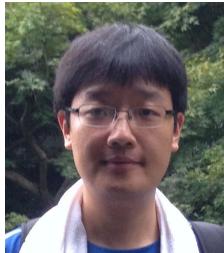


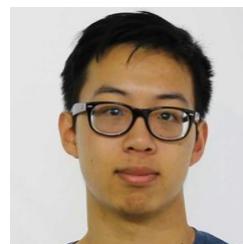
# The Dueling Bandits Problem

Yisong Yue

# Collaborators



Yanan  
Sui



Vincent  
Zhuang



Josef  
Broder



Joel  
Burdick



Thorsten  
Joachims



Bobby  
Kleinberg

# Outline

- **Brief Overview of Multi-Armed Bandits**
  - Sequential Experimental Design
- **Dueling Bandits**
  - Mathematical properties
  - Connections to other problems
- **Recent Results & Ongoing Research**

# Multi-Armed Bandit Problem (stochastic version)

- K actions (aka arms or bandits)
- Each action has an average reward:  $\mu_k$ 
  - Unknown to us
  - Assume WLOG that  $\mu_1$  is largest
- For  $t = 1 \dots T$ 
  - Algorithm chooses action  $a(t)$
  - Receives random reward  $y(t)$ 
    - Expectation  $\mu_{a(t)}$
- **Goal:** minimize  $T\mu_1 - (\mu_{a(1)} + \mu_{a(2)} + \dots + \mu_{a(T)})$ 
  - If we had perfect information to start
  - Expected Reward of Algorithm
  - “Regret”

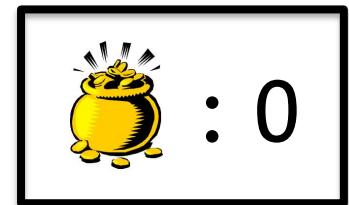
# Example: Interactive Personalization



Average Likes

--	--	--	--	--
0	0	0	1	0

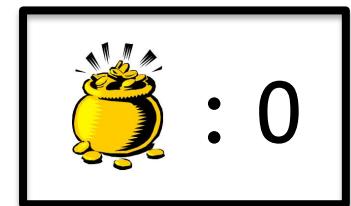
# Shown



# Example: Interactive Personalization



Average Likes	--	--	--	0	--
# Shown	0	0	0	1	0



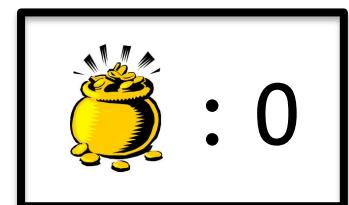
# Example: Interactive Personalization



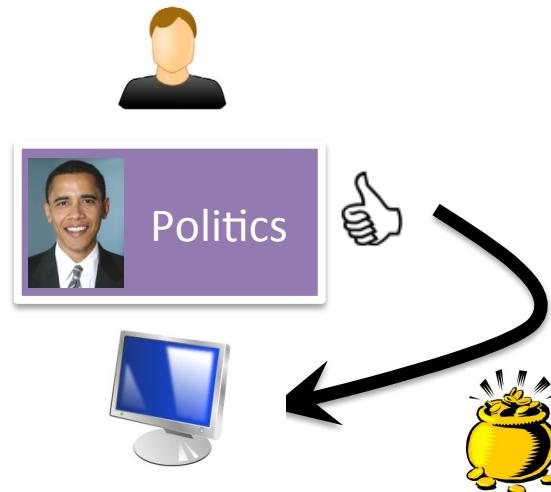
--	--	--	0	--
0	0	1	1	0

Average Likes

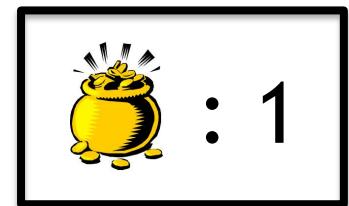
# Shown



# Example: Interactive Personalization



Average Likes	--	--	1	0	--
	0	0	1	1	0
# Shown	0	0	1	1	0



# Example: Interactive Personalization



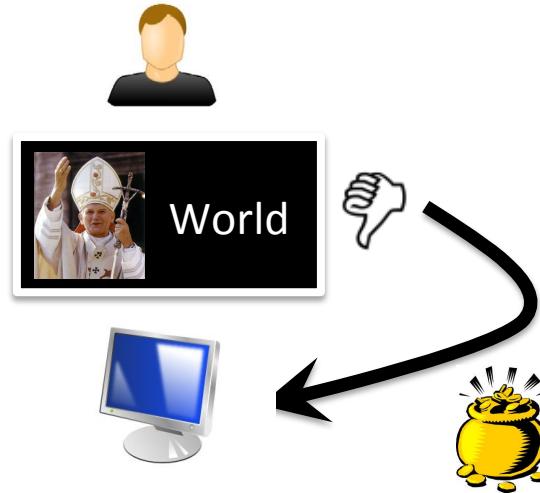
--	--	1	0	--
0	0	1	1	1

Average Likes

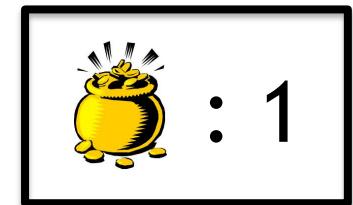
# Shown



# Example: Interactive Personalization



Average Likes	--	--	1	0	0
# Shown	0	0	1	1	1



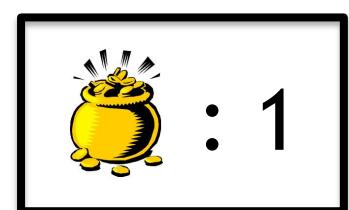
# Example: Interactive Personalization



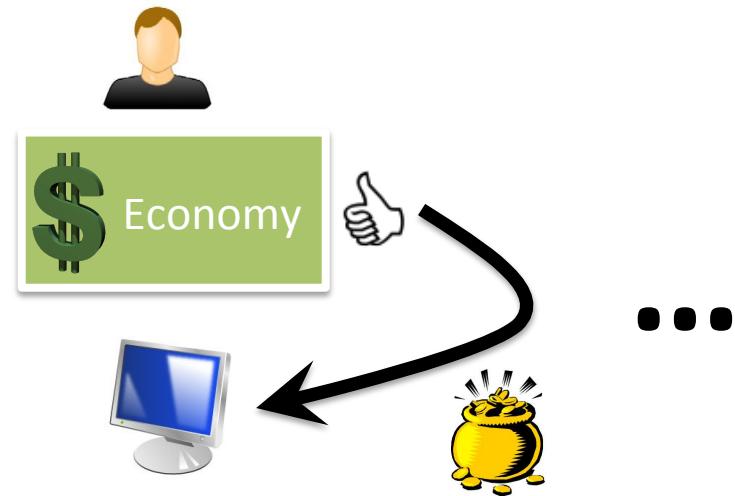
--	--	1	0	0
0	1	1	1	1

Average Likes

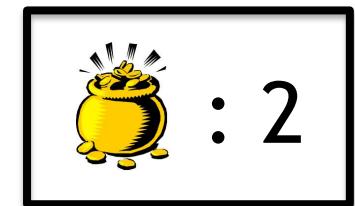
# Shown



# Example: Interactive Personalization



Average Likes					
	--	1	1	0	0
# Shown	0	1	1	1	1

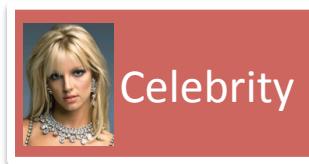


# What Should Algorithm Recommend?

Exploit:



Explore:



Best:



**How to Optimally Balance Explore/Exploit Tradeoff?**  
Characterized by the Multi-Armed Bandit Problem

Average Likes	--	0.44	0.4	0.33	0.2
# Shown	0	25	10	15	20



$$\text{Gold Pot}(OPT) = \text{Gold Pot}(\text{Barack Obama}) + \text{Gold Pot}(\text{Barack Obama}) + \text{Gold Pot}(\text{Barack Obama}) + \dots$$

$$\text{Gold Pot}(ALG) = \text{Gold Pot}(\text{Zinedine Zidane}) + \text{Gold Pot}(\text{Barack Obama}) + \text{Gold Pot}(\text{Pope Benedict XVI}) + \dots$$

Time Horizon

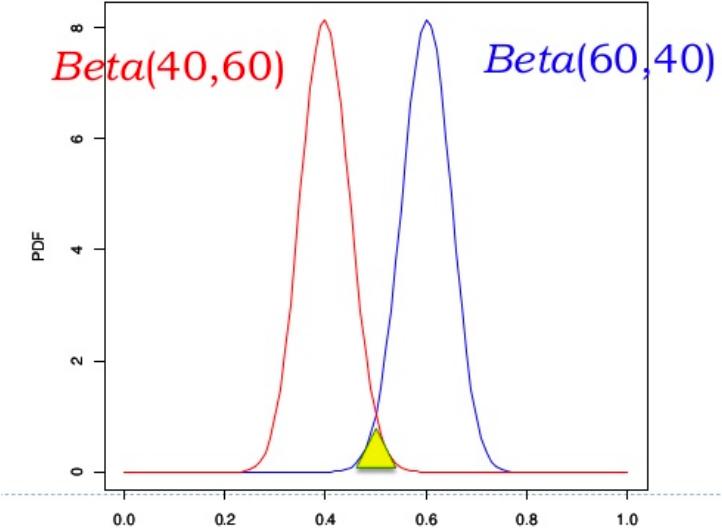
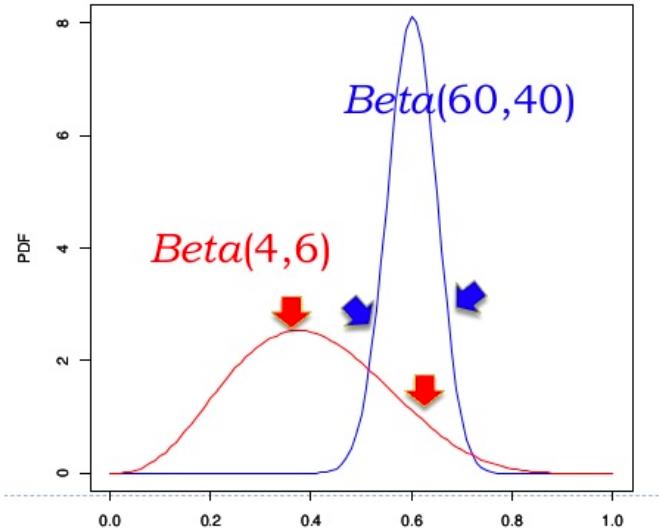
**Regret:**  $R(T) = \frac{\text{Gold Pot}(OPT)}{\text{Time Horizon}} - \frac{\text{Gold Pot}(ALG)}{\text{Time Horizon}}$

