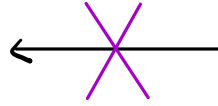


likelihood  
 $L(\theta; X)$

all  
info

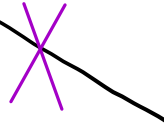
inferences  
about  $\theta$



# looks at  
data we take

likelihood 1  
 $L_1(\theta; X)$

same info



how we decide  
when to stop  
the study

likelihood 2  
 $L_2(\theta; X)$

$L_1 \propto L_2$