

# CATEGORIAL PREDICTORS AND CONTRASTS

We can also use categorical predictors to estimate per-group averages.

- $K_i$ : caloric content of milk in several monkey groups
- $CLADE$ : categorical variable for the monkey groups

$$K_i \sim \text{Normal}(\mu_i, \sigma)$$

$$\mu_i = \alpha_{CLADE[i]}$$

$$\alpha_i \sim \text{Normal}(0, 0.5)$$

$$\sigma \sim \text{Exponential}(1)$$

# PER CLADE MILK CONTENT

$$K_i \sim \text{Normal}(\mu_i, \sigma)$$

$$\mu_i = \alpha_{\text{CLADE}[i]}$$

$$\alpha_i \sim \text{Normal}(0, 0.5)$$

$$\sigma \sim \text{Exponential}(1)$$

