We'll use this new name for the *inverse* of the exponential function.

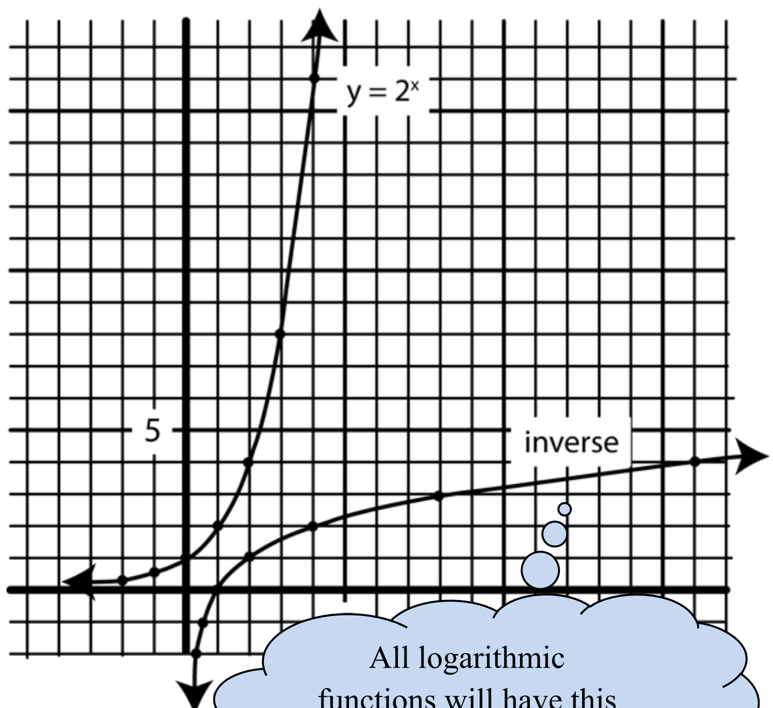
College algebra
Class notes
Logarithmic Functions and Their Graphs (section 6.4)

Let's investigate the inverse of the exponential function from the previous section. I have recreated the table of values and graphed the exponential function $y = 2^x$ below.

Then I switched the x and y values in the equation and table. I graphed the resulting inverse relation using the points from the table. Is this inverse a function?

Exponential			**Inverse**	
x	$y = 2^x$		x	y in $x = 2^y$
-2	¼		¼	-2
-1	½		½	-1
0	1		1	0
1	2		2	1
2	4		4	2
3	8		8	3
4	16		16	4

Is the exponential function one-to-one? If so, its inverse will be a function.



All logarithmic functions will have this general shape.

So, to find the equation for the inverse, we'd normally take the equation $x = 2^y$ and solve for y. But we do *not* know how to isolate y. So we'll invent new notation and write $y = \log_2 x$ to mean the same as $x = 2^y$. We need to be able to interpret this new log notation.

In words, how would you describe y in the equation $x = 2^y$? Use the right-side table above if you need. In other words, how is y related to 2 and x?

Meaning of Logarithms:

We will use the idea from the bottom of page 1 to define what $\log_2 x$ means. We will say that "$\log_2 x$ is the number to which I raise 2 to get x". This is very important in our study of logs.

expl 1: Use the fact that "$\log_a x$ is the number to which I raise a to get x" to figure the following logs without the calculator.

a.) $\log_3 27$

"$\log_3 27$ is the number to which I raise ____ to get ____"

b.) $\log_5\left(\frac{1}{125}\right)$

c.) $\log_{10}\sqrt{10}$

d.) $\log_6 6^3$

This last one will lead us to a log rule in the next section.

Definition: Logarithmic Function:

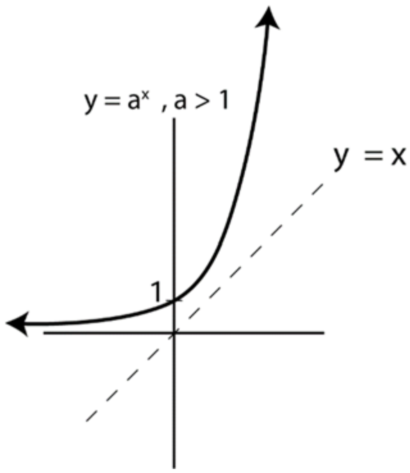
We define $y = \log_a x$ to be the number y such that $x = a^y$. Because of its connection to the exponential relationship, we say $x > 0$ (this is the domain of the function) and a is a positive constant *not* equal to 1.

