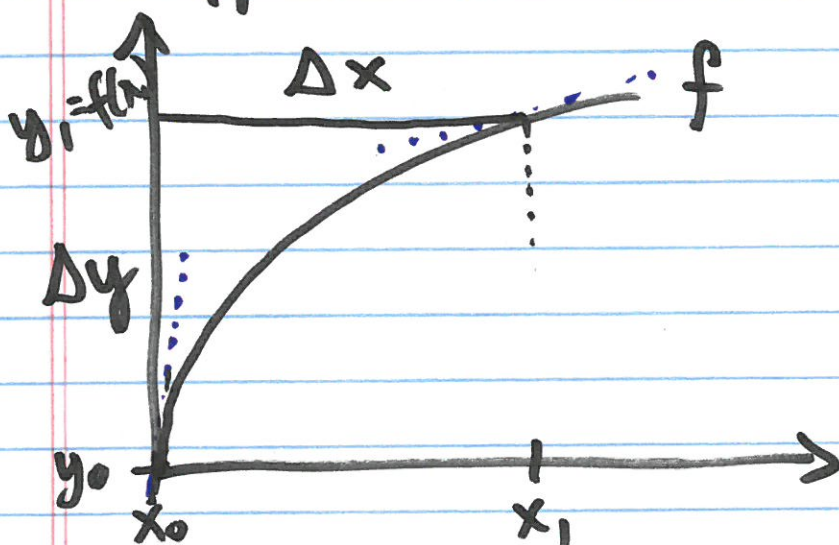


Use derivative to describe graphs  
vocab: increasing, decreasing, ...  
unbounded, asymptotic, ...  
concave up, concave down, linear  
nonlinear, continuous, differentiable

## Rates of change

Suppose we have a function  $f$



Notation:

$$y = f(x)$$

$$y_0 = f(x_0)$$

$$y_1 = f(x_1)$$

$$\vdots$$

$$\Delta x_1 = x_1 - x_0$$

$$\Delta x_2 = x_2 - x_0$$

$$\begin{aligned}\Delta y &= y_1 - y_0 \\ &= f(x_1) - f(x_0)\end{aligned}$$

The average rate of change of a  $f$  between  $x_0$  and  $x_1$  is

$$\frac{\Delta y}{\Delta x} = \frac{y_1 - y_0}{x_1 - x_0} = \frac{f(x_1) - f(x_0)}{x_1 - x_0}$$

Ex1: If  $f(x) = x^2$ , find the average rate of change of  $f$  over the interval

