Top Ten Reasons to be Bayesian

1. Inferences that make intuitive sense (unlike p-values and CI's)

2. Use of prior information in drawing final conclusions

3. Flexibility in modelling

4. Easy handling of missing data

5. Data predictions that include all uncertainty

6. Model averaging in regression for optimal predictions

7. Bias adjustments of all kinds (e.g., measurement error)

8. Ease of creating multi-level hierarchical models

9. Analysis in non-identifiable problems (e.g., diagnostic tests)

10. No complex theory needed, just Bayes theorem