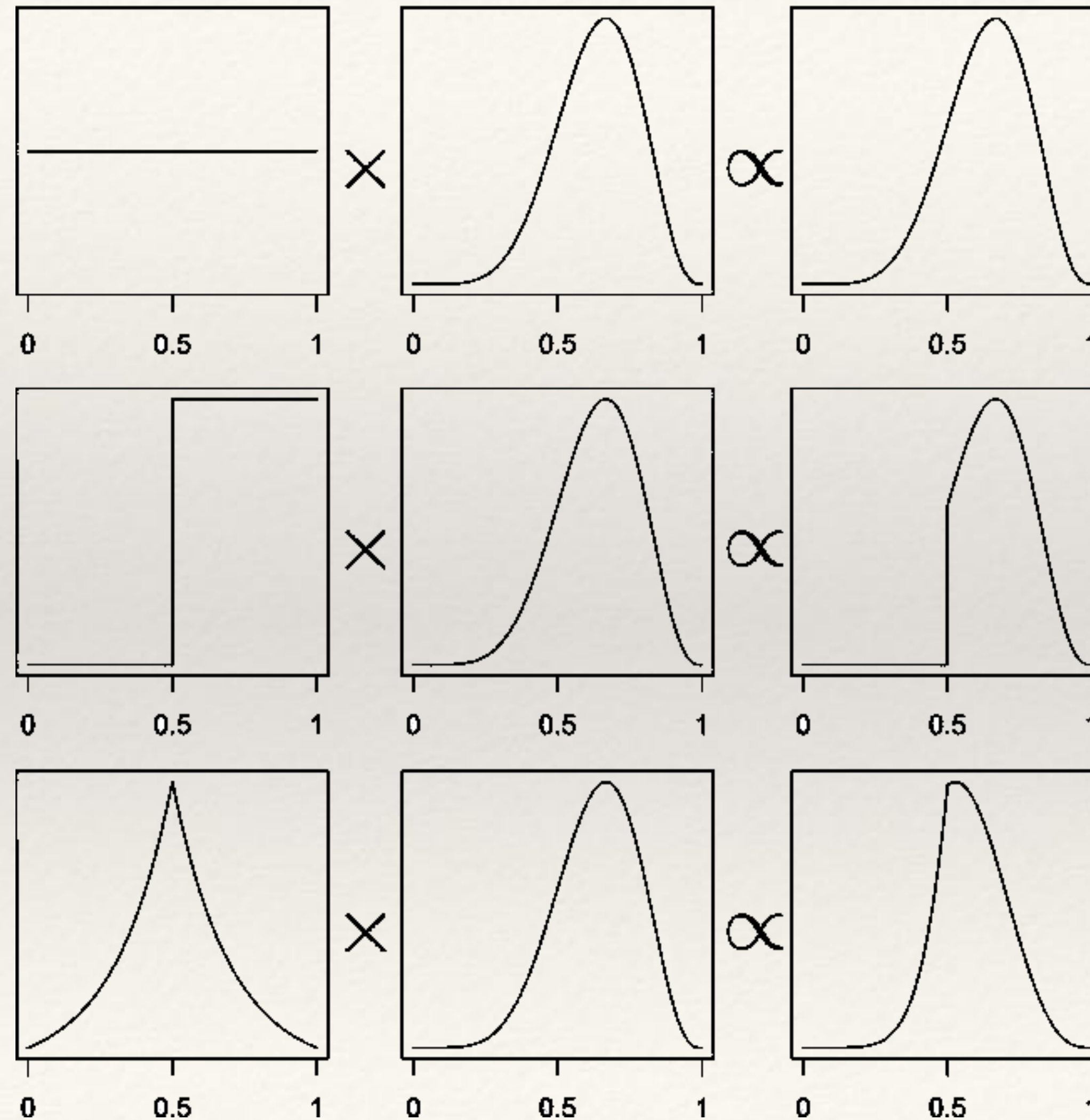


PRIOR \times LIKELIHOOD \propto POSTERIOR

$$P(A | B) = \frac{P(B | A)P(A)}{P(B)}$$



ESTIMATING THE PROPORTION OF RED BALLS



$p = P(\text{red ball}) = \text{proportion of red balls}$