

# **MAXIMUM LIKELIHOOD ESTIMATION**

**Goal:** derive an estimate  $\theta^{f}$  for the parameter  $\theta$  based on observed data

- 1. Run the experiment a bunch of times (i.e., collect many samples from the distribution) -> data
- e.g., we flip a coin that follows Ber(p) 5 times and write down the results HTTTH
- 2. Estimate the missing rules (unknown parameter(s)) based on the data
  - > Guess rules to maximize probability of the events we saw (relative to other choices of the rules).e.g., what is the value of p that makes the probability of seeing HTTTH the highest?

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## **1. DEFINE LIKELIHOOD FUNCTION**

 $\mathcal{L}(E; \theta)$  is  $\mathbb{P}(E)$  when the experiment is run with  $\theta$ "what is probability of seeing the event E (in our case, the set of data), if the experiment is run with the parameter  $\theta$ ?"

Likelihood Function: Likelihood of n observations (from discrete distribution)  $\mathcal{L}(x_1, x_2, ..., x_n; \theta) = \prod_i^n \mathbb{P}(x_i; \theta)$ 

Coin example We ran the experiment 10 times independently. The result was HTTTHHTHHH  $\mathcal{L}(HTTTHHTHHH; \theta) =$ "Probability of observing HTTTHHTHHH if  $\theta$  is probability of heads on a single flip"

# 2. TAKE LOG OF THE LIKELIHOOD (LOG-LIKELIHOOD

The product rule is not fun!! So, take the log of the likelihood function before taking the derivative! ln(a\*b)=ln(a)+ln(b)

Can we still take the max? Yes! In() is an increasing function, so

 $\operatorname{argmax}_{\theta} \ln(\mathcal{L}(\mathcal{E}; \theta)) = \operatorname{argmax}_{\theta} \mathcal{L}(\mathcal{E}; \theta)$ "the log of the likelihood will increase as the likelihood increases and vice verse, so, the value of  $\theta$  that maximizes the log likelihood also maximized the likelihood"

### **Coin Example:** $\ln(\mathcal{L}(\text{HTTTHHTHHH}; \theta)) =$



The MLE of the parameter  $\theta$  is:  $\hat{\theta} = \operatorname{argmax}_{\theta} \mathcal{L}(E; \theta)$ 

3. TAKE DERIVATIVE OF THE LOG-LIKELIHOOD

4. SET DERIVATIVE TO 0, SOLVE FOR THE MLE

5. 2ND DERIVATIVE TEST TO VERIFY MAX

$$\frac{d}{d\theta} \ln \left( \mathcal{L}(\cdot) \right) =$$

$$\frac{\partial}{\partial} - \frac{4}{1 - \hat{\theta}} = 0 =$$

 $\frac{d^2}{d\theta^2} =$ 

 $\ln(\theta(1 -$ 

We're given that there's a distribution with some unknown parameter(s)  $\theta$ .

There are independent observations x1, x2,..., xn from this distribution.

### To find the MLE for this unknown parameter(s) $\theta$ ....

### 1. Write the likelihood function

> multiply (not add) probabilities of seeing each of the observations based on heta

- 2. Take the log ln(..) of the likelihood function (makes the math easier)
- 3. Take the derivative of the log-likelihood function
- 4. Set the derivative to 0, and solve for the MLE  $heta^{\wedge}$

> remember to switch from  $\theta$  to  $\theta$  in this step because we're now solving for the MLE

5. Verify it is a maximum with second derivative test (not required for 312)



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