







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

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

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

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

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

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# PER CLADE MILK CONTENT

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