



FUNCTIONS

FARMAN

1.1:
FUNCTIONS

GRAPHS

1.2: LINEAR
FUNCTIONS

FUNCTIONS

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Math 122: Calculus for Business Administration and
Social Sciences



OUTLINE

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

1 1.1: FUNCTIONS

- Graphs



OUTLINE

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1 1.1: FUNCTIONS

- Graphs

2 1.2: LINEAR FUNCTIONS



DEFINITION

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DEFINITION 1

- A *function* is a rule that takes certain values as inputs and assigns to each input **exactly one** output.



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- A *function* is a rule that takes certain values as inputs and assigns to each input **exactly one** output.
- The set of all possible inputs is called the *domain* of the function.



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DEFINITION 1

- A *function* is a rule that takes certain values as inputs and assigns to each input **exactly one** output.
- The set of all possible inputs is called the *domain* of the function.
- The set of all possible outputs is called the *range* of the function.



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DEFINITION 1

- A *function* is a rule that takes certain values as inputs and assigns to each input **exactly one** output.
- The set of all possible inputs is called the *domain* of the function.
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Notation: A function named f that takes as input the *independent variable*, x , and outputs the *dependent variable*, y , is written as

$$y = f(x).$$



EXAMPLE (DISCRETE FUNCTION)

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Given any two sets we can define a function.



EXAMPLE (DISCRETE FUNCTION)

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Given any two sets we can define a function. Say we have the sets

$$D = \{1, 2, 3, 4\} \text{ and } R = \{5, 6, 7, 8\}.$$



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$$D = \{1, 2, 3, 4\} \text{ and } R = \{5, 6, 7, 8\}.$$

Define

- $f(1) = 6$



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Define

- $f(1) = 6$
- $f(2) = 5$



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- $f(3) = 8$
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EXAMPLE (DISCRETE FUNCTION)

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1.1: FUNCTIONS

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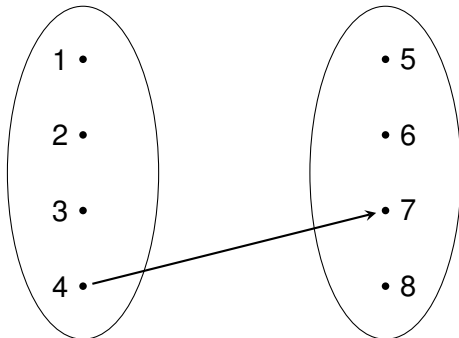
1.2: LINEAR FUNCTIONS

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- $f(1) = 6$
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EXAMPLE (DISCRETE FUNCTION)

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1.1: FUNCTIONS

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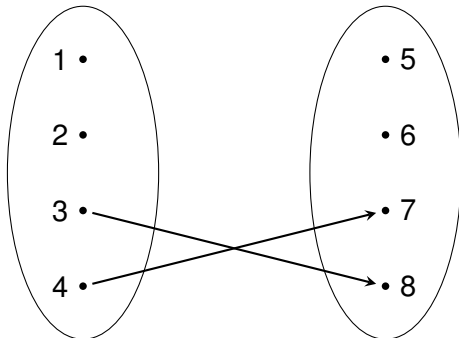
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- $f(2) = 5$
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EXAMPLE (DISCRETE FUNCTION)

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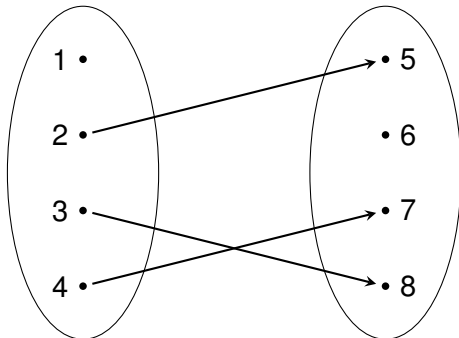
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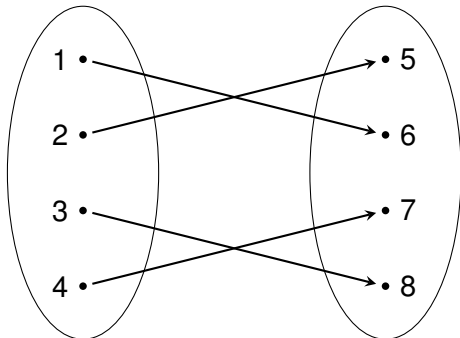
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The function $f(x) = x^2$ is a function.



