Saying that a function is *continuous* means it can be drawn without lifting a pencil from the paper (that is, it does not 'jump' up or down). A function, y=f(x), is *smooth* if it has no 'kinks.' A function is *monotonically increasing* if y goes up every time x goes up. A function is *monotonically decreasing* if y goes

down every time x goes up.

If y=f(x) is monotonic then we can also write x=g(y) where g is also a function. g is the *inverse* function of f (usually written as  $f^{-1}$ ).

e.g., If y=f(x)=2x+3, then  $x=f^{-1}(x)=\frac{y-3}{2}=g(y)$ e.g., Demand curves:  $q = D(p); p = D^{-1}(q)$  (Inverse Demand) The (natural) logarithm or log of x describes a particular function of x which we write y=f(x) = ln(x). Some logarithm rules:

- $\ln(xy) = \ln(x) + \ln(y)$
- $\ln(x/y) = \ln(x) \ln(y)$
- $\ln(x^b) = b \ln(x)$
- $\ln(e) = 1$

Only a linear function has a constant slope. If we "magnify" a smooth curve, then at a particular point it looks like a line. Thus, we can calculate the "instantaneous slope" of a function.

Definition of a Derivative:  

$$\frac{dy}{dx} = \lim_{\Delta x \to 0} \frac{f(x + \Delta x) - f(x)}{\Delta x}$$

This gives the instantaneous slope of the curve y=f(x). It is called the derivative of y with respect to x.

## Example 1: Find the instantaneous slope of y=2x+3 at x = 2.

Example 2: Find the instantaneous slope of  $y=x^2$  at x = 2.

Example 3: Find<sup>\*</sup> the instantaneous slope of  $y=\ln x$  at x = 2.

\* Note that if  $f(x) = \ln(x)$ , dy/dx = 1/x.

Derivatives are functions – so we can take derivatives of derivatives. These 'second derivatives' tell us how the slope changes.

Example:  $y=100+2x-5x^2$ Then:

 $\frac{dy}{dx} = 2 - 10x$  -- measures the rate of change

 $\frac{d^2y}{dx^2} = -10$  -- measures the curvature; "slope of the slope"