

## Math 48B, Lesson 16: Exponential Functions

In Math 48B Lessons 14, 15, 16, 17, and 18, we study logarithmic functions:

Logarithmic Form

$$y = \log_b(x)$$

Exponential Form

$$x = b^y$$

To begin our exploration, let's recall the rules of powers/exponents.

### 1. WHAT ARE RULES OF POWERS/EXPONENTS?

Exponent Notation:

$$N = b^n$$

$$M = b^m$$

Product Rule:

$$b^n \cdot b^m = b^{n+m} \quad \leftarrow \text{exponent notation}$$

*product (multiplication)*

Quotient Rule:

$$\frac{b^n}{b^m} = \frac{b^n}{b^m} = b^{n-m}$$

*quotient (division)*

Power to a Power:

$$(b^n)^p = b^{n \cdot p}$$

*repeated exponents*      *multiplication*

Zero Power:

$$1 = \frac{b}{b} = \frac{b^1}{b^1}$$

Negative Powers:

$$\frac{1}{b^n}$$

Product Rule of logs:

$$\log_b(N \cdot M) = y$$

"log base b of N times M"

what power do we need to put on b to get N·M

$$\begin{aligned} N \cdot M &= b^y \\ \Leftrightarrow b^n \cdot b^m &= b^y \\ \Leftrightarrow b^{n+m} &= b^y \\ \Leftrightarrow y &= n+m \end{aligned}$$

WTF

$$\Rightarrow \log_b(N \cdot M) = y = n + m$$

But:  $\log_b(N) = \underbrace{\log_b}_{\text{log}}(\underbrace{b^n}_{\text{exponent}}) = n$

Recall:

$$\log_b(N) = w$$

$$\Rightarrow b^w = N = b^n$$

$$\Rightarrow w = n$$

$$\Rightarrow \underbrace{\log_b}_{\text{logs}}(\underbrace{b^n}_{\text{exponent}}) = n$$

"logs cancel exponents"

$$\log_b(M) = \underbrace{\log_b}_{\text{logarithm}} \left( \underbrace{b^m}_{\text{exponent}} \right) = m$$

"logs cancel out exponents"

$$\begin{aligned} \Rightarrow \log_b(N \cdot M) &= n + m \\ &\quad \downarrow \\ &= \log_b(N) + \log_b(M) \end{aligned}$$

### Product Rule of Logs

$$\Rightarrow \log_b(N \cdot M) = \log_b(N) + \log_b(M)$$

multiplication  
inside the log

addition outside  
the log

□ "multiplication inside the log transforms into addition outside log"

□ the log function turns multiplication problems into addition problem

Product Rule  
for logs  
(focuses on  
superscript)

$$\log_b(N \cdot M) = \log_b(N) + \log_b(M)$$

Product Rule  
for exponents  
(focus on the  
whole thing)

$$b^n \cdot b^m = b^{n+m}$$

Major Theme: see Hidden Figures

□ Imagine you had to calculate  
Multiplier Pr

$$\begin{cases} 532176 = N \\ \times 14891 = M \end{cases}$$

$$\log_{10}(N \cdot M) = \underbrace{\log_{10}(532176)}_{10^n = 532176} + \underbrace{\log_{10}(14891)}_{10^m = 14891}$$

↑  
Yuck!

$$= \cancel{13.181472954} + \cancel{9.6081512283}$$

$$= 5.726055 + 4.172924$$



# Quotient Rule of Logs

$$\log_b\left(\frac{M}{N}\right) = \log_b(M) - \log_b(N)$$

numerator

division on  
the inside of  
the logs  
(in between parenthesis)

subtraction outside  
parenthesis

$$\Rightarrow \log_b\left(\frac{N}{M}\right) = \log_b(N) - \log_b(M)$$

what exponent do I need  
on  $b$  to get  $N$  divided by  $M$  out

$$\frac{N}{M} = \frac{b^n}{b^m} = b^{n-m}$$

Power Rule of logs

$$\log_b (N^P) = P \cdot \log_b (N)$$

↑  
power inside  
the log

← multiplication outside  
the log

It's almost as if we pull down the power,

Yank this down here

$$\log_b (N^{\textcircled{P}})$$

used to be here

$$\Rightarrow \textcircled{P} \log_b (N^{\circ})$$

↑  
now it's  
down here!

2. WHAT ARE RULES OF LOGARITHMS?
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Logarithmic Notation:  $n = \log_b(N)$  and  $m = \log_b(M)$

✓ Product Rule:  $\log_b(M \cdot N) = \log_b(M) + \log_b(N)$

✓ Quotient Rule:  $\log_b\left(\frac{M}{N}\right) = \log_b(M) - \log_b(N)$

✓ Power to a Power:  $\log_b(N^p) = p \cdot \log_b(N)$

✓ Inverse Exponential:  $\log_b(b^n) = n$

*logs cancel out exponents*

$$\cancel{\log_b}(b^n) = n$$

✓ Inverse Log:  $b^{\log_b(N)} = N$

*exponents cancel out logarithms*

$$\cancel{b}^{\log_b(N)} = N$$

○ Change of Base:  $\log_b(N) = \frac{\log_a(N)}{\log_a(b)}$

## 3. HOW TO USE LOG RULES?

Use the properties of logs we explored in problem 2 above to evaluate the logarithm in each problem:

