## Another Example of Logarithmic Differentiation

This example could be done equally well by converting to base $e$, but we're going to do it using logarithmic differentiation. Recall that the rule we use for logarithmic differentiation is $(\ln u)^{\prime}=u^{\prime} / u$.

Here we have a "moving" (non-constant) exponent and a moving base.
Example: Let $v=x^{x}$. Find $v^{\prime}$.
First, we take the natural $\log$ of both sides to see that $\ln v=\ln \left(x^{x}\right)=x \ln x$.
Next, we differentiate both sides of the equation, using the product rule and the rule for the derivative of $\ln x$ on the right hand side:

$$
(\ln v)^{\prime}=\ln x+x \cdot \frac{1}{x}
$$

Now apply the formula $(\ln u)^{\prime}=u^{\prime} / u$. to get:

$$
v^{\prime} / v=1+\ln x
$$

Plugging in $x^{x}$ for $v$ and solving for $v^{\prime}$, we get:

$$
\begin{aligned}
\frac{v^{\prime}}{x^{x}} & =1+\ln x \\
v^{\prime} & =x^{x}(1+\ln x) \\
\frac{d}{d x} x^{x} & =x^{x}(1+\ln x)
\end{aligned}
$$

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