- Opportunity cost of not knowing preferences
- “**no-regret**” if  $R(T)/T \rightarrow 0$ 
  - Efficiency measured by convergence rate

# Thompson Sampling

- Maintain distribution over rewards
  - $P(\mu \downarrow 1, \dots, \mu \downarrow K | Y)$
- Every round:
  - Sample  $\mu \downarrow 1, \dots, \mu \downarrow K$
  - Play arm with highest  $\mu \downarrow a$
  - Incorporate feedback into  $Y$

# Incentivizing Exploration



# Arms  
 $O(K/\varepsilon \log(T))$

Regret Bound:

Time horizon

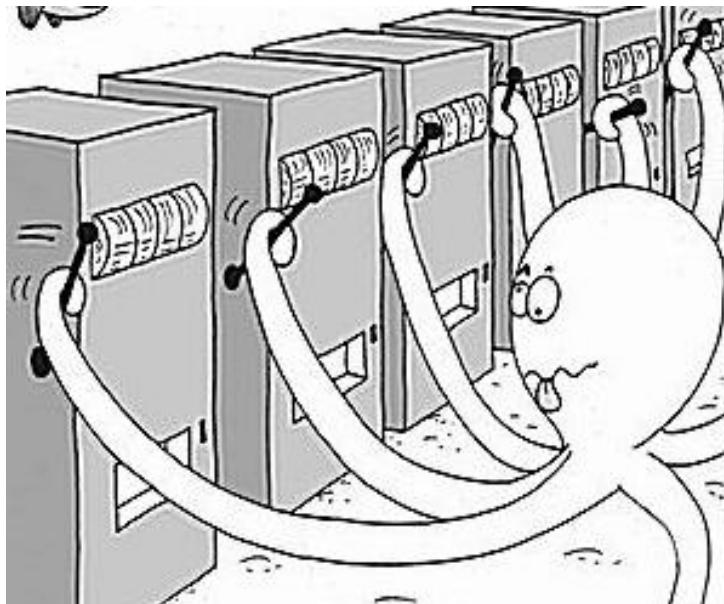
Gap between best & 2<sup>nd</sup> best

[Agrawal & Goyal; COLT 2012]

Images from Chu-Cheng Hsieh

# The Motivating Problem

- Slot Machine = One-Armed Bandit

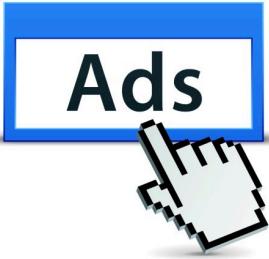


Each Arm Has  
Different Payoff

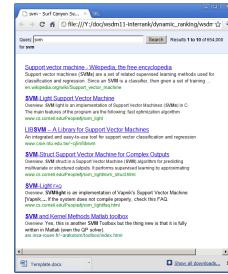
- **Goal:** Minimize regret From pulling suboptimal arms

Image source: <http://research.microsoft.com/en-us/projects/bandits/>

# Many Applications



Online Advertising



Search Engines



Recommender Systems



Personalized Clinical Treatment

## Sequential Experimental Design

What if Rewards aren't Directly  
Measureable?

# Evaluating using Click Data



## [Web-Page Summarization Using Clickthrough Data - Microsoft Research](#)

By Jian-Tao Sun, Dou Shen, HuaJun Zeng, Qiang Yang, Yuchang Lu and Zheng Chen. In: Proceedings of the 28th Annual International ACM SIGIR Conference, August 2005. The ...  
[research.microsoft.com/apps/pubs/default.aspx?id=69202](http://research.microsoft.com/apps/pubs/default.aspx?id=69202) · Mark as spam

## [Optimizing Search Engines using Clickthrough Data](#)

Optimizing Search Engines using Clickthrough Data Thorsten Joachims Cornell University Department of Computer Science Ithaca, NY 14853 USA tj@cs.cornell.edu ABSTRACT ...  
[www.cs.cornell.edu/People/tj/publications/joachims\\_02c.pdf](http://www.cs.cornell.edu/People/tj/publications/joachims_02c.pdf) · PDF file · Mark as spam



## [Clickthrough Data](#)

This page shows one keyword best matching your query, you can find other results here.  
[academic.research.microsoft.com/Search.aspx?query=Clickthrough+data](http://academic.research.microsoft.com/Search.aspx?query=Clickthrough+data) · Mark as spam

## [Smoothing clickthrough data for web search ranking](#)

Incorporating features extracted from clickthrough data (called clickthrough features) has been demonstrated to significantly improve the performance of ranking models for ...  
[academic.research.microsoft.com/Paper/5432909.aspx](http://academic.research.microsoft.com/Paper/5432909.aspx) · Mark as spam

## [CiteSeerX — Smoothing Clickthrough Data for Web Search Ranking](#)

CiteSeerX - Document Details (Isaac Councill, Lee Giles): Incorporating features extracted from clickthrough data (called clickthrough features) has been demonstrated to ...  
[citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.150.2058](http://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.150.2058) · Mark as spam

## [CiteSeerX — How Does Clickthrough Data Reflect Retrieval Quality?](#)

@MISC{Radlinski\_howdoes, author = {Filip Radlinski and Madhu Kurup and Thorsten Joachims}, title = {How Does Clickthrough Data Reflect Retrieval Quality?}, year = {}}  
[citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.147.454](http://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.147.454) · Mark as spam

**Interpretation 1:**  
Result #2 is good.  
(Absolute)

**Interpretation 2:**  
Result #2 is better  
than Result #1.  
(Relative / Preference)

# Evaluating using Click Data

## Retrieval Function A

### Personalized Search

Personalized Search ▶ Personalized Web Search Personalized Web ▶ Data Integration in Web Data Extraction System Personalized Web Search J I -R ONG ... research.microsoft.com/pubs/79334/publishedversion.pdf · PDF file

### A personalized search research based on vocabulary semantic net

Along with the fast developing of network technology, the number of Web page and user search become very enormous. In order to solve the problem of ... portal.acm.org/citation.cfm?id=1794768

### Zakta – Personalized Social Search Engine

Zakta, unlike other social search engines, claims to have the ability to dig deeper to get the required information from the web. Zakta is a search engine techpp.com/2009/10/15/zakta-personalized-social-search-engine

### Related Searches for **personalized search research**

Ontology-based Personalized S... Disable Personalized Search  
Bing Personalized Search Personalized Search Results  
Personalized Search Engines Personalization Business

### Personalized search - Wikipedia, the free encyclopedia

Personalized search refers to **search** experiences ... specific groups of people. **personalized search** depends on a user profile that is unique to the individual. **Research** ... en.wikipedia.org/wiki/Personalized\_Search

### Research from Microsoft: Personalized Search Terminating a Query ...

The other day I posted about a paper presented at a conference a few week's ago. Apparently, that got Findory CEO, Greg Linden, looking for me. blog.searchenginewatch.com/blog/050826-12-640

### Adapting SEO for Personalized Search

Ok, but seriously, the last round of **personalized search research** we did here on it seems to suggest that a lot of the **personalization**, in relatively new query ... www.searchenginejournal.com/adapting-seo-for-personalized-search/22207

Which is better?

## Retrieval Function B

### ACM SIGIR Special Interest Group on Information Retrieval

Welcome to the ACM SIGIR Web site. ACM SIGIR addresses issues related to the use of computers to support the retrieval of information from large collections of documents. SIGIR is the leading international forum for the presentation of new research results and for the demonstration of new systems in the field of information retrieval. www.sigir.org



### Personalizing search via Automated Analysis of Interests and Activities

Jaime Teevan, MIT, CSAIL 32 Vassar St., Cambridge, MA 02138 USA tee van@csail.mit.edu Susan T. Dumais, University of Michigan, Ann Arbor, MI 48109 USA um/people/sdumais/SIGIR2005-PersonalizedSearch.pdf · PDF file

### Folksonomy for personalized search

We propose a framework to utilize folksonomy for ... SIGIR '08 Proceedings of the 31st annual international ACM SIGIR conference on Research ... portal.acm.org/citation.cfm?id=1390363

### Susan Dumais Homepage

Research Activities: I am interested ... issues, including: **personal** information management, web search ... and prospective. SIGIR 2010 Desktop Search Workshop ... research.microsoft.com/en-us/people/sdumais

### Personalized search - Wikipedia, the free encyclopedia

Personalized search refers to **search** experiences ... Research systems that **personalize** search results model their users in ... to **personalize** global Web search". SIGIR: 287 ... en.wikipedia.org/wiki/Personalized\_Search

### Xuehua's Publications

Proceedings of 2003 ACM Conference on **Research** and Development on Information Retrieval (SIGIR'2003), pages 377-378. pdf ppt; Demos. UCAIR Toolbar: A **Personalized Search** ... sifaka.cs.uiuc.edu/xshen/publication.html

### Event: IR

SIGIR is the major international forum for the presentation of new **research** results and for the demonstration of ... summarization, task models, **personalized search** ... portal.acm.org/browse\_dl.cfm?linked=1&part=series&idx=SERIES278&coll=ACM&dl=ACM

# Analogy to Sensory Testing

- (Hypothetical) taste experiment:
  - Natural usage context



- Experiment 1: **Absolute Metrics**



3 cans



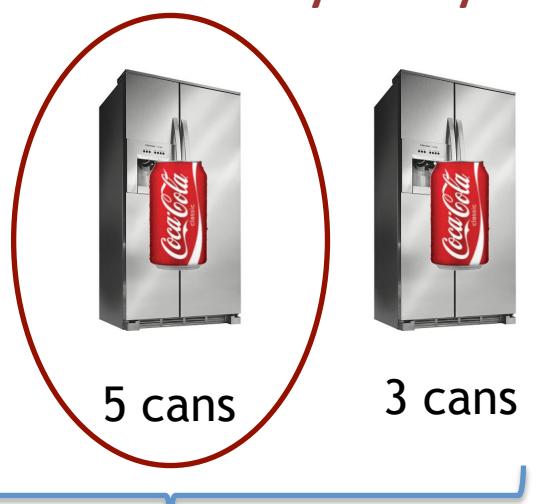
3 cans



2 cans



1 can



5 cans



3 cans

Total: 8 cans

Total: 9 cans

# Analogy to Sensory Testing

- (Hypothetical) taste experiment:
  - Natural usage context



- Experiment 1: **Relative Metrics**



2 - 1



3 - 0



2 - 0



1 - 0



4 - 1



2 - 1

All 6 prefer Pepsi

# Interleaving (Taste Test in Search)

## Ranking A

1. Napa Valley – The authority for lodging...  
[www.napavalley.com](http://www.napavalley.com)
2. Napa Valley Wineries - Plan your wine...  
[www.napavalley.com/wineries](http://www.napavalley.com/wineries)
3. Napa Valley College  
[www.napavalley.edu/homex.asp](http://www.napavalley.edu/homex.asp)
4. Been There | Tips | Napa Valley  
[www.ivebeenthere.co.uk](http://www.ivebeenthere.co.uk)
5. Napa Valley Wineries an  
[www.napavintners.com](http://www.napavintners.com)
6. Napa Country, California  
[en.wikipedia.org/wiki/Napa\\_Country,\\_California](http://en.wikipedia.org/wiki/Napa_Country,_California)

## Ranking B

1. Napa Country, California – Wikipedia  
[en.wikipedia.org/wiki/Napa\\_Valley](http://en.wikipedia.org/wiki/Napa_Valley)
2. Napa Valley – The authority for lodging...  
[www.napavalley.com](http://www.napavalley.com)
3. Napa: The Story of an American Eden...  
[books.google.co.uk/books?isbn=...](http://books.google.co.uk/books?isbn=...)
4. Napa Valley Hotels – Bed and Breakfast...  
[...](http://...)