✓ 3A.  $\log_{10} \left( \frac{10000}{100} \right)$

3E.  $\log_2(16 \cdot 32)$

3B.  $\log_9(27 \cdot 81)$

3F.  $\log_5(125) - \log_5(25)$

3C.  $\log_2(16^2)$

✓ 3G.  $\log_6(6^7) - \log_6(6^{10})$

✓ 3D.  $\log_5 \left( \frac{125^2}{\sqrt{625}} \right)$

3H.  $\log_2 \left( \frac{2048}{10\sqrt{32}} \right)$

Problem 3A

Method 1:  
(direct calculation)

$$\log_{10} \left( \frac{10000}{100} \right) = \log_{10}(100) =$$

side note:

$$\frac{10000}{100} = \frac{10 \cdot 10 \cdot 10 \cdot 10}{10 \cdot 10} = 100$$

$$\Rightarrow \log_{10}(100) = y \Leftrightarrow 10^y = 100$$

$$\Leftrightarrow y = 2$$

□ How many times do I have to multiply 10 by itself to get 100



Problem 3A, continued...

$$\log_{10} \left( \frac{10000}{100} \right) = \log_{10} (10000) - \log_{10} (100)$$



division on the inside

What exponent do we need on base 10 to get 10000

What exponent do we need on base 10 to get 100

$$= 4 - 2$$

$$= 2 \checkmark$$

**Problem 3D**

Consider

$$\log_5 \left( \frac{125^2}{\sqrt{625}} \right) = 4$$

Note
$5^1 = 5$
$5^2 = 25$
$5^3 = 125$
$5^4 = 625$

Heavy on labor  
light on management  
↓

Method 1:

(Direct calculator)

calculate inside first, then take log

$$125 = 5^3 \Rightarrow (125^2) = (5^3)^2$$

$$\Rightarrow 125^2 = 5^{3 \cdot 2} = 5^6$$

$$625 = 25^2 = (5^2)^2 = 5^{2 \cdot 2} = 5^4$$

$$\Rightarrow \sqrt{625} = \sqrt{25^2} = 25 = 5^2$$

$$\Rightarrow \frac{125^2}{\sqrt{625}} = \frac{5^6}{5^2} = 5^{6-2} = 5^4$$

$$\Rightarrow \log_5 \left( \frac{125^2}{\sqrt{625}} \right) = \underbrace{\log_5}_{\log} \left( \underbrace{5^4}_{\text{exponent}} \right) = 4$$

"logs cancel out exponents"

$$4 = \log_5 (5^4) = y \Leftrightarrow 5^y = 5^4 \Leftrightarrow y = 4$$

$$\log_2 (x) = \frac{\log(x)}{\log(2)} =$$

# Problem 3D

Method 2:  
(Properties of)  
logs

$$\log_5 \left( \frac{125^2}{\sqrt{625}} \right) = \log_5 (125^2) - \log_5 (\sqrt{625})$$

division on  
inside

side note:

$$\square \sqrt[n]{b} = b^{\frac{1}{n}}$$

$$\square \sqrt[n]{b} = b^{\frac{1}{n}}$$

$$= \log_5 (125^2) - \log_5 (625^{\frac{1}{2}})$$

$$= 2 \cdot \log_5 (125) - \frac{1}{2} \log_5 (625)$$

what exponent  
do we need on  
base 5 to get 125

what exponent  
do we on  
base 5 to  
get 125

$$= 2 \cdot 3 - \frac{1}{2} \cdot 4$$

$$= 6 - 2$$

$$= 4 \checkmark$$

$$\square \log_5 (125) = y \Rightarrow 5^y = 125$$

$$\square \log_5 (625) \Rightarrow 5^y = 625$$

# Problem 36

Method 1

$$\log_6 (6^7) - \log_6 (6^{10})$$

log outside      exponent inside      logs cancel out exponents

"logs cancel out exponent"

$$= 7 - 10$$

$$= -3$$

Method 2

$$\log_6 (6^7) - \log_6 (6^{10})$$

exponent on inside      exponent on inside

$$= 7 \cdot \log_6 (6) - 10 \log_6 (6)$$

$$= 7 \cdot 1 - 10 \cdot 1$$

$$= 7 - 10 = -3 \quad \checkmark$$



Method 3

$$\log_6 (6^7) - \log_6 (6^{10})$$

$$= \log_6 \left( \frac{6^7}{6^{10}} \right)$$

$$= \cancel{\log_6} ( \cancel{6}^{-3} )$$

$$= -3 \checkmark$$

## 5. HOW TO USE LOG RULES WITH VARIABLES?

Use the properties of logs we explored in problem 2 above to expand each of the following expressions:

