



# Credibility

CARe Seminar, 6-7 June 2011, Philadelphia

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### **Credibility Review**

- You observe Ben Franklin dropping a key in a field (He has learned that putting a key on a kite string is dangerous)
- Your task is to guess where Ben will drop another key







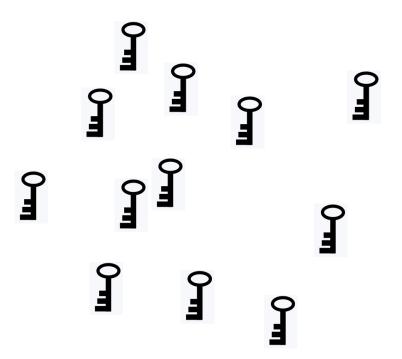
### Check what Information you have

- If you have NO other information, the best guess is that a future key dropped will be in the same location
- However, we typically have other information



# Analyze past, relevant data

■ We might have observations of prior drops

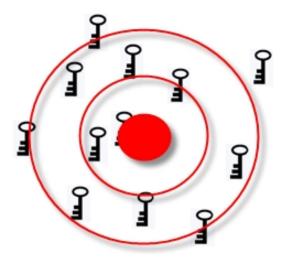






# Calculate historical averages

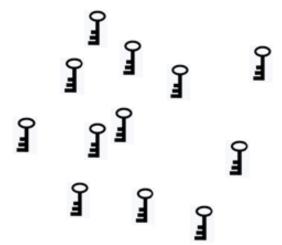
■ We could assume Ben is "aiming" at a target, and we can estimate the center from the historical information





### Handling extreme observations

■ What do we do when we have this observed history, and the latest (circled) observation is so far away?







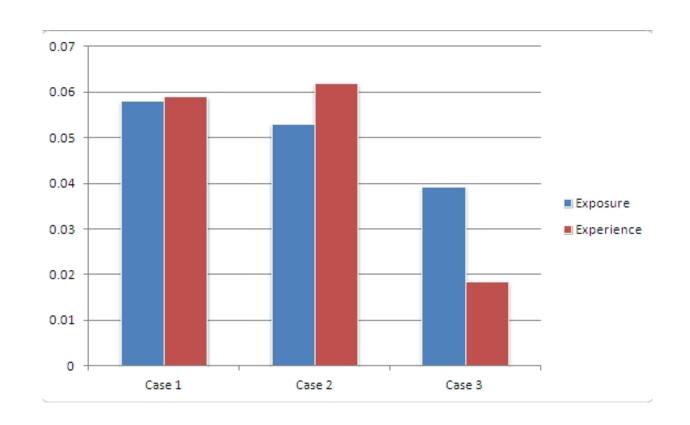
### Question your assumptions

- Maybe it wasn't Ben in the history
- Maybe it was Ben but he decided a new location is better
- Do NOT simply credibility weight the new observation with prior results, as it can be extremely misleading



# Exposure and Experience 1/2

- Let's consider three cases
- Case 1
  - Two indications are close
- Case 2
  - Two indications differ a bit
- Case 3
  - Two indications differ a lot



# Exposure and Experience 2/2

- Case 1
  - Who cares? (with a caveat)
- Case 2
  - Credibility may be appropriate
- Case 3
  - Credibility is Not your next step



#### The caveat?

- Experience and Exposure may both be wrong
- Talk to Isaac Mashitz for real world example

#### П

#### Lessons

- Resolve differences between Exposure and Experience
- Resolve differences between Historical experience and recent experience
  - What is changing?
- Resolve differences between Exposure and specific client reality
  - Exposure is always an assumption that this client is like a group of clients for the layers of interest
  - Never exactly true, but sometimes badly wrong
- After resolution, what remains should be noise.
- Then credibility can help





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