## Presented Ranking

[...](http://...)  
[...](http://...)  
[...](http://...)  
[...](http://...)  
[...](http://...)  
[...](http://...)

B

[Radlinski et al. 2008]

# Interleaving (Taste Test in Search)

## Ranking A

1. Napa Valley – The authority for lodging...  
[www.napavalley.com](http://www.napavalley.com)
2. Napa Valley Wineries - Plan your wine...  
[www.napavalley.com/wineries](http://www.napavalley.com/wineries)
3. Napa Valley College  
[www.napavalley.edu/homex.asp](http://www.napavalley.edu/homex.asp)
4. Been There | Tips | Napa Valley  
[www.ivebeenthere.co.uk](http://www.ivebeenthere.co.uk)
5. Napa Valley Wineries an...  
[www.napavintners.com](http://www.napavintners.com)
6. Napa Country, California  
[en.wikipedia.org/wiki/Napa\\_County,\\_California](http://en.wikipedia.org/wiki/Napa_County,_California)

## Presented Ranking

1. Napa Valley – The authority for lodging...  
[www.napavalley.com](http://www.napavalley.com)
2. Napa Country, California – Wikipedia  
[en.wikipedia.org/wiki/Napa\\_Valley](http://en.wikipedia.org/wiki/Napa_Valley)

3. Napa: The Story of an American Eden...  
[books.google.co.uk/books?isbn=...](http://books.google.co.uk/books?isbn=...)
4. Napa Valley Wineries – Plan your wine...  
[www.napavalley.com/wineries](http://www.napavalley.com/wineries)

5. Napa Valley Hotels – Bed and Breakfast..  
[www.napalinks.com](http://www.napalinks.com)

6. Napa Valley College  
[www.napavalley.edu/homex.asp](http://www.napavalley.edu/homex.asp)
7. NapaValley.org  
[www.napavalley.org](http://www.napavalley.org)

## Ranking B

1. Napa Country, California – Wikipedia  
[en.wikipedia.org/wiki/Napa\\_Valley](http://en.wikipedia.org/wiki/Napa_Valley)
2. Napa Valley – The authority for lodging...  
[www.napavalley.com](http://www.napavalley.com)
3. Napa: The Story of an American Eden...  
[books.google.co.uk/books?isbn=...](http://books.google.co.uk/books?isbn=...)
4. Napa Valley Hotels – Bed and Breakfast...  
[www.napalinks.com](http://www.napalinks.com)

Click

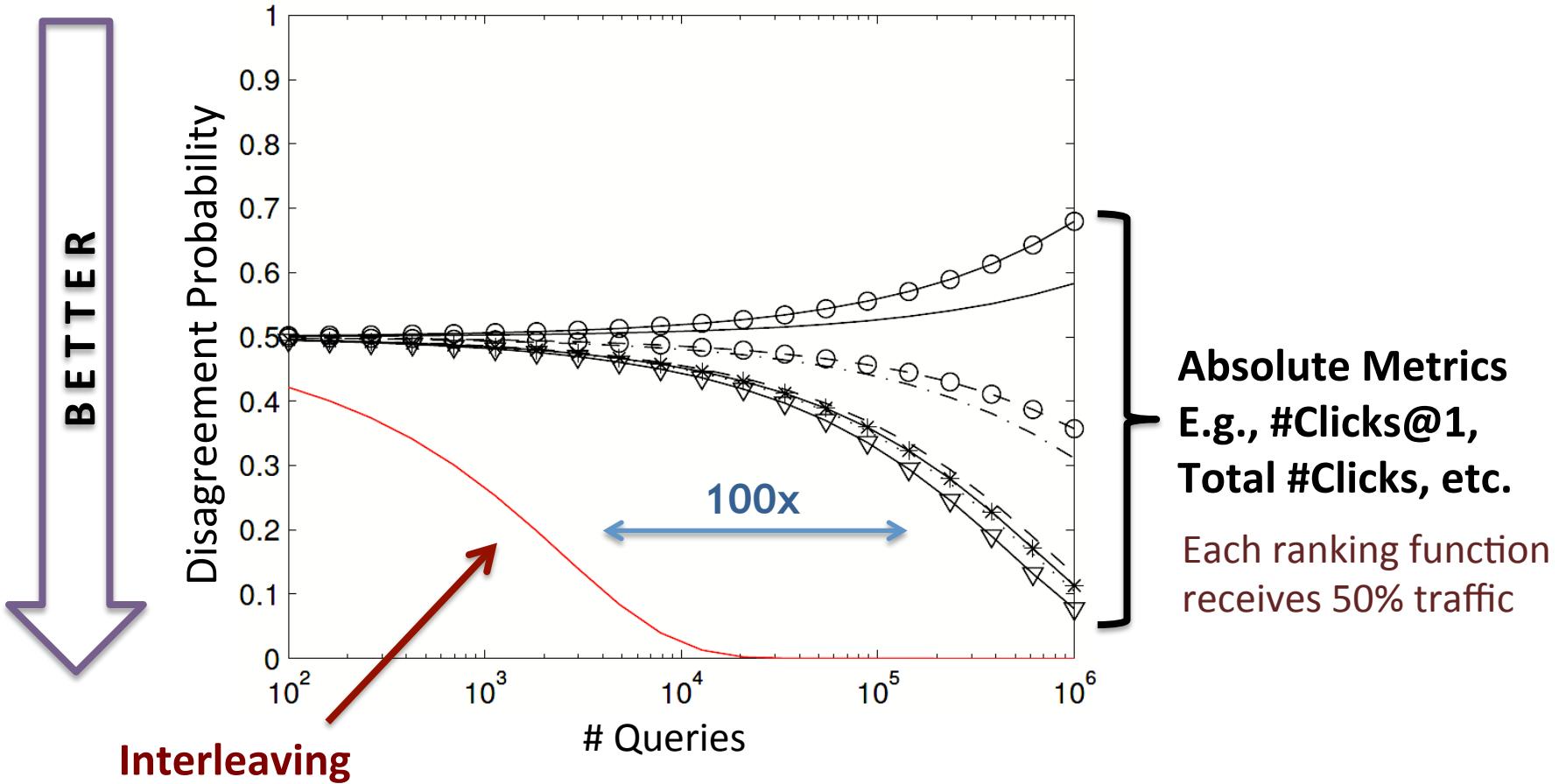
B wins!

Click

[Radlinski et al. 2008]

# Deployment on Yahoo! Search Engine

## Comparing Two Ranking Functions



- Interleaving is more **sensitive** and more **reliable**

Ranking A	Ranking B
1. Napa Valley – The authority for lodging... www.napavalley.com	1. Napa Country, California – Wikipedia en.wikipedia.org/wiki/Napa_Valley
2. Napa Valley Wineries - Plan your wine... www.napavalley.com/wineries	2. Napa Valley – The authority for lodging... www.napavalley.com
3. Napa Valley College www.napavalley.edu/homex.asp	3. Napa: The Story of an American Eden... books.google.co.uk/books?isbn=...
4. Been There   Tips   Napa Valley www.livebeenthere.co.uk	4. Napa Valley Hotels – Bed and Breakfast... www.napalinks.com
5. Napa Valley Wineries and Restaurants www.napavintners.com	5. Napa Country, California – Wikipedia en.wikipedia.org/wiki/Napa_Valley
6. Napa Country, California en.wikipedia.org/wiki/Napa_County,_California	6. Napa Valley Marathon napamarathon.org
7. NapaValley.org www.napavalley.org	7. Napa Valley – The authority for lodging... www.napavalley.com

Presented Ranking

1. Napa Valley – The authority for lodging...  
www.napavalley.com
2. Napa Country, California – Wikipedia  
en.wikipedia.org/wiki/Napa\_Valley
3. Napa: The Story of an American Eden...  
books.google.co.uk/books?isbn=...
4. Napa Valley Wineries – Plan your wine...  
www.napavalley.com/wineries
5. Napa Valley Hotels – Bed and Breakfast...  
www.napalinks.com
6. Napa Valley Marathon  
napamarathon.org
7. NapaValley.org  
www.napavalley.org

## Interleave A vs B



...

	Left wins	Right wins
A vs B	0	1
A vs C	0	0
B vs C	0	0

Ranking A	Ranking B
1. Napa Valley – The authority for lodging... <a href="http://www.napavalley.com">www.napavalley.com</a>	1. Napa Country, California – Wikipedia <a href="http://en.wikipedia.org/wiki/Napa_Valley">en.wikipedia.org/wiki/Napa_Valley</a>
2. Napa Valley Wineries - Plan your wine... <a href="http://www.napavalley.com/wineries">www.napavalley.com/wineries</a>	2. Napa Valley – The authority for lodging... <a href="http://www.napavalley.com">www.napavalley.com</a>
3. Napa Valley College <a href="http://www.napavalley.edu/homex.asp">www.napavalley.edu/homex.asp</a>	3. Napa: The Story of an American Eden... <a href="http://books.google.co.uk/books?isbn=...">books.google.co.uk/books?isbn=...</a>
4. Been There   Tips   Napa Valley <a href="http://www.ibeenhere.co.uk">www.ibeenhere.co.uk</a>	4. Napa Valley Hotels – Bed and Breakfast... <a href="http://www.napalinks.com">www.napalinks.com</a>
5. Napa Valley Wineries at... <a href="http://www.napavintners.com">www.napavintners.com</a>	5. Napa Valley – The authority for lodging... <a href="http://www.napavalley.com">www.napavalley.com</a>
6. Napa Country, California <a href="http://en.wikipedia.org/wiki/Napa_Country,_California">en.wikipedia.org/wiki/Napa_Country,_California</a>	6. Napa Valley Marathon <a href="http://ymarathon.org">ymarathon.org</a>

## Interleave A vs C



... . . .

