

Eval [$Q_$, $v_$, $w_$] :=

Expand [$Q v w$] // . { $\eta_{i_} y_{i_} \Rightarrow 1$, $\eta_{i_}^2 y_{i_}^2 \Rightarrow 2$ } / .

$(\eta | y)_ \rightarrow \theta$;

Eval [$\phi_$, $v_$] :=

Expand [ϕv] / . { $\eta_{i_} y_{i_} \Rightarrow 1$, $\eta_{i_}^2 y_{i_}^2 \Rightarrow 2 \eta_{i_}$ } / .

$y_ \rightarrow \theta$;