



MARKETING  
3.0 PROGRAMS



Given  $\mu \in \mathcal{P}(X)$  we can view a kernel  $K$  as operators in  $L^2(\mu)$

► **Left multiplication:** given  $\mu \in \mathcal{P}(\mathbb{X})$  define  $\mu K \in \mathcal{P}(\mathbb{X})$

$$\mu K(dx') = \int_{\mathbb{X}} \mu(dx) K(x, dx')$$

► **Right multiplication:** given  $f: X \rightarrow \mathbb{R}$  define  $Kf: X \rightarrow \mathbb{R}$

$$Kf(x) = \int_X K(x, dx') f(x')$$

- When discrete equivalent to left multiplication by row vector

$$\mu K(x') = \sum_x \mu(x) K(x, x')$$

► When discrete equivalent to right multiplication by column vector

$$Kf(x) = \sum_{x'} K(x, x')f(x')$$

# MARKOV KERNELS V3: OPERATORS

- Given  $\mu \in \mathcal{P}(\mathbb{X})$  we can view a kernel  $K$  as operators in  $L^2(\mu)$
- Left multiplication:** given  $\mu \in \mathcal{P}(\mathbb{X})$  define  $\mu K \in \mathcal{P}(\mathbb{X})$

$$\mu K(dx') = \int_{\mathbb{X}} \mu(dx) K(x, dx')$$

- When discrete equivalent to left multiplication by row vector
- $$\mu K(x') = \sum_x \mu(x) K(x, x')$$
- Right multiplication:** given  $f : \mathbb{X} \rightarrow \mathbb{R}$  define  $Kf : \mathbb{X} \rightarrow \mathbb{R}$

$$Kf(x) = \int_{\mathbb{X}} K(x, dx') f(x')$$

- When discrete equivalent to right multiplication by column vector

$$Kf(x) = \sum_{x'} K(x, x') f(x')$$

# KERNELS AS BUILDING BLOCKS