Slide 23:

Suppose that $\delta R_1 = \delta R$

$$\rightarrow \delta R_2 = -v\delta R, \ \delta R_3 = -v\delta R, \ \delta R_4 = \delta R$$

Note: Transverse strain = $(-v) \times$ longitudinal strain.

Substitute in
$$\frac{\delta v_0}{v_{ref}} = \frac{(R_2 \delta R_1 - R_1 \delta R_2)}{(R_1 + R_2)^2} - \frac{(R_4 \delta R_3 - R_3 \delta R_4)}{(R_3 + R_4)^2}$$

$$\Rightarrow \frac{\delta v_o}{v_{ref}} = 2(1+v)\frac{\delta R}{4R}$$

 \rightarrow Bridge constant k = 2(1+v)