(a)  $1 \leq x \leq 2$

(b)  $1 \leq x \leq 1.1$

(c)  $1 \leq x \leq 1.01$

(a)  $x_1 = 2, x_0 = 1$

~~NOT~~

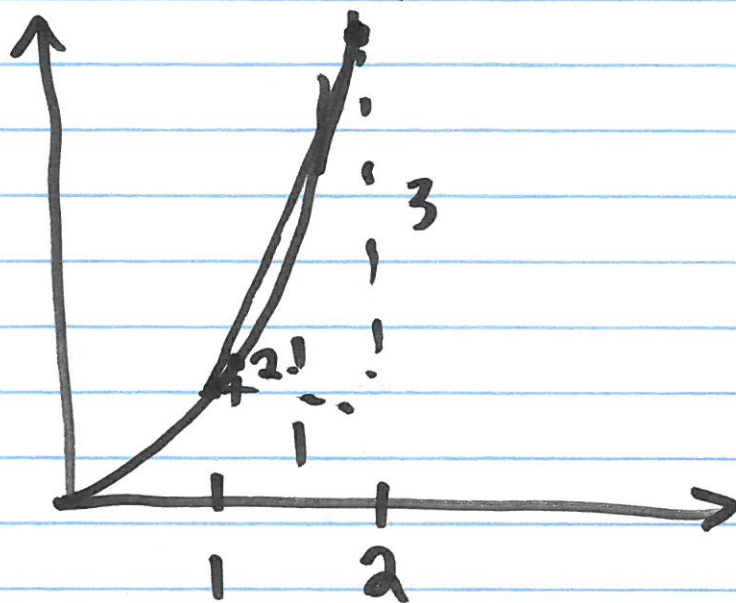
~~Math~~

$$\frac{\Delta y}{\Delta x} = \frac{2^2 - 1^2}{2 - 1} = \frac{4 - 1}{1} = 3$$

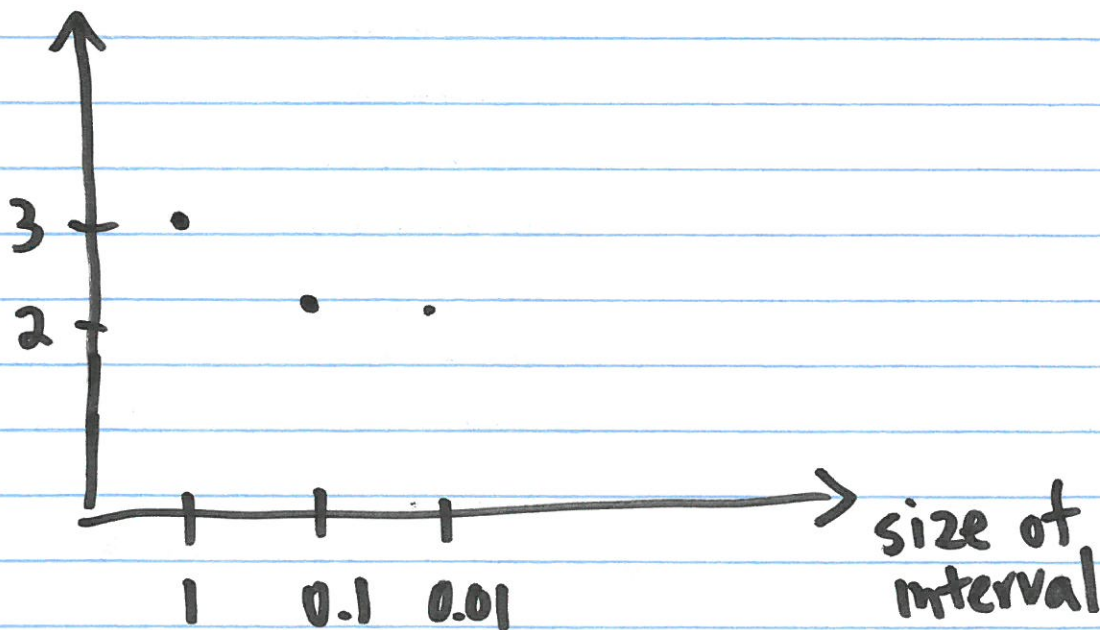
$$(b) \frac{\Delta y}{\Delta x} = \frac{(1.1)^2 - 1^2}{1.1 - 1} = \frac{1.21 - 1}{0.1} = \frac{.21}{.1} = 2.1$$



$$\begin{aligned}
 \text{(c)} \quad \frac{\Delta y}{\Delta x} &= \frac{(1.01)^2 - 1^2}{1.01 - 1} = \frac{1.0201 - 1}{0.01} \\
 &= \frac{0.0201}{0.01} \\
 &= 2.01
 \end{aligned}$$



instantaneous  
rate  
of change  
of  $f$  at  
 $x=1$



The Instantaneous rate of change of  $f$  at  $x_0$  is  $f'(x_0)$ .  
(the derivative evaluated at  $x_0$ ).

Ex: Compare the average rates of change we computed to this instantaneous rate of change at  $x=1$ .

instantaneous rate of change at  $x=1$  =  $f'(1)$

$f(x) = x^2$  power function  $r=2$

By the power rule

$$f'(x) = 2x' = 2x$$

$$\text{So } f'(1) = 2 \cdot 1 \\ = 2$$



Let  $s(t)$  be the position of a body (e.g. the height of a ball above the ground).

$$\text{average velocity} = \frac{\Delta s}{\Delta t} = \frac{\text{change in position}}{\text{change in time}}$$

$$\text{instantaneous velocity} = v(t) \equiv s'(t)$$

instantaneous  
rate of change  
of position

is defined as

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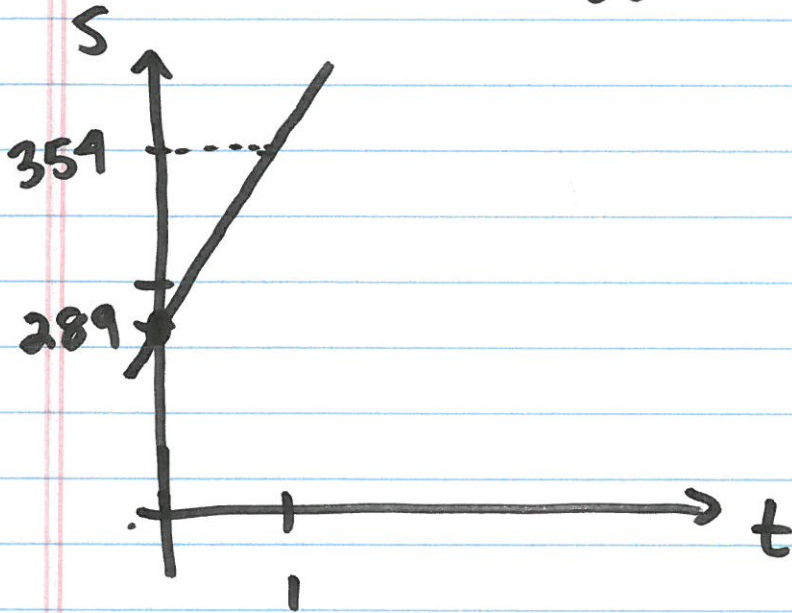
Let  $s(t)$  is the position in miles from of a car that starts in Raleigh traveling at ~~75~~<sup>65</sup> mph Southeast on I-40.

$$\text{Then } s(t) = 65t + 289$$

What is the average velocity during the first hour?

$$\frac{\Delta s}{\Delta t} = \frac{65 \text{ miles}}{1 \text{ hour}} = \frac{s(1) - s(0)}{1 - 0}$$

$$s(1) - s(0) = [65(1) + 289] - [65(0) + 289] \\ = 65$$



$$s'(0) = \text{slope of the tangent line at } (0, s(0)) \\ = 65$$