	Left wins	Right wins
<b>A vs B</b>	0	1
<b>A vs C</b>	0	1
<b>B vs C</b>	0	0

Ranking A	Ranking B
1. Napa Valley – The authority for lodging... www.napavalley.com	1. Napa Country, California – Wikipedia en.wikipedia.org/wiki/Napa_Valley
2. Napa Valley Wineries - Plan your wine... www.napavalley.com/wineries	2. Napa Valley – The authority for lodging... www.napavalley.com
3. Napa Valley College www.napavalley.edu/homex.asp	3. Napa: The Story of an American Eden... books.google.co.uk/books?isbn=...
4. Been There   Tips   Napa Valley www.ibeenhere.co.uk	4. Napa Valley Hotels – Bed and Breakfast... www.napavalley.com
5. Napa Valley Wineries at... www.napawinners.com	1. Napa Valley – The authority for lodging... www.napavalley.com
6. Napa Country, California en.wikipedia.org/wiki/Napa_Country,_California	2. Napa Country, California – Wikipedia en.wikipedia.org/wiki/Napa_Valley
	3. Napa: The Story of an American Eden... books.google.co.uk/books?isbn=...
	4. Napa Valley Wineries – Plan your wine... www.napavalley.com/wineries
	5. Napa Valley Hotels – Bed and Breakfast... www.napalinks.com
	6. Napa Valley College www.napavalley.edu/homex.asp
	7. NapaValley.org www.napavalley.org

## Interleave B vs C



... . . .

	Left wins	Right wins
A vs B	0	1
A vs C	0	1
B vs C	0	1



Ranking A	Ranking B
1. Napa Valley – The authority for lodging... <a href="http://www.napavalley.com">www.napavalley.com</a>	1. Napa Country, California – Wikipedia <a href="http://en.wikipedia.org/wiki/Napa_Valley">en.wikipedia.org/wiki/Napa_Valley</a>
2. Napa Valley Wineries - Plan your wine... <a href="http://www.napavalley.com/wineries">www.napavalley.com/wineries</a>	2. Napa Valley – The authority for lodging... <a href="http://www.napavalley.com">www.napavalley.com</a>
3. Napa Valley College <a href="http://www.napavalley.edu/homex.asp">www.napavalley.edu/homex.asp</a>	3. Napa: The Story of an American Eden... <a href="http://books.google.co.uk/books?id=bn...">books.google.co.uk/books?id=bn...</a>
4. Been There   Tips   Napa Valley <a href="http://www.ilvebeenthere.co.uk/napa_valley.htm">www.ilvebeenthere.co.uk/napa_valley.htm</a>	4. Napa Valley Hotels – Bed and Breakfast... <a href="http://www.napalinks.com">www.napalinks.com</a>
5. Napa Valley Wineries at... <a href="http://www.napavintners.com">www.napavintners.com</a>	5. Napa Valley – The authority for lodging... <a href="http://www.napavalley.com">www.napavalley.com</a>
6. Napa Country, California – Wikipedia <a href="http://en.wikipedia.org/wiki/Napa_Nation">en.wikipedia.org/wiki/Napa_Nation</a>	6. Napa Valley Marathon <a href="http://napamarathon.org">napamarathon.org</a>
<b>Presented Ranking</b>	
1. Napa Valley – The authority for lodging... <a href="http://www.napavalley.com">www.napavalley.com</a>	1. Napa Valley – The authority for lodging... <a href="http://www.napavalley.com">www.napavalley.com</a>
2. Napa Valley Wineries - Plan your wine... <a href="http://www.napavalley.com/wineries">www.napavalley.com/wineries</a>	2. Napa: The Story of an American Eden... <a href="http://books.google.co.uk/books?id=bn...">books.google.co.uk/books?id=bn...</a>
3. Napa Valley College <a href="http://www.napavalley.edu/homex.asp">www.napavalley.edu/homex.asp</a>	3. Napa Valley Hotels – Bed and Breakfast... <a href="http://www.napalinks.com">www.napalinks.com</a>
4. Been There   Tips   Napa Valley <a href="http://www.ilvebeenthere.co.uk/napa_valley.htm">www.ilvebeenthere.co.uk/napa_valley.htm</a>	4. Napa Valley Marathon <a href="http://napamarathon.org">napamarathon.org</a>
5. Napa Valley Wineries at... <a href="http://www.napavintners.com">www.napavintners.com</a>	5. Napa Valley – The authority for lodging... <a href="http://www.napavalley.com">www.napavalley.com</a>
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7. NapaValley.org <a href="http://www.napavalley.org">www.napavalley.org</a>	7. NapaValley.org <a href="http://www.napavalley.org">www.napavalley.org</a>

## Interleave A vs C



... ...

	Left wins	Right wins
A vs B	0	1
A vs C	1	1
B vs C	0	1



# Dueling Bandits Problem



**Goal:** Maximize total user utility

**Exploit:** run C  
(interleave C with itself)

**Explore:** interleave A vs B

**Best:** A  
(interleave A with itself)

How to interact optimally?

	Left wins	Right wins
A vs B	0	1
A vs C	1	1
B vs C	0	1

# Example Pairwise Preferences

	A	B	C	D	E	F
A	0	0.03	0.04	0.06	0.10	0.11
B	-0.03	0	0.03	0.05	0.08	0.11
C	-0.04	-0.03	0	0.04	0.07	0.09
D	-0.06	-0.05	-0.04	0	0.05	0.07
E	-0.10	-0.08	-0.07	-0.05	0	0.03
F	-0.11	-0.11	-0.09	-0.07	-0.03	0

- Utility function may not exist
- How to define regret?

Values are  $\text{Pr}(\text{row} > \text{col}) - 0.5$

# Example Pairwise Preferences

	A	B	C	D	E	F
A	0	0.03	0.04	0.06	0.10	0.11
B	-0.03	0	0.03	0.05	0.08	0.11
C	-0.04	-0.03	0	0.04	0.07	0.09
D	-0.06	-0.05	-0.04	0	0.05	0.07
E	-0.10	-0.08	-0.07	-0.05	0	0.03
F	-0.11	-0.11	-0.09	-0.07	-0.03	0

- Utility function may not exist
- How to define regret?
- Compare against best bandit!

Values are  $\text{Pr}(\text{row} > \text{col}) - 0.5$



# Dueling Bandits Problem

(with Josef Broder, Robert Kleinberg and Thorsten Joachims)



- K bandits  $b_1, \dots, b_K$
- Each iteration: compare (duel) two bandits
  - Observe (noisy) outcome
- Cost function (regret):

$$R_T = \sum_{t=1}^T P(b^* > b_t) + P(b^* > b_t') - 1$$

Requires Dueling Mechanism

- $(b_t, b_t')$  are the two bandits chosen
- $b^*$  is the overall best one
- (How much human user preferred  $b^*$  over chosen bandits)



# Dueling Bandits Problem

	A	B	C	D	E	F
A	0	0.03	0.04	0.06	<b>0.10</b>	<b>0.11</b>
B	-0.03	0	0.03	0.05	0.08	0.11
C	-0.04	-0.03	0	0.04	0.07	0.09
D	-0.06	-0.05	-0.04	0	0.05	0.07
E	-0.10	-0.08	-0.07	-0.05	0	<b>0.03</b>
F	-0.11	-0.11	-0.09	-0.07	-0.03	0

Observe

$$R_T = \sum_{t=1}^T P(b^* > b_t) + P(b^* > b_t') - 1$$

Compare E & F:

- $P(A > E) = 0.60$
- $P(A > F) = 0.61$
- **Incurred Regret = 0.21**

Values are  $\text{Pr}(\text{row} > \text{col}) - 0.5$



# Dueling Bandits Problem

	A	B	C	D	E	F
A	0	<b>0.03</b>	<b>0.04</b>	0.06	0.10	0.11
B	-0.03	0	<b>0.03</b>	0.05	0.08	0.11
C	-0.04	-0.03	0	0.04	0.07	0.09
D	-0.06	-0.05	-0.04	0	0.05	0.07
E	-0.10	-0.08	-0.07	-0.05	0	0.03
F	-0.11	-0.11	-0.09	-0.07	-0.03	0

$$R_T = \sum_{t=1}^T P(b^* > b_t) + P(b^* > b_t') - 1$$

Values are  $\text{Pr}(\text{row} > \text{col}) - 0.5$

Compare B & C:

- $P(A > B) = 0.53$
- $P(A > C) = 0.54$
- **Incurred Regret = 0.07**

Observe



# Dueling Bandits Problem

Observe

	A	B	C	D	E	F
A	0	0.03	0.04	0.06	0.10	0.11
B	-0.03	0	0.03	0.05	0.08	0.11
C	-0.04	-0.03	0	0.04	0.07	0.09
D	-0.06	-0.05	-0.04	0	0.05	0.07
E	-0.10	-0.08	-0.07	-0.05	0	0.03
F	-0.11	-0.11	-0.09	-0.07	-0.03	0

$$R_T = \sum_{t=1}^T P(b^* > b_t) + P(b^* > b_t') - 1$$

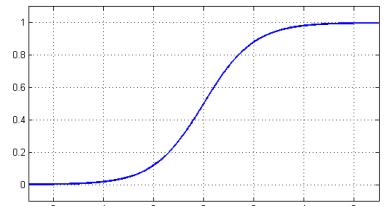
Compare A & A:

- $P(A > A) = 0.50$
- $P(A > A) = 0.50$
- **Incurred Regret = 0.00**

Values are  $\text{Pr}(\text{row} > \text{col}) - 0.5$

# Basic Modeling Assumptions

- $P(b_i > b_j) = \frac{1}{2} + \varepsilon_{ij}$  (distinguishability)
- **Strong Stochastic Transitivity**  $\varepsilon_{ik} \geq \max\{\varepsilon_{ij}, \varepsilon_{jk}\}$ 
  - For three bandits  $b_i > b_j > b_k$ :
  - Monotonicity property
- **Stochastic Triangle Inequality**  $\varepsilon_{ik} \leq \varepsilon_{ij} + \varepsilon_{jk}$ 
  - For three bandits  $b_i > b_j > b_k$ :
  - Diminishing returns property
- Satisfied by many standard models
  - E.g., Logistic / Bradley-Terry



