**Table 15.1** Some Common Link Functions and Their Inverses

| Link                  | $\eta_i = g(\mu_i)$              | $\mu_i = g^{-1}(\eta_i)$      |
|-----------------------|----------------------------------|-------------------------------|
| Identity              | $\mu_i$                          | $\eta_i$                      |
| Log                   | $\log_{\mathrm{e}}\mu_{i}$       | $e^{\eta_{m{i}}}$             |
| Inverse               | $\log_e \mu_i \ \mu_i^{-1}$      | $\eta_i^{-1}$                 |
| Inverse-square        | $\mu_i^{-2}$                     | $\eta_i^{-1}$ $\eta_i^{-1/2}$ |
| Square-root           | $\sqrt{\mu_i}$                   | $\eta_i^2$                    |
| Logit                 | $\log_e \frac{\mu_i}{1-\mu_i}$   | $\frac{1}{1+e^{-\eta_i}}$     |
| Probit                | $\Phi^{-1}(\mu_i)$               | $\Phi(\eta_i)$                |
| Log-log               | $-\log_{e}[-\log_{e}(\mu_{i})]$  | $\exp[-\exp(-\eta_i)]$        |
| Complementary log-log | $\log_{e}[-\log_{e}(1-\mu_{i})]$ | $1-\exp[-\exp(\eta_i)]$       |

NOTE:  $\mu_i$  is the expected value of the response;  $\eta_i$  is the linear predictor; and  $\Phi(\cdot)$  is the cumulative distribution function of the standard-normal distribution.