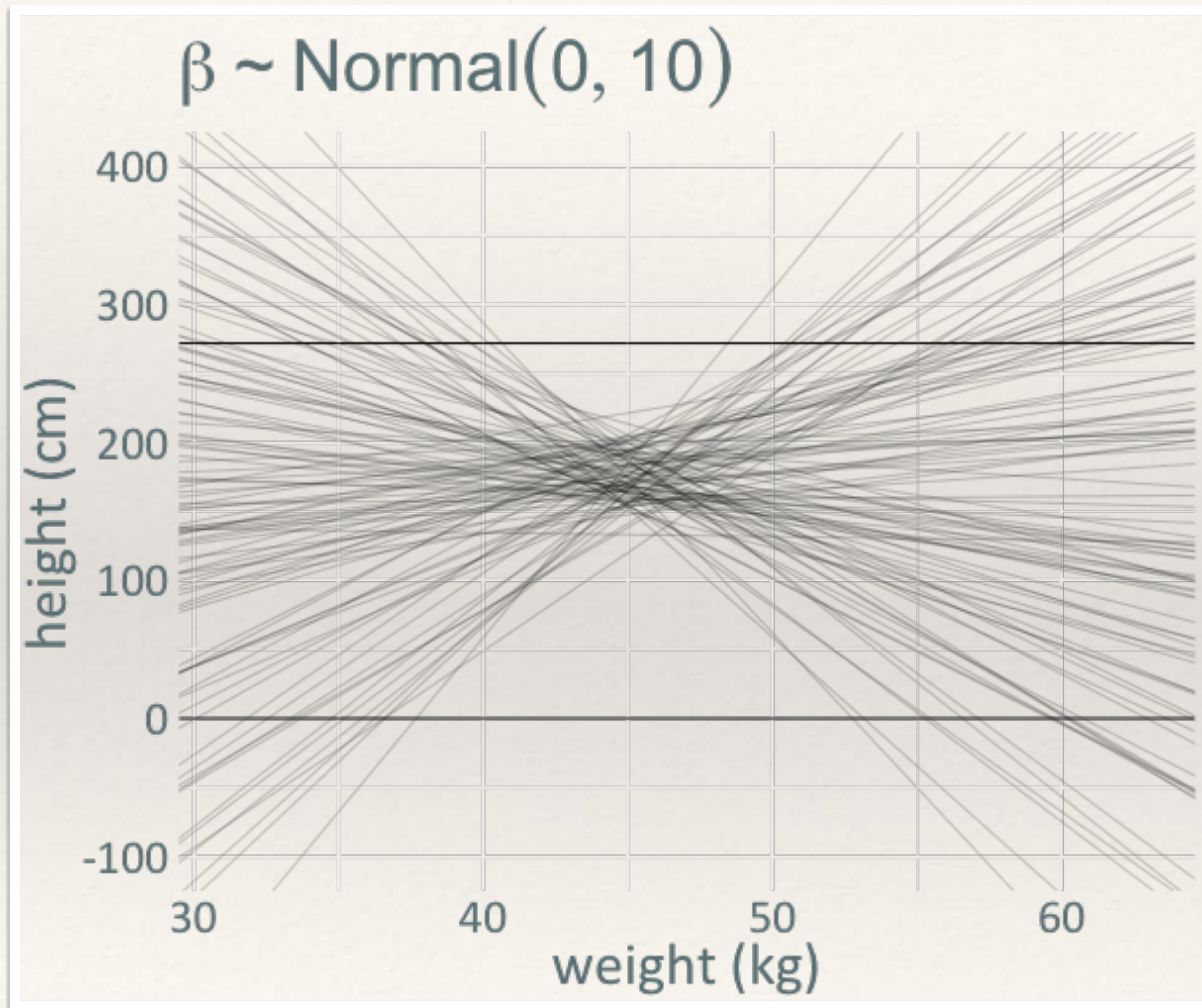
This is sometimes called a non-informative prior