5A.  $\log_2 \left( \frac{36x^2(4x-1)}{(2x+1)} \right)$

5C.  $\log(\sqrt[3]{x^2})$

5B.  $\ln \left( \frac{x^4 \cdot y^3}{z^5} \right)$

5D.  $\ln \left( \frac{\sqrt{(x+1)(2x-1)^2}}{x^2-4} \right)$

Problem 5B

Recall  $\ln(x) = \log_e(x)$   
↑ natural log  
↑ log base e (e is natural exponent)

$$\ln \left( \frac{x^4 \cdot y^3}{z^5} \right) = \ln(x^4 \cdot y^3) - \ln(z^5)$$

↑ multiplication inside  
↓ division inside

$$= \ln(x^{\textcircled{4}}) + \ln(y^{\textcircled{3}}) - \ln(z^{\textcircled{5}})$$

↑ exponents inside

$$\boxed{= 4 \cdot \ln(x) + 3 \cdot \ln(y) - 5 \cdot \ln(z)}$$

#### 4. HOW TO USE THE CHANGE OF BASE FORMULA?

Use the change of base formula to calculate each of the following values. Change the base to both the common log and the natural log. Check your work using a calculator.

4A.  $\log_2\left(\frac{2}{16}\right)$

4B.  $\log_9\left(\frac{9}{243}\right)$

4A  $y = \log_2\left(\frac{2}{16}\right)$

division inside

Method 1:  
(log properties)

$$\begin{aligned}\log_2\left(\frac{2}{16}\right) &= \underbrace{\log_2(2)} - \underbrace{\log_2(16)} \\ &= 1 - 4 \\ &= -3 \checkmark\end{aligned}$$

side Note:

$$\log_b(N) = \frac{\log_a(N)}{\log_a(b)}$$

Method 2:

(change of base)

Let's change from  $\log_2$  with base  $b=2$  to  $\log_{10}$  with base 10

$$\log_2\left(\frac{2}{16}\right) = \frac{\log_{10}\left(\frac{2}{16}\right)}{\log_{10}(2)} = -3 \checkmark$$

inside  $N = \frac{2}{16}$

base  $b=2$

# Change of base formula

logarithmic form

$$\log_b(N) = y$$

we want to find this one

side note:

$$\log_a(M^p) = p \cdot \log_a(M)$$

Exponential form

$$b^y = N$$

positive number

$$\Rightarrow \log_a(b^y) = \log_a(N)$$

for some other base  $a > 0$   
we hit both sides of

the equation with a log operation

$$\Rightarrow y \cdot \log_a(b) = \log_a(N)$$

$$\Rightarrow y = \frac{\log_a(N)}{\log_a(b)} = \log_b(N)$$

this is how we switch from one base to another.



$$4B. \quad y = \log_9 \left( \frac{9}{243} \right)$$

base  $b=9$

input  $N = \frac{9}{243}$

Method 1:

(log properties)

$$\begin{aligned} \log_9 \left( \frac{9}{243} \right) &= \overbrace{\log_9(9)}^{f(9)} - \log_9(243) \\ &= 1 - \log_9(243) \\ &= 1 - \frac{5}{2} = \frac{2}{2} - \frac{5}{2} = \frac{2-5}{2} = -\frac{3}{2} \end{aligned}$$

log base 9  
of 243

division  
on inside

Side Note:

$$\begin{aligned} \log_b(N) = y &\Leftrightarrow b^y = N \\ y = \log_9(243) &\Leftrightarrow 9^y = \underline{243} \end{aligned}$$

• What exponent do we put on 9 to get 243

$$\begin{aligned} \square 9^1 &= 9 \\ \square 9^2 &= 9 \cdot 9 = 81 \\ \square 9^3 &= 9 \cdot 9 \cdot 9 \\ &= 81 \cdot 9 \\ &= (80+1) \cdot 9 \\ &= 720 + 9 \\ &= 729 \end{aligned}$$

Side Note :  $3^1 = 3$

$$3^2 = 9$$

$$3^3 = 27$$

$$3^4 = (3^2)^2 = 9^2 = 81$$

$$\begin{aligned} 3^5 &= 3^4 \cdot 3 = 81 \cdot 3 \\ &= (80 + 1) \cdot 3 \\ &= 240 + 3 \\ &= 243 \end{aligned}$$

$$243 = \underbrace{3^5} \quad \& \quad 9 = \underbrace{3^2}$$

both numbers can be written in base 3

$$\Rightarrow 9^y = 243$$

$$\Rightarrow (3^2)^y = 3^5 \quad (b^n)^m = b^{n \cdot m}$$

$$\Rightarrow \cancel{3}^{\boxed{2y}} = \cancel{3}^{\boxed{5}}$$

we have two exponents equal to each other w. the same base so exponents are equal

$$\Rightarrow 2y = 5 \leftarrow$$

$$\Rightarrow y = 5/2 = \log_9(243)$$

Method 2:

$$y = \log_9 \left( \frac{9}{243} \right)$$

(change of  
base)

Recall:  $\log_b(N) = \frac{\log_a(N)}{\log_a(b)}$

input  $N = \frac{9}{243}$

$$\Rightarrow \log_9 \left( \frac{9}{243} \right) = \frac{\log_{10} \left( \frac{9}{243} \right)}{\log_{10}(9)}$$

base  $b = 9$

$$= -1.5 = -\frac{3}{2} \checkmark$$