Evaluate the double integral \( \int \int_{R} (x + y) \, dA \) where \( R \) is the region bounded by the lines

\[ x + y = 0 ; x + y = 1 ; 2x - y = 0 ; \text{ and } 2x - y = 1 \]

using the substitution \( u = x + y ; v = 2x - y \)