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The function $f(x) = x^2$ is a function.

- The domain of f is the set of all real numbers, \mathbb{R} .



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The function $f(x) = x^2$ is a function.

- The domain of f is the set of all real numbers, \mathbb{R} .
- The range of f is the set of all non-negative real numbers,

$$\{x \in \mathbb{R} \mid 0 \leq x\}.$$



NON-EXAMPLE

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The following depicts a non-function.



NON-EXAMPLE

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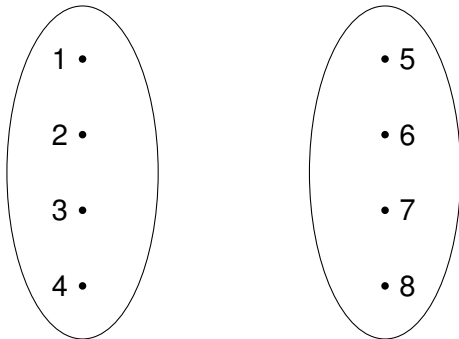
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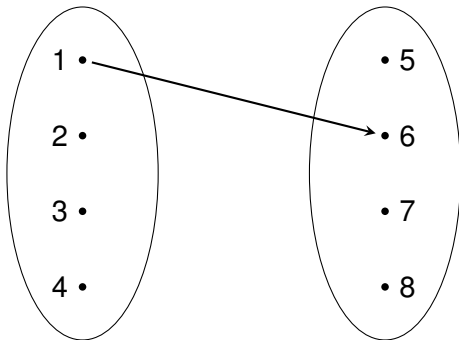
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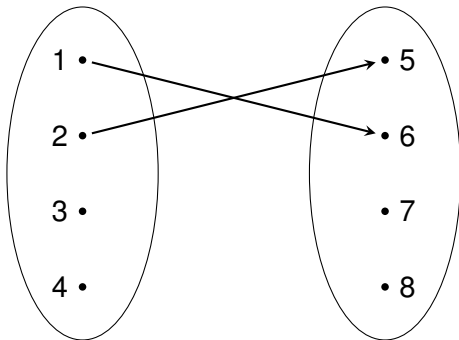
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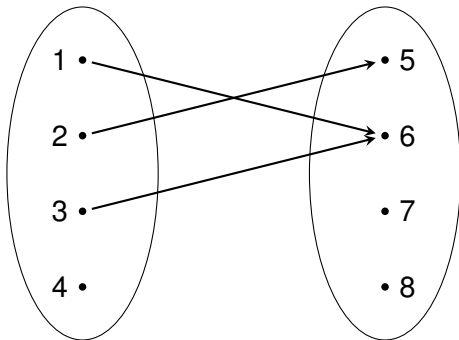
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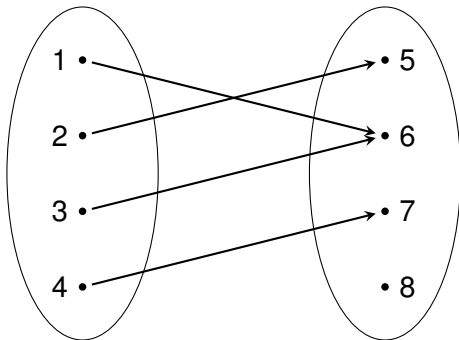
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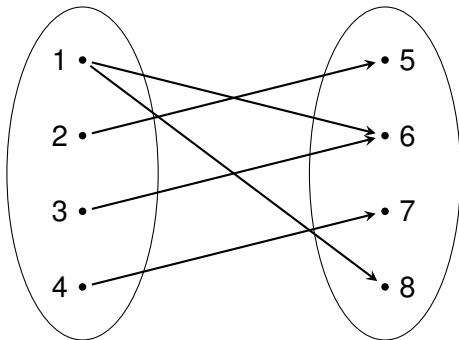
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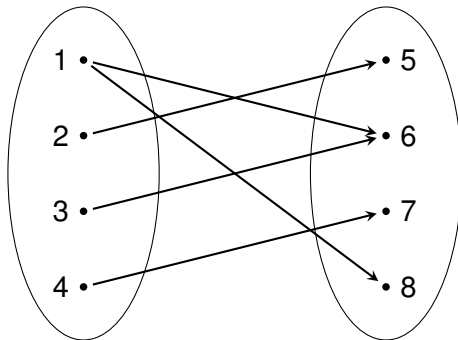
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The following depicts a non-function.