# Strong Stochastic Transitivity (Assumes Condorcet Winner)

$$\varepsilon_{ik} \geq \max \left\{ \varepsilon_{ij}, \varepsilon_{jk} \right\}$$

Monotonic

↑  
Monotonic

	A	B	C	D	E	F
A	0	0.03	0.04	0.06	0.10	0.11
B	-0.03	0	0.03	0.05	0.08	0.11
C	-0.04	-0.03	0	0.04	0.07	0.09
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E	-0.10	-0.08	-0.07	-0.05	0	0.03
F	-0.11	-0.11	-0.09	-0.07	-0.03	0

Values are  $\Pr(\text{row} > \text{col}) - 0.5$

# Stochastic Triangle Inequality (Assumes Condorcet Winner)

$$\varepsilon_{ik} \leq \varepsilon_{ij} + \varepsilon_{jk}$$

Red  $\leq$  Blue + Green

	A	B	C	D	E	F
A	0	0.03	0.04	0.06	0.10	0.11
B	-0.03	0	0.03	0.05	0.08	0.11
C	-0.04	-0.03	0	0.04	0.07	0.09
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F	-0.11	-0.11	-0.09	-0.07	-0.03	0

Values are  $\text{Pr}(\text{row} > \text{col}) - 0.5$

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F	-0.11	-0.11	-0.09	-0.07	-0.03	0

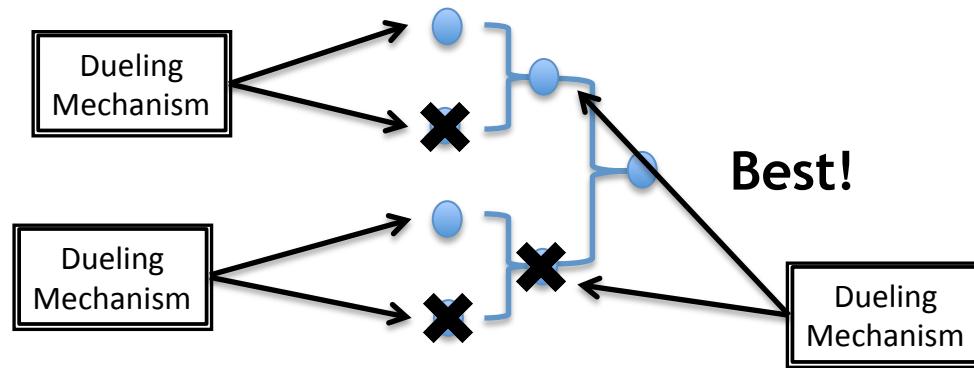
Values are  $\Pr(\text{row} > \text{col}) - 0.5$

# Other Modeling Assumptions

- Approximate Linearity  $\varepsilon_{ik} - \varepsilon_{jk} \geq \gamma \varepsilon_{ij}$
- Other Solution Concepts
  - Borda Winner [Jamieson et al., 2015]
  - Copeland Winner [Zoghi et al., 2015]
  - Von Neuman Winner [Dudik et al., 2015]
  - General Tournament Solutions [Ramamohan et al., 2016]
- Conditioning on Context [Dudik et al., 2015]
- Adversarial Setting [Gajane et al., 2015]
- Continuous Convex Setting [Yue & Joachims, 2009]

# Connection to Tournaments

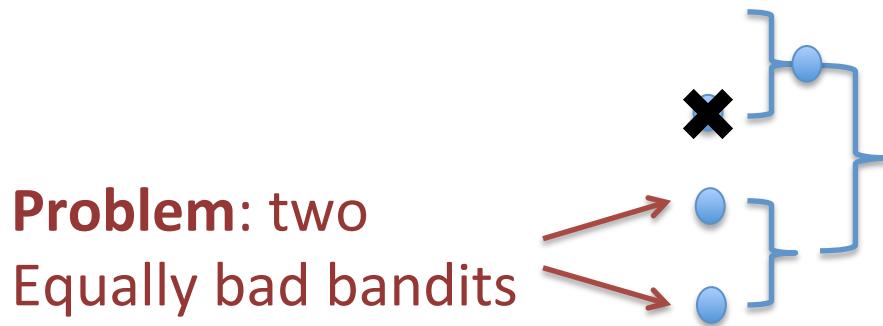
- Each pair “duels” until statistical significance



- Aka Noisy Tournament [Feige et al., 1994]
  - Guarantees finding best bandit w.h.p.
  - **Can we use as explore algorithm?**

# Tournament is Bad

- Each pair “duels” until statistical significance



- **Analogy:** Hypothetical Soccer Tournament
  - A team wins when it has a 3-goal lead
  - Audience prefers good teams play (**regret**)
  - **Two (nearly) equally bad teams will play for a long time**



# Many Algorithms

- Interleaved Filter [Yue et al., 2009]
- Beat the Mean [Yue & Joachims, 2011]
- SAVAGE [Urvoy et al., 2013]
- RMED [Komiyama et al., 2015]
- RUCB [Zoghi et al., 2014; 2015]
- Double Thompson Sampling [Wu & Liu, 2016]
- Sparring [Ailon et al., 2014]
- SelfSparring (under review)
- ...

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- **Sparring** [Ailon et al., 2014]
- **SelfSparring** (under review) + Extensions!
- ...

# Outline

- Algorithms & Theory
  - Sparring [Ailon et al., 2014]
  - Challenges in Regret Analysis
  - SelfSparring
  - Theoretical Results
- Experiments
- Extensions
  - Application to Personalized Clinical Treatment

# Dueling Bandits $\approx$ Zero-Sum Game

		Player 1					
		A	B	C	D	E	F
Player 2	A	0	0.03	0.04	0.06	0.10	0.11
	B	-0.03	0	0.03	0.05	0.08	0.11
	C	-0.04	-0.03	0	0.04	0.07	0.09
	D	-0.06	-0.05	-0.04	0	0.05	0.07
	E	-0.10	-0.08	-0.07	-0.05	0	0.03
	F	-0.11	-0.11	-0.09	-0.07	-0.03	0

Basic Setting: Single Dominant Strategy

Regret = Opportunity Cost to Social Welfare

- Values are  $\text{Pr}(\text{row} > \text{col}) - 0.5$

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		Player 1					
		A	B	C	D	E	F
Player 2	A	0	0.03	0.04	0.06	0.10	0.11
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	E	-0.10	-0.08	-0.07	-0.05	0	0.03
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# Dueling Bandits $\approx$ Zero-Sum Game

		Player 1					
		A	B	C	D	E	F
Player 2	A	0	0.03	0.04	0.06	0.10	0.11
	B	-0.03	0	0.03	0.05	0.08	0.11
	C	-0.04	-0.03	0	0.04	0.07	0.09
	D	-0.06	-0.05	-0.04	0	0.05	0.07
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Basic Setting: Single Dominant Strategy

Regret = Opportunity Cost to Social Welfare

- Values are  $\text{Pr}(\text{row} > \text{col}) - 0.5$

# Sparring

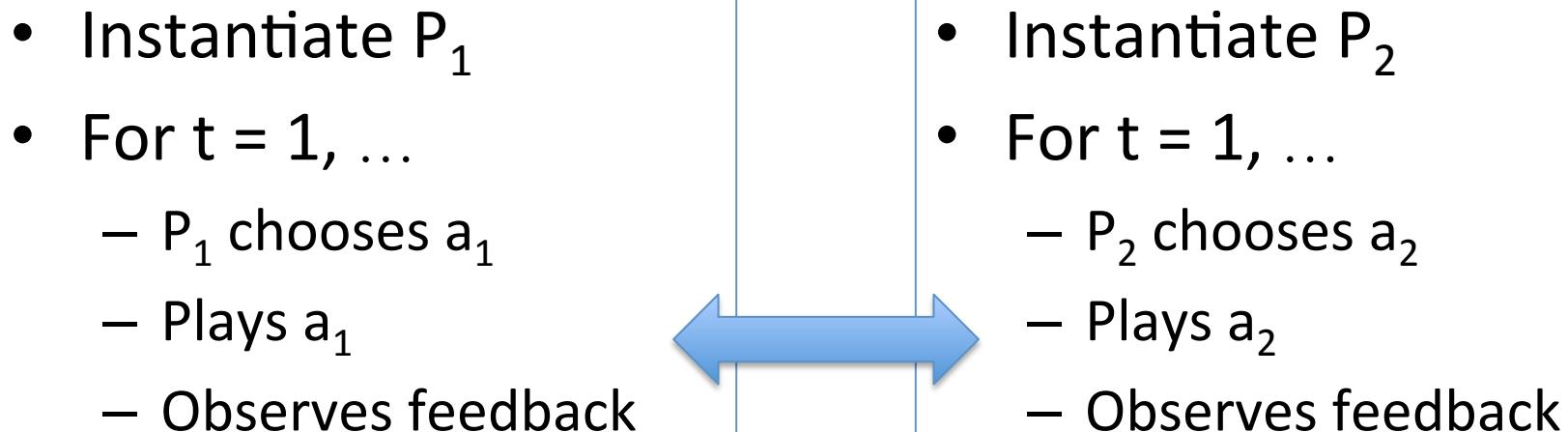
- Instantiate 2 MAB algorithms:  $P_1$  &  $P_2$
- For  $t = 1, \dots$ 
  - $P_1$  chooses  $a_1$
  - $P_2$  chooses  $a_2$
  - Duel  $a_1$  vs  $a_2$
  - Provide feedback

		Player 1						
		A	B	C	D	E	F	
Player 2		A	0	0.03	0.04	0.06	0.10	0.11
B	-0.03	0	0.03	0.05	0.08	0.11		
C	-0.04	-0.03	0	0.04	0.07	0.09		
D	-0.06	-0.05	-0.04	0	0.05	0.07		
E	-0.10	-0.08	-0.07	-0.05	0	0.03		
F	-0.11	-0.11	-0.09	-0.07	-0.03	0		

**Reducing Dueling Bandits to Cardinal Bandits**  
Ailon, Karnin & Joachims, ICML 2014

# Intuition

- Reduction to standard MAB settings
  - Each player selfishly maximizes own reward



# Drifting Reward Distributions

- Playing against a changing environment
  - Rewards depend on other player
- Players learn over time
  - Environment drifts over time

		Player 1					
		A	B	C	D	E	F
Player 2		0	0.03	0.04	0.06	0.10	0.11
A	0	0.03	0.04	0.06	0.10	0.11	
B	-0.03	0	0.03	0.05	0.08	0.11	
C	-0.04	-0.03	0	0.04	0.07	0.09	
D	-0.06	-0.05	-0.04	0	0.05	0.07	
E	-0.10	-0.08	-0.07	-0.05	0	0.03	
F	-0.11	-0.11	-0.09	-0.07	-0.03	0	