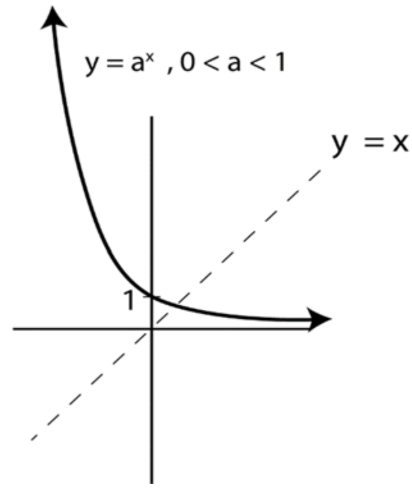
A more useful way to define logs, as stated above, is $\log_a x$ is the number to which I raise a to get x.

Sometimes written as $y = \log_a(x)$.

The number a is called the **base**. Notice it is the same as the base of the exponential function from which it came.

Graphs: The graphs of logarithmic functions will come in two different flavors, just like exponential graphs. Below are the graphs of the basic exponential functions. Reflect them over the line $y = x$ to get their logarithmic inverses.





Are these logarithmic functions one-to-one? What are their domains? What are their ranges? What are their x and y-intercepts? Are they increasing or decreasing?

The characteristics of *transformed* log functions will change accordingly. What's the domain of $y = \log_2(x-5)$?

Definition: Common Logarithmic Function:
If 10 is the base of the logarithm, we have $y = \log_{10} x$. We will call this the **common logarithmic function**. We can abbreviate "$\log_{10}$" as simply "log" with no base apparent.

Definition: Natural Logarithmic Function:
If e is the base of the logarithm, we have $y = \log_e x$. We will call this the **natural logarithmic function**. We can abbreviate "$\log_e$" as "ln".

Calculator usage:
You will see two buttons on your calculator, LN and LOG. These are base e and base 10 logs. To find logs of other bases, we will probably need a change-of-base formula discussed later.

expl 2: Find each using the calculator. Round to three decimal places.

a.) log 650

b.) ln 80.56

c.) $\dfrac{\ln \frac{4}{3}}{0.06}$

d.) $\log_{10} -20$

Why does $\log_{10} -20$ give you an error?

Change-of-Base Formula:
In the next section, we will see a formula that allows us to find logs of bases other than 10 or e on the calculator. Some newer calculators will do this inherently but older models will *not*.

Worksheet: Visiting with exponential and logarithmic functions:
This worksheet will explore the relationship between exponential functions and their inverses, logarithmic functions. We will also work on understanding what a logarithm means.

Convert between exponential equations and logarithmic equations:
We have the general notion that $y = \log_a x$ and $x = a^y$ are equivalent. That means, if we have an equation in exponential form, we should be able to convert it to logarithmic form using these equations as a guide, and vice versa.

You can also do this conversion by thinking about how "$\log_a x$ is the number to which I raise a to get x".

expl 3: Convert the logarithmic equation to the equivalent exponential equation.
a.) $\log_{10} 10{,}000 = 4$

Keep in mind
$y = \log_a x \longleftrightarrow x = a^y$

b.) $\log_3 x = 4$

c.) $\log_x y = 0.845$

d.) $\ln 4 = x$

This will help us solve equations later.

expl 4: Convert the exponential equation to the equivalent logarithmic equation.
a.) $4^x = 64$

b.) $10^y = 9764$

c.) $e^6 \approx 403.4$

Solving Some Logarithmic Equations:

We can use the equivalence of $y = \log_a x$ and $x = a^y$ to solve certain log equations as hinted at on the last page. Let's see this in action.

expl 5: Convert to exponential form and then solve the equations for x.

a.) $\log_3 x = 4$

> The variable is buried within a log. Use the equivalence to unbury it.

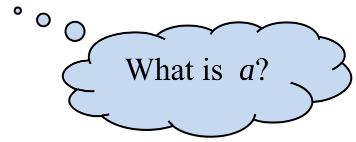
b.) $\log_3 (2x + 8) = 4$

expl 6: To solve this one, notice the x is *not* within the log and so the above trick will *not* work. Rather than converting to exponential form, determine what $\log_4 4096$ is and then continue to solve for x.

$\log_4 4096 = 3x - 5$

expl 7: A model for advertising response is given by $N(a) = 1000 + 200 \ln a, \quad a \geq 1$. Here $N(a)$ is the number of units sold when a thousand dollars is spent on advertising.

a.) How many units would be sold if they spend \$5,000 on advertising?



b.) Graph the function on the window [0, 25] x [0, 2000]. What happens to the number of units sold as a increases?

c.) The company would like to sell 1500 units. How much should be spent on advertising? Solve graphically.