The value $f(1)$ is not well-defined because it requires a choice: it could be either 6 or 8.



CARTESIAN PLANE

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Recall that the *Cartesian plane* is the set of all pairs

$$\mathbb{R}^2 = \{(x, y) \mid x \in \mathbb{R}, y \in \mathbb{R}\}.$$



CARTESIAN PLANE

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1.1: FUNCTIONS

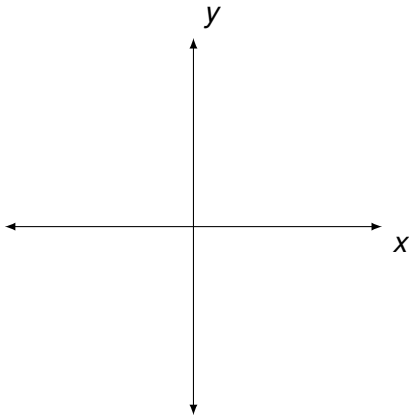
GRAPHS

1.2: LINEAR FUNCTIONS

Recall that the *Cartesian plane* is the set of all pairs

$$\mathbb{R}^2 = \{(x, y) \mid x \in \mathbb{R}, y \in \mathbb{R}\}.$$

It can be depicted as





GRAPH OF A FUNCTION

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DEFINITION 2

The graph of a real-valued function, f , with domain $D \subseteq \mathbb{R}$ is the set of pairs

$$\{(x, f(x)) \mid x \in D\} \subseteq \mathbb{R}^2.$$

It can be drawn on the Cartesian plane.



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The function $f(x) = x$ has



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The function $f(x) = x$ has

- Domain all real numbers, \mathbb{R} ,



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The function $f(x) = x$ has

- Domain all real numbers, \mathbb{R} ,
- Range all real numbers, \mathbb{R} ,



EXAMPLE

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The function $f(x) = x$ has

- Domain all real numbers, \mathbb{R} ,
- Range all real numbers, \mathbb{R} ,
- Graph $\{(x, x) \mid x \in \mathbb{R}\}$,



EXAMPLE

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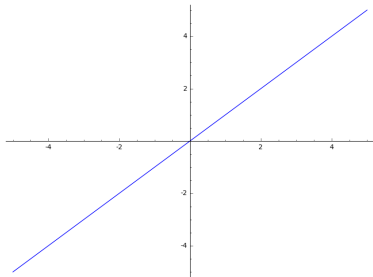
1.1: FUNCTIONS

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INCREASING/DECREASING FUNCTIONS

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DEFINITION 3

Let f be a function and let $[a, b]$ be an interval contained in the domain of f . We say f is



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DEFINITION 3

Let f be a function and let $[a, b]$ be an interval contained in the domain of f . We say f is

- *increasing on $[a, b]$* if $f(x_1) < f(x_2)$ whenever $a \leq x_1 < x_2 \leq b$,



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- *decreasing on $[a, b]$* if $f(x_2) < f(x_1)$ whenever $a \leq x_1 < x_2 \leq b$.

We say that f is increasing/decreasing if it is increasing/decreasing on its entire domain.