# Stochastic vs Adversarial

- **Stochastic:** Reward of each arm fixed
  - E.g., UCB1 & Thompson Sampling
  - No guarantees within Sparring
- **Adversarial:** Rewards chosen adversarially
  - E.g., EXP3
  - Very slow in practice
- **Not fully adversarial!**

		Player 1					
		A	B	C	D	E	F
Player 2	A	0	0.03	0.04	0.06	0.10	0.11
	B	-0.03	0	0.03	0.05	0.08	0.11
	C	-0.04	-0.03	0	0.04	0.07	0.09
	D	-0.06	-0.05	-0.04	0	0.05	0.07
	E	-0.10	-0.08	-0.07	-0.05	0	0.03
	F	-0.11	-0.11	-0.09	-0.07	-0.03	0

# Thought Experiment

- If one player has converged
  - Then other player is playing stochastic MAB!
- Both players implement learning algorithms
  - Slowly drifts to fixed distribution

Player 1						
Player 2	A	B	C	D	E	F
A	0	0.03	0.04	0.06	0.10	0.11
B	-0.03	0	0.03	0.05	0.08	0.11
C	-0.04	-0.03	0	0.04	0.07	0.09
D	-0.06	-0.05	-0.04	0	0.05	0.07
E	-0.10	-0.08	-0.07	-0.05	0	0.03
F	-0.11	-0.11	-0.09	-0.07	-0.03	0



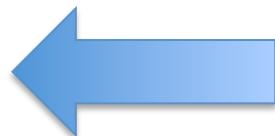
Player 1						
Player 2	A	B	C	D	E	F
A	0	0.03	0.04	0.06	0.10	0.11
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C	-0.04	-0.03	0	0.04	0.07	0.09
D	-0.06	-0.05	-0.04	0	0.05	0.07
E	-0.10	-0.08	-0.07	-0.05	0	0.03
F	-0.11	-0.11	-0.09	-0.07	-0.03	0

# Chicken & Egg Problem

- If one player has converged
  - Can prove other player is converging
- If one player is converging
  - Can prove other is converging (slower)

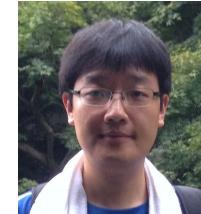


		Player 1					
		A	B	C	D	E	F
Player 2	A	0	0.03	0.04	0.06	0.10	0.11
	B	-0.03	0	0.03	0.05	0.08	0.11
	C	-0.04	-0.03	0	0.04	0.07	0.09
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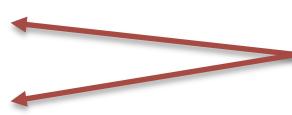
		Player 1					
		A	B	C	D	E	F
Player 2	A	0	0.03	0.04	0.06	0.10	0.11
	B	-0.03	0	0.03	0.05	0.08	0.11
	C	-0.04	-0.03	0	0.04	0.07	0.09
	D	-0.06	-0.05	-0.04	0	0.05	0.07
	E	-0.10	-0.08	-0.07	-0.05	0	0.03
	F	-0.11	-0.11	-0.09	-0.07	-0.03	0

# SelfSparring



Yanan  
Sui

- Instantiate 1 MAB algorithm P
- For  $t = 1, \dots$ 
  - P chooses  $a_1$
  - P chooses  $a_2$
  - Duel  $a_1$  vs  $a_2$
  - Provide feedback

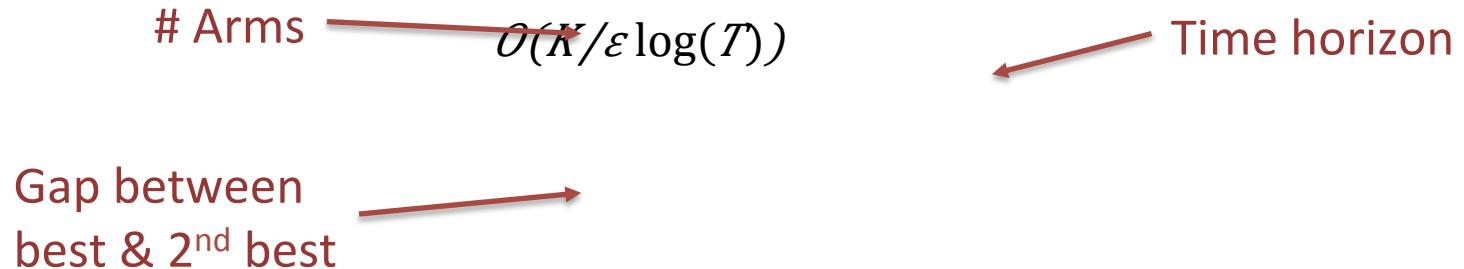


Probabilistic Bandit Algorithm  
(Thompson Sampling)

		Player 1					
		A	B	C	D	E	F
Player 2	A	0	0.03	0.04	0.06	0.10	0.11
	B	-0.03	0	0.03	0.05	0.08	0.11
	C	-0.04	-0.03	0	0.04	0.07	0.09
	D	-0.06	-0.05	-0.04	0	0.05	0.07
	E	-0.10	-0.08	-0.07	-0.05	0	0.03
	F	-0.11	-0.11	-0.09	-0.07	-0.03	0

# Theoretical Insights (SelfSparring)

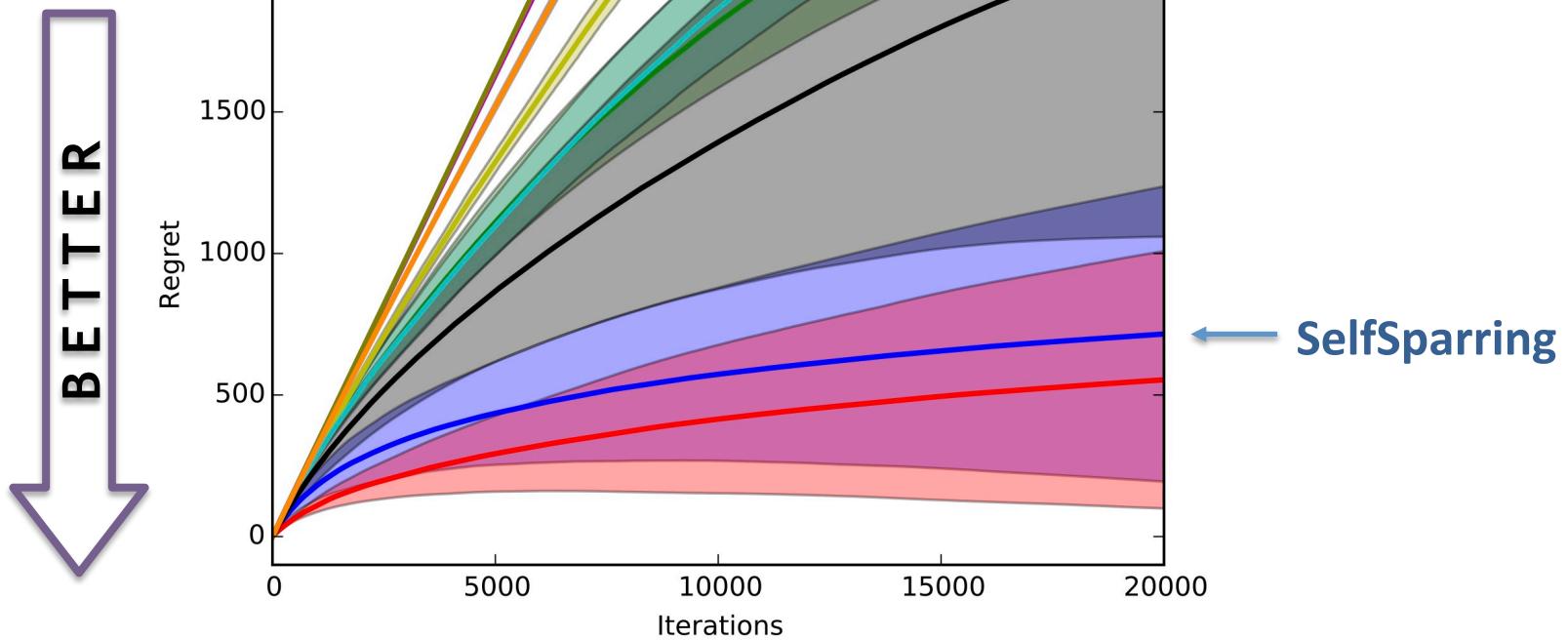
- Each player playing against itself
  - Can tightly couple convergence of both players
- Once converged enough
  - Can prove optimal regret bound (asymptotic)



# SelfSparring

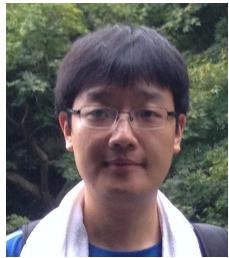
- Optimal asymptotic regret bound
- Performs very well in practice
- Easily extendable to new settings

# Basic Experiments



**Multi-dueling Bandits with Dependent Arms**  
Sui, Zhuang, Burdick & Yue, (under review)

# Ongoing Work: Personalized Clinical Treatment



Yanan Sui

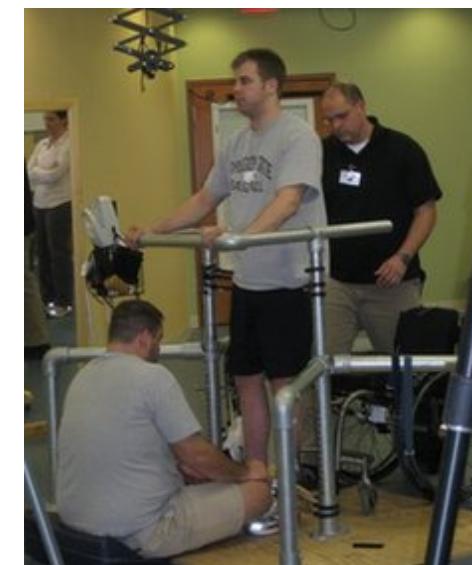


10 mm

49 mm



Image source:  
[williamcapicottomd.com](http://williamcapicottomd.com)

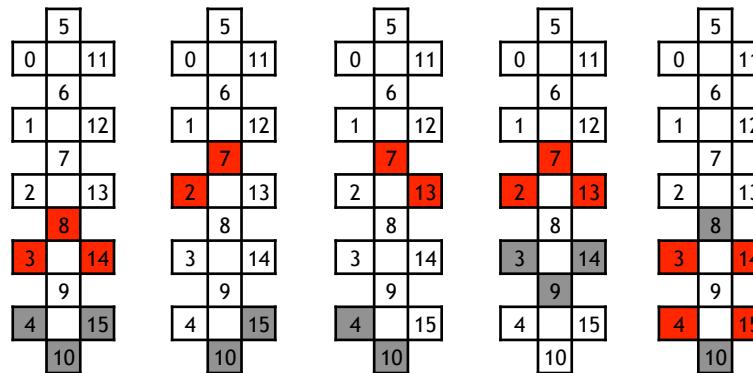


SCI Patient

**Each patient is unique  
 $10^6$  possible configurations!**

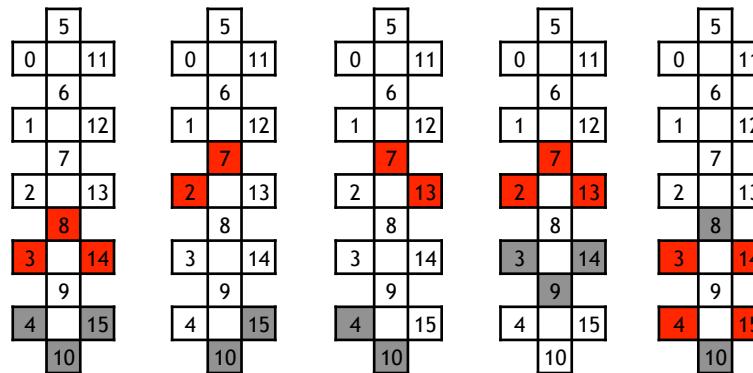
# Challenges

- Many arms  $\mathcal{O}(K/\varepsilon \log(T))$ 
  - $K = 10^6$
- Duel more than 2 arms



# Challenges

- Many arms  $\mathcal{O}(K/\varepsilon \log(T))$ 
  - $K = 10^6$
- **Duel more than 2 arms**

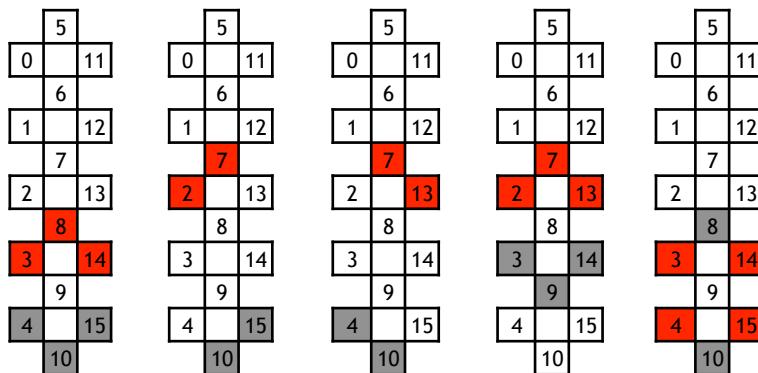


# Multi-Dueling Bandits

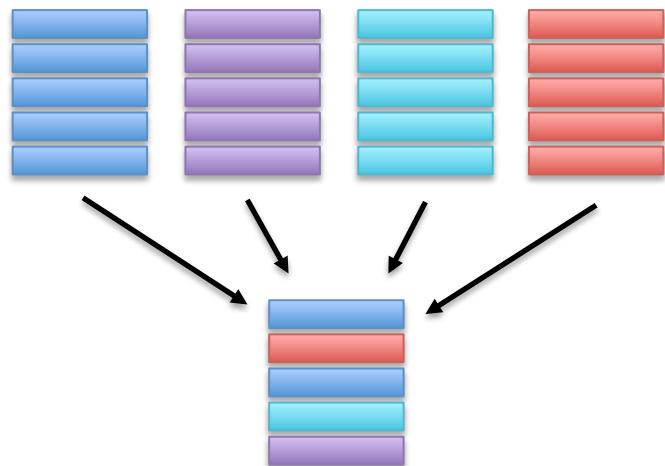
- For  $t = 1, \dots$ 
  - Choose M arms
  - Duel M arms
  - Observe outcomes

All Pairs  
Winner takes all  
Random set of pairs

Comparing Multiple Stimuli



Probabilistic Multi-Leaving



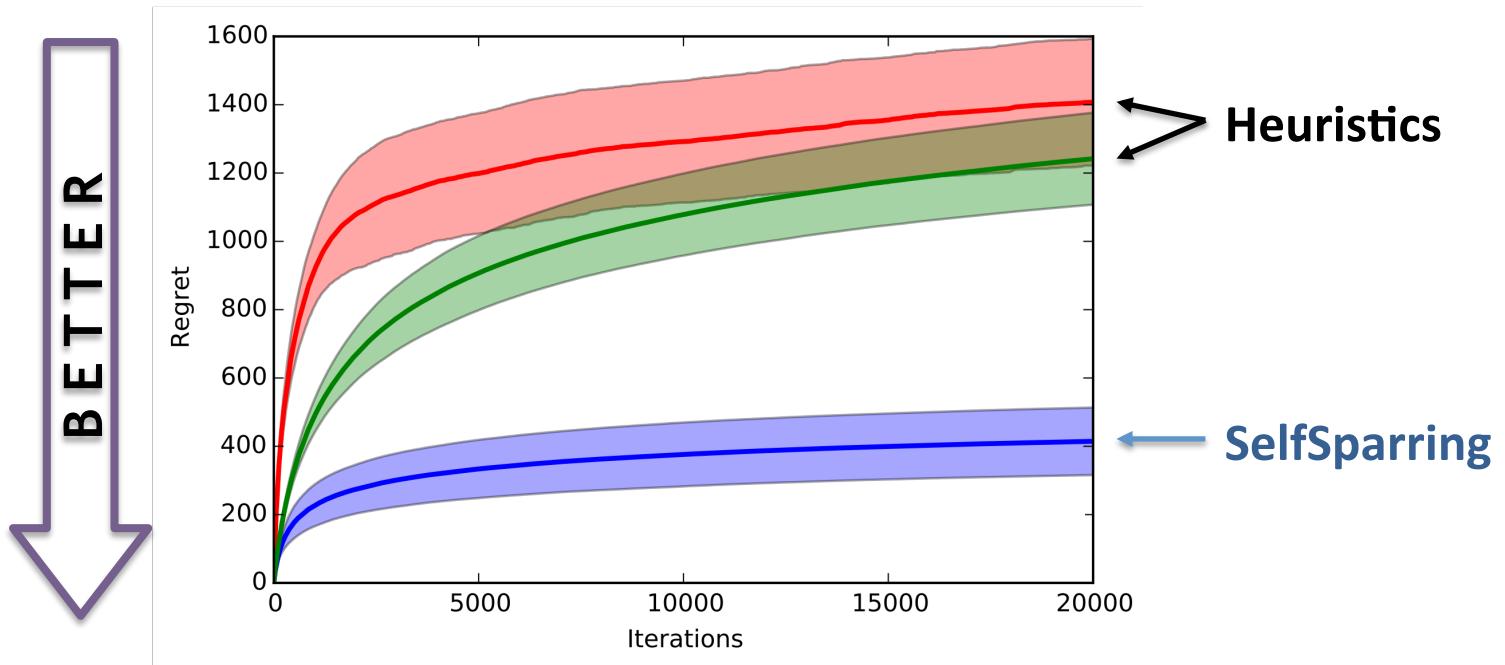
# Multi-Dueling SelfSparring

- SelfSparring generalizes trivially!
  - Just sample M times!
  - (Sparring requires M separate bandit algorithms)
- Can prove same regret bound

$$O(K/\varepsilon \log(T))$$

Constant depends on  
dueling mechanism

# Multi-Dueling Experiments



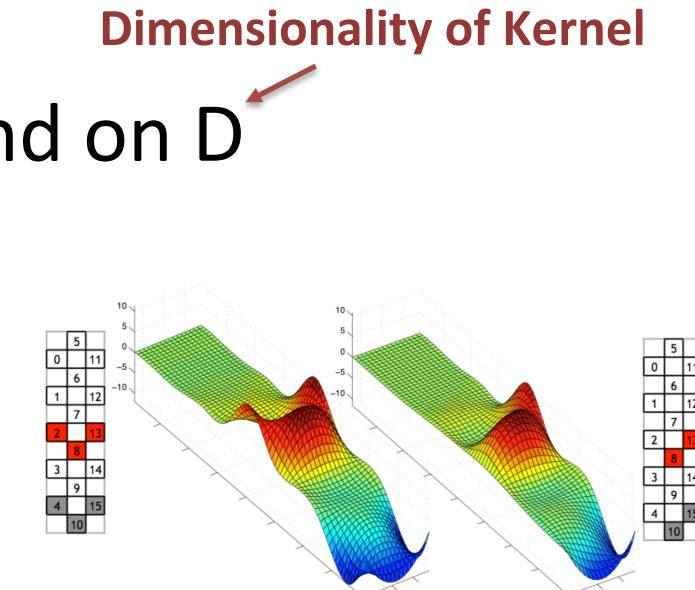
Sparring not displayed due to very poor scaling  
Most DB algorithms not applicable

# Dueling Bandits w/ Dependent Arms

- Suppose K is very large (possibly infinite)
  - But arms have dependency structure
  - E.g.,  $P(a>b) \approx P(a'>b)$  if a similar to a'
  - Measure similarity using kernel

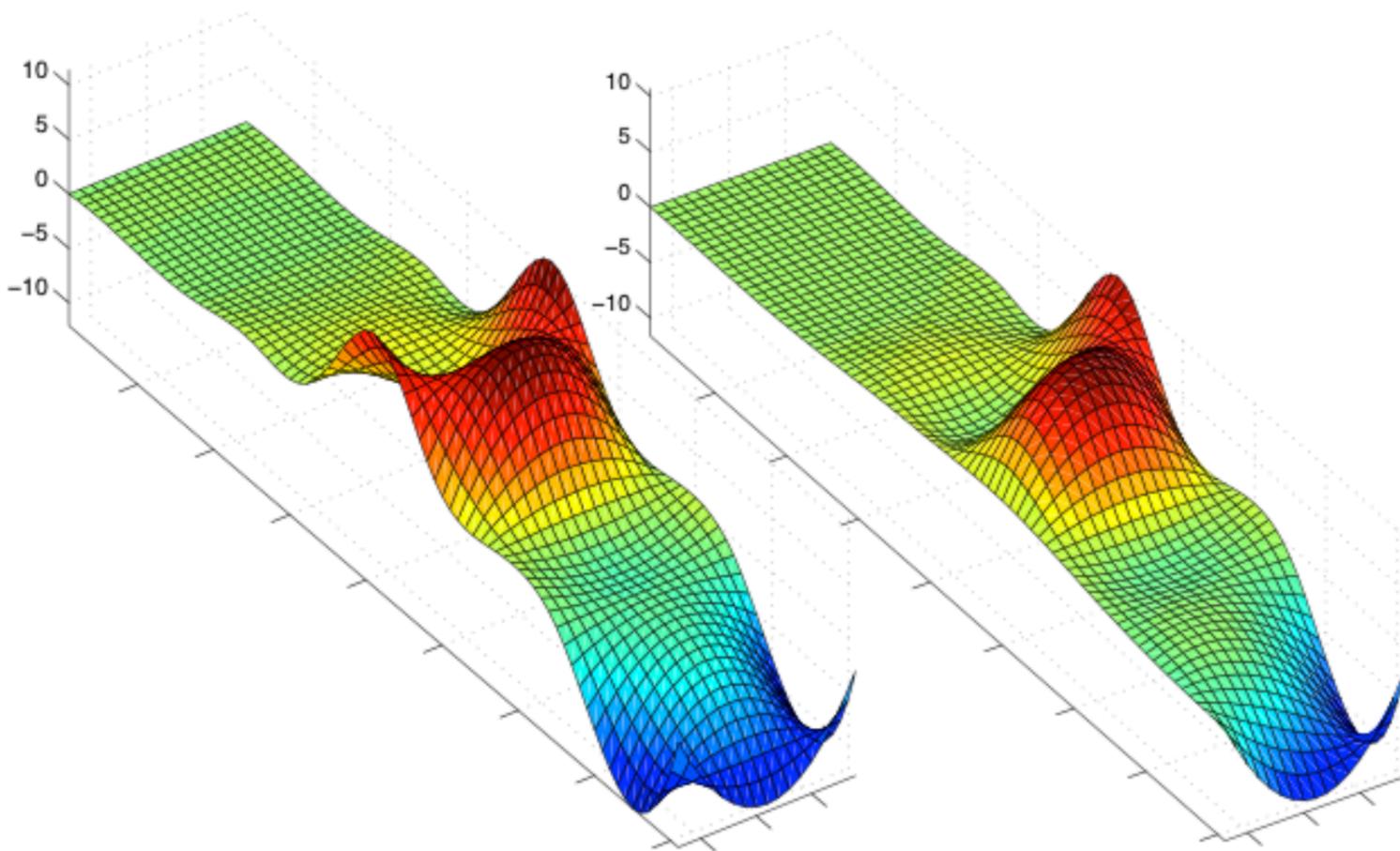
- Want convergence to depend on D
  - And not K!

**Multi-dueling Bandits with Dependent Arms**  
Sui, Zhuang, Burdick & Yue, (under review)



# Visualizing Electrical Potentials

	5	
0		11
	6	
1		12
	7	
2		13
	8	
3		14
	9	
4		15
	10	

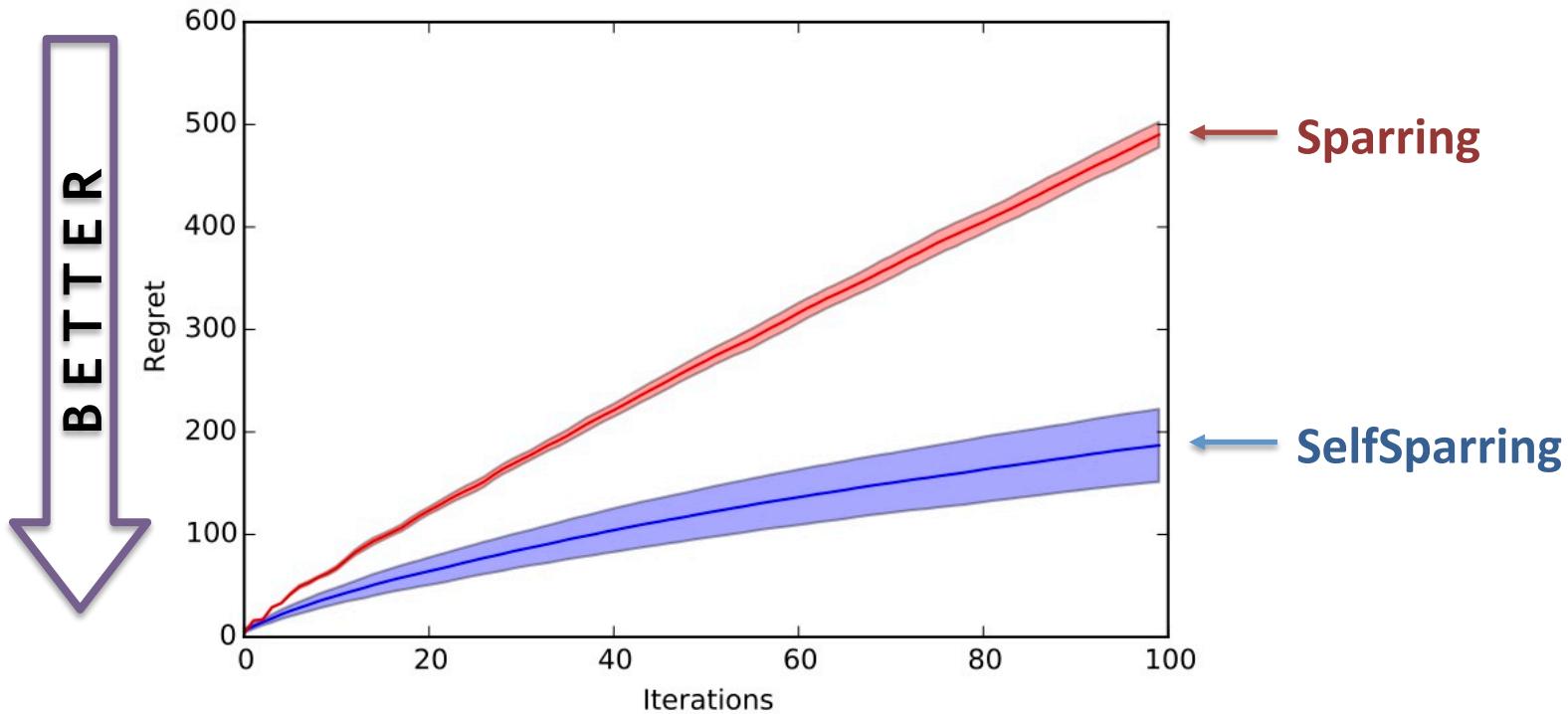


	5	
0		11
	6	
1		12
	7	
2		13
	8	
3		14
	9	
4		15
	10	

# SelfSparring w/ Gaussian Processes

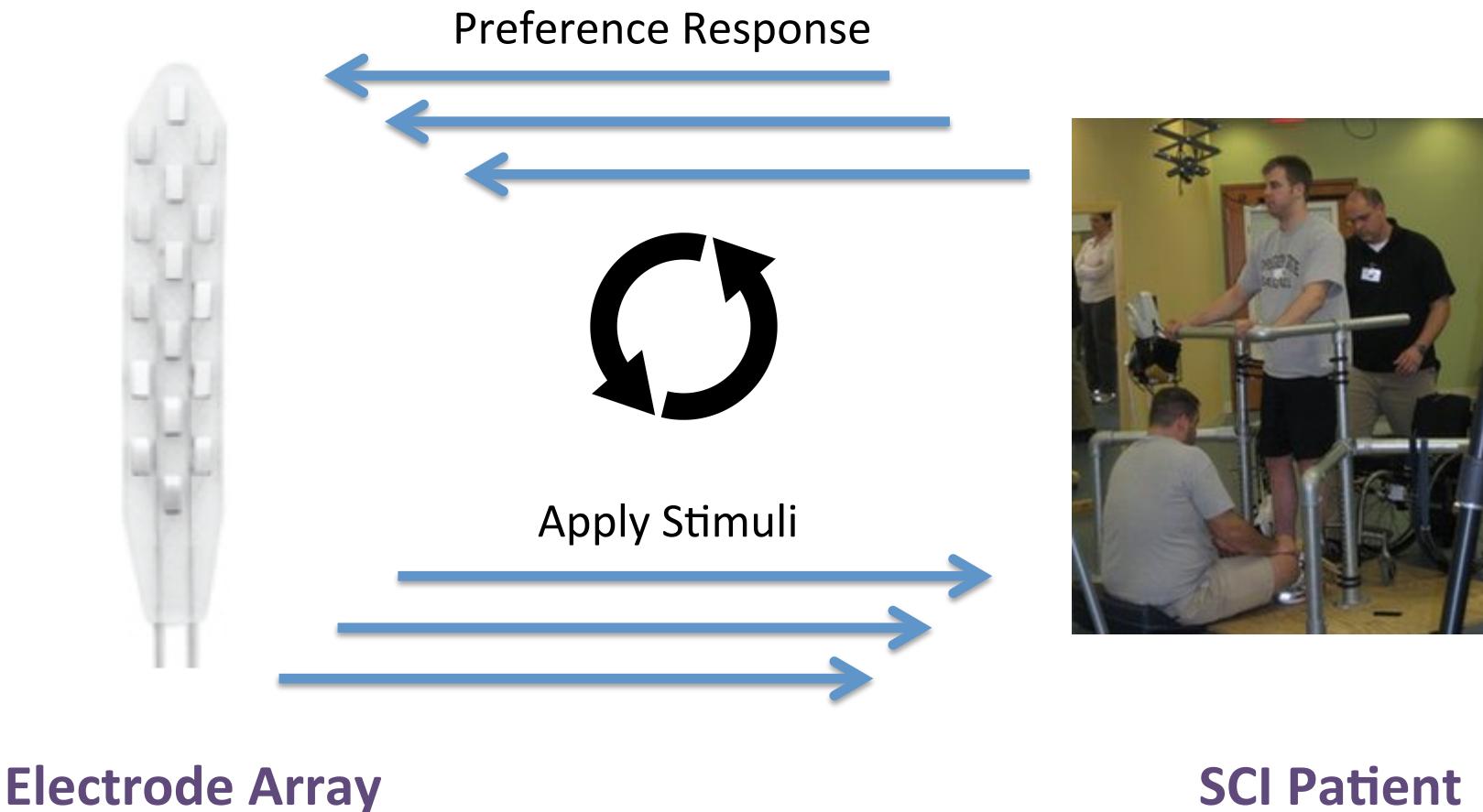
- Maintain Gaussian process prior
  - $f \sim GP(Y)$
  - $f(a) = \text{probability arm } a \text{ beats current distribution}$
- Each time step:
  - Sample  $f \downarrow 1, \dots, f \downarrow M$
  - Choose  $a \downarrow 1, \dots, a \downarrow M$
  - Duel arms, incorporate feedback into  $Y$

# Kernel Multi-Dueling Experiments