EXAMPLE

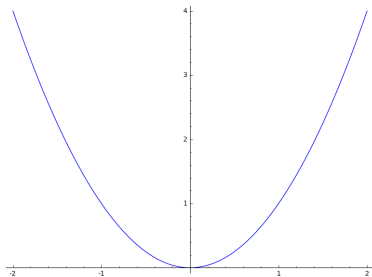
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EXAMPLE

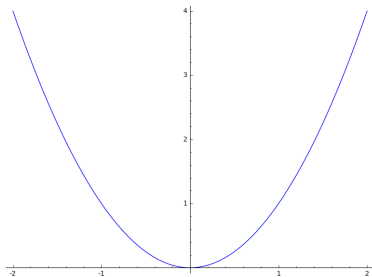
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- Increasing on:
- Decreasing on:



EXAMPLE

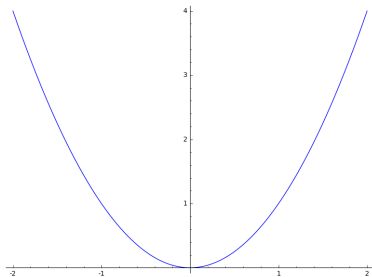
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- Increasing on: $(0, \infty)$
- Decreasing on:



EXAMPLE

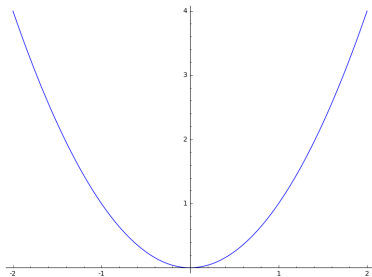
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- Increasing on: $(0, \infty)$
- Decreasing on: $(-\infty, 0)$



EXAMPLE

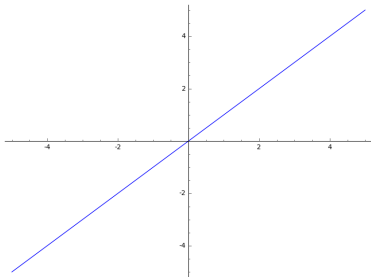
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Increasing





EXAMPLE

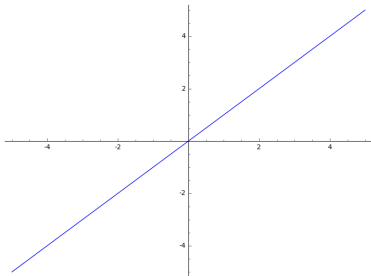
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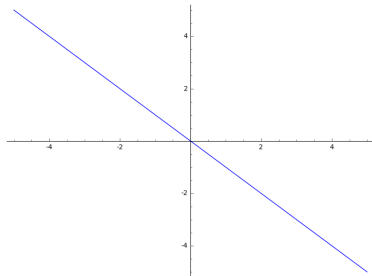
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Increasing



Decreasing





INTERCEPTS

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DEFINITION 4

Let f be a function of a real variable, x .



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DEFINITION 4

Let f be a function of a real variable, x .

- The x -*intercepts* are the points $(x, 0)$ on the graph.



INTERCEPTS

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DEFINITION 4

Let f be a function of a real variable, x .

- The x -*intercepts* are the points $(x, 0)$ on the graph.
- The y -*intercept* is the point $(0, f(0))$ on the graph.



EXAMPLE

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Let $f(x) = x - 1$.



EXAMPLE

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Let $f(x) = x - 1$.

The y -intercept is

$$(0, f(0)) = (0, 0 - 1) = (0, -1).$$



EXAMPLE

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Let $f(x) = x - 1$.

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$$(0, f(0)) = (0, 0 - 1) = (0, -1).$$

The x - *intercept* is $(1, 0)$:

$$f(1) = 1 - 1 = 0.$$



EXAMPLE

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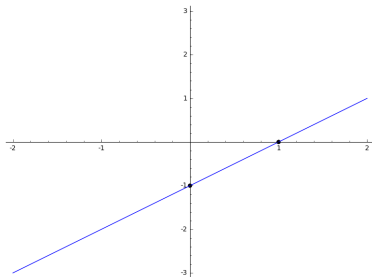
Let $f(x) = x - 1$.

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$$(0, f(0)) = (0, 0 - 1) = (0, -1).$$

The x - *intercept* is $(1, 0)$:

$$f(1) = 1 - 1 = 0.$$





DEFINITION

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DEFINITION 5

A function, f , is *linear* if there exist real numbers m and b such that

$$f(x) = mx + b.$$



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- Linear functions have domain and range \mathbb{R} ,



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A function, f , is *linear* if there exist real numbers m and b such that

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- Linear functions have domain and range \mathbb{R} ,
- The number m is called the *slope* of the f ,



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- The number b is the y -intercept,



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DEFINITION 5

A function, f , is *linear* if there exist real numbers m and b such that

$$f(x) = mx + b.$$

- Linear functions have domain and range \mathbb{R} ,
- The number m is called the *slope* of the f ,
- The number b is the y -intercept,
- This form is usually called the *Slope-Intercept Form* of a line.



GRAPH OF A LINEAR FUNCTION

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The graph of $f(x) = mx + b$ is always a line.



GRAPH OF A LINEAR FUNCTION

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The graph of $f(x) = mx + b$ is always a line. They come in three flavors:



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The graph of $f(x) = mx + b$ is always a line. They come in three flavors:

- Increasing ($0 < m$):





GRAPH OF A LINEAR FUNCTION

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The graph of $f(x) = mx + b$ is always a line. They come in three flavors:

- Increasing ($0 < m$):



- Decreasing ($m < 0$):





GRAPH OF A LINEAR FUNCTION

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The graph of $f(x) = mx + b$ is always a line. They come in three flavors:

- Increasing ($0 < m$):



- Decreasing ($m < 0$):



- Horizontal ($m = 0$):





POINT-SLOPE FORM

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DEFINITION 6

Given:



POINT-SLOPE FORM

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DEFINITION 6

Given:

- a point, (x_0, y_0) ,



POINT-SLOPE FORM

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DEFINITION 6

Given:

- a point, (x_0, y_0) ,
- a slope, m ,



POINT-SLOPE FORM

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DEFINITION 6

Given:

- a point, (x_0, y_0) ,
- a slope, m ,

the equation of the line through (x_0, y_0) with slope m is

$$y - y_0 = m(x - x_0).$$



TWO POINTS DETERMINE A LINE

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Given two points, (x_0, y_0) and (x_1, y_1) , the slope of the line passing through them is

$$m = \frac{y_0 - y_1}{x_0 - x_1} = \frac{y_1 - y_0}{x_1 - x_0}.$$



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$$m = \frac{y_0 - y_1}{x_0 - x_1} = \frac{y_1 - y_0}{x_1 - x_0}.$$

The line passing through these two points is

$$y - y_0 = m(x - x_0) \text{ or } y - y_1 = m(x - x_1).$$



TWO POINTS DETERMINE A LINE

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Given two points, (x_0, y_0) and (x_1, y_1) , the slope of the line passing through them is

$$m = \frac{y_0 - y_1}{x_0 - x_1} = \frac{y_1 - y_0}{x_1 - x_0}.$$

The line passing through these two points is

$$y - y_0 = m(x - x_0) \text{ or } y - y_1 = m(x - x_1).$$

To see these are the same line, put them both into Slope-Intercept Form.



TWO POINTS DETERMINE A LINE (CONT.)

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$$y = mx - \frac{y_0 - y_1}{x_0 - x_1}x_0 + y_0$$

$$y = mx - \frac{y_0 - y_1}{x_0 - x_1}x_1 + y_1$$



TWO POINTS DETERMINE A LINE (CONT.)

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GRAPHS

1.2: LINEAR FUNCTIONS

$$\begin{aligned}y &= mx - \frac{y_0 - y_1}{x_0 - x_1}x_0 + y_0 \\&= mx + \frac{(y_1 - y_0)x_0 + (x_0 - x_1)y_0}{x_0 - x_1}\end{aligned}$$

$$\begin{aligned}y &= mx - \frac{y_0 - y_1}{x_0 - x_1}x_1 + y_1 \\&= mx + \frac{(y_1 - y_0)x_1 + (x_0 - x_1)y_1}{x_0 - x_1}\end{aligned}$$



TWO POINTS DETERMINE A LINE (CONT.)

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

$$\begin{aligned}y &= mx - \frac{y_0 - y_1}{x_0 - x_1}x_0 + y_0 \\&= mx + \frac{(y_1 - y_0)x_0 + (x_0 - x_1)y_0}{x_0 - x_1} \\&= mx - \frac{x_0y_1 - x_1y_0}{x_0 - x_1}\end{aligned}$$

$$\begin{aligned}y &= mx - \frac{y_0 - y_1}{x_0 - x_1}x_1 + y_1 \\&= mx + \frac{(y_1 - y_0)x_1 + (x_0 - x_1)y_1}{x_0 - x_1} \\&= mx + \frac{x_0y_1 - x_1y_0}{x_0 - y_0}\end{aligned}$$



DIFFERENCE QUOTIENTS

FUNCTIONS

FARMAN

1.1: FUNCTIONS GRAPHS

1.2: LINEAR FUNCTIONS

DEFINITION 7

Let f be a function.



DIFFERENCE QUOTIENTS

FUNCTIONS

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1.1: FUNCTIONS GRAPHS

1.2: LINEAR FUNCTIONS

DEFINITION 7

Let f be a function. Given x_0, x_1 in the domain of f



DIFFERENCE QUOTIENTS

FUNCTIONS

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1.1: FUNCTIONS GRAPHS

1.2: LINEAR FUNCTIONS

DEFINITION 7

Let f be a function. Given x_0, x_1 in the domain of f , the *difference quotient* is

$$\frac{f(x_1) - f(x_0)}{x_1 - x_0} = \frac{f(x_0) - f(x_1)}{x_0 - x_1}$$



DIFFERENCE QUOTIENTS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

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1.2: LINEAR FUNCTIONS

DEFINITION 7

Let f be a function. Given x_0, x_1 in the domain of f , the *difference quotient* is

$$\frac{f(x_1) - f(x_0)}{x_1 - x_0} = \frac{f(x_0) - f(x_1)}{x_0 - x_1}$$

This is just the slope of the line through $(x_0, f(x_0))$ and $(x_1, f(x_1))$.



DIFFERENCE QUOTIENTS

FUNCTIONS

FARMAN

1.1: FUNCTIONS GRAPHS

1.2: LINEAR FUNCTIONS

DEFINITION 7

Let f be a function. Given x_0, x_1 in the domain of f , the *difference quotient* is

$$\frac{f(x_1) - f(x_0)}{x_1 - x_0} = \frac{f(x_0) - f(x_1)}{x_0 - x_1}$$

This is just the slope of the line through $(x_0, f(x_0))$ and $(x_1, f(x_1))$. This line is usually called the *Secant Line*.



DIFFERENCE QUOTIENTS FOR LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = mx + b$.



DIFFERENCE QUOTIENTS FOR LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = mx + b$. Given x_0 and x_1 :



DIFFERENCE QUOTIENTS FOR LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = mx + b$. Given x_0 and x_1 :

$$\frac{f(x_1) - f(x_0)}{x_1 - x_0} = \frac{mx_1 + b - (mx_0 + b)}{x_1 - x_0}$$



DIFFERENCE QUOTIENTS FOR LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = mx + b$. Given x_0 and x_1 :

$$\begin{aligned}\frac{f(x_1) - f(x_0)}{x_1 - x_0} &= \frac{mx_1 + b - (mx_0 + b)}{x_1 - x_0} \\ &= \frac{mx_1 - mx_0 + b - b}{x_1 - x_0}\end{aligned}$$



DIFFERENCE QUOTIENTS FOR LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = mx + b$. Given x_0 and x_1 :

$$\begin{aligned}\frac{f(x_1) - f(x_0)}{x_1 - x_0} &= \frac{mx_1 + b - (mx_0 + b)}{x_1 - x_0} \\ &= \frac{mx_1 - mx_0 + b - b}{x_1 - x_0} \\ &= \frac{m(x_1 - x_0)}{x_1 - x_0}\end{aligned}$$



DIFFERENCE QUOTIENTS FOR LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = mx + b$. Given x_0 and x_1 :

$$\begin{aligned}\frac{f(x_1) - f(x_0)}{x_1 - x_0} &= \frac{mx_1 + b - (mx_0 + b)}{x_1 - x_0} \\ &= \frac{mx_1 - mx_0 + b - b}{x_1 - x_0} \\ &= \frac{m(x_1 - x_0)}{x_1 - x_0} \\ &= m\end{aligned}$$



DIFFERENCE QUOTIENTS FOR LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = mx + b$. Given x_0 and x_1 :

$$\begin{aligned}\frac{f(x_1) - f(x_0)}{x_1 - x_0} &= \frac{mx_1 + b - (mx_0 + b)}{x_1 - x_0} \\ &= \frac{mx_1 - mx_0 + b - b}{x_1 - x_0} \\ &= \frac{m(x_1 - x_0)}{x_1 - x_0} \\ &= m\end{aligned}$$

Hence for a linear function, the difference quotient is just the slope.



DIFFERENCE QUOTIENTS FOR NON-LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = x^2$. For $x_0 = -1$, $x_1 = 2$:



DIFFERENCE QUOTIENTS FOR NON-LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = x^2$. For $x_0 = -1$, $x_1 = 2$:

$$\frac{f(-1) - f(2)}{-1 - 2}$$



DIFFERENCE QUOTIENTS FOR NON-LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = x^2$. For $x_0 = -1$, $x_1 = 2$:

$$\frac{f(-1) - f(2)}{-1 - 2} = \frac{(-1)^2 - 2^2}{-3}$$



DIFFERENCE QUOTIENTS FOR NON-LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = x^2$. For $x_0 = -1$, $x_1 = 2$:

$$\frac{f(-1) - f(2)}{-1 - 2} = \frac{(-1)^2 - 2^2}{-3} = \frac{1 - 4}{-3}$$



DIFFERENCE QUOTIENTS FOR NON-LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = x^2$. For $x_0 = -1$, $x_1 = 2$:

$$\frac{f(-1) - f(2)}{-1 - 2} = \frac{(-1)^2 - 2^2}{-3} = \frac{1 - 4}{-3} = \frac{-3}{-3} = 1.$$



DIFFERENCE QUOTIENTS FOR NON-LINEAR FUNCTIONS

FUNCTIONS

FARMAN

1.1: FUNCTIONS

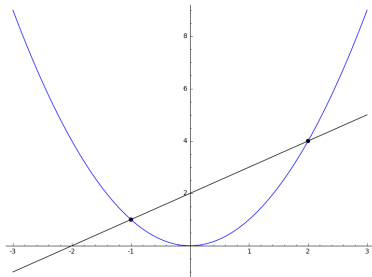
GRAPHS

1.2: LINEAR FUNCTIONS

Let $f(x) = x^2$. For $x_0 = -1$, $x_1 = 2$:

$$\frac{f(-1) - f(2)}{-1 - 2} = \frac{(-1)^2 - 2^2}{-3} = \frac{1 - 4}{-3} = \frac{-3}{-3} = 1.$$

This is the slope of the secant line:





DIFFERENCE QUOTIENTS FOR NON-LINEAR FUNCTIONS (CONT.)

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

For $x_0 = 0$, $x_1 = 2$:



DIFFERENCE QUOTIENTS FOR NON-LINEAR FUNCTIONS (CONT.)

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

For $x_0 = 0$, $x_1 = 2$:

$$\frac{f(0) - f(2)}{0 - 2}$$



DIFFERENCE QUOTIENTS FOR NON-LINEAR FUNCTIONS (CONT.)

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

For $x_0 = 0$, $x_1 = 2$:

$$\frac{f(0) - f(2)}{0 - 2} = \frac{0 - 4}{-2}$$



DIFFERENCE QUOTIENTS FOR NON-LINEAR FUNCTIONS (CONT.)

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

For $x_0 = 0$, $x_1 = 2$:

$$\frac{f(0) - f(2)}{0 - 2} = \frac{0 - 4}{-2} = \frac{4}{2} = 2.$$



DIFFERENCE QUOTIENTS FOR NON-LINEAR FUNCTIONS (CONT.)

FUNCTIONS

FARMAN

1.1: FUNCTIONS

GRAPHS

1.2: LINEAR FUNCTIONS

For $x_0 = 0$, $x_1 = 2$:

$$\frac{f(0) - f(2)}{0 - 2} = \frac{0 - 4}{-2} = \frac{4}{2} = 2.$$

This is the slope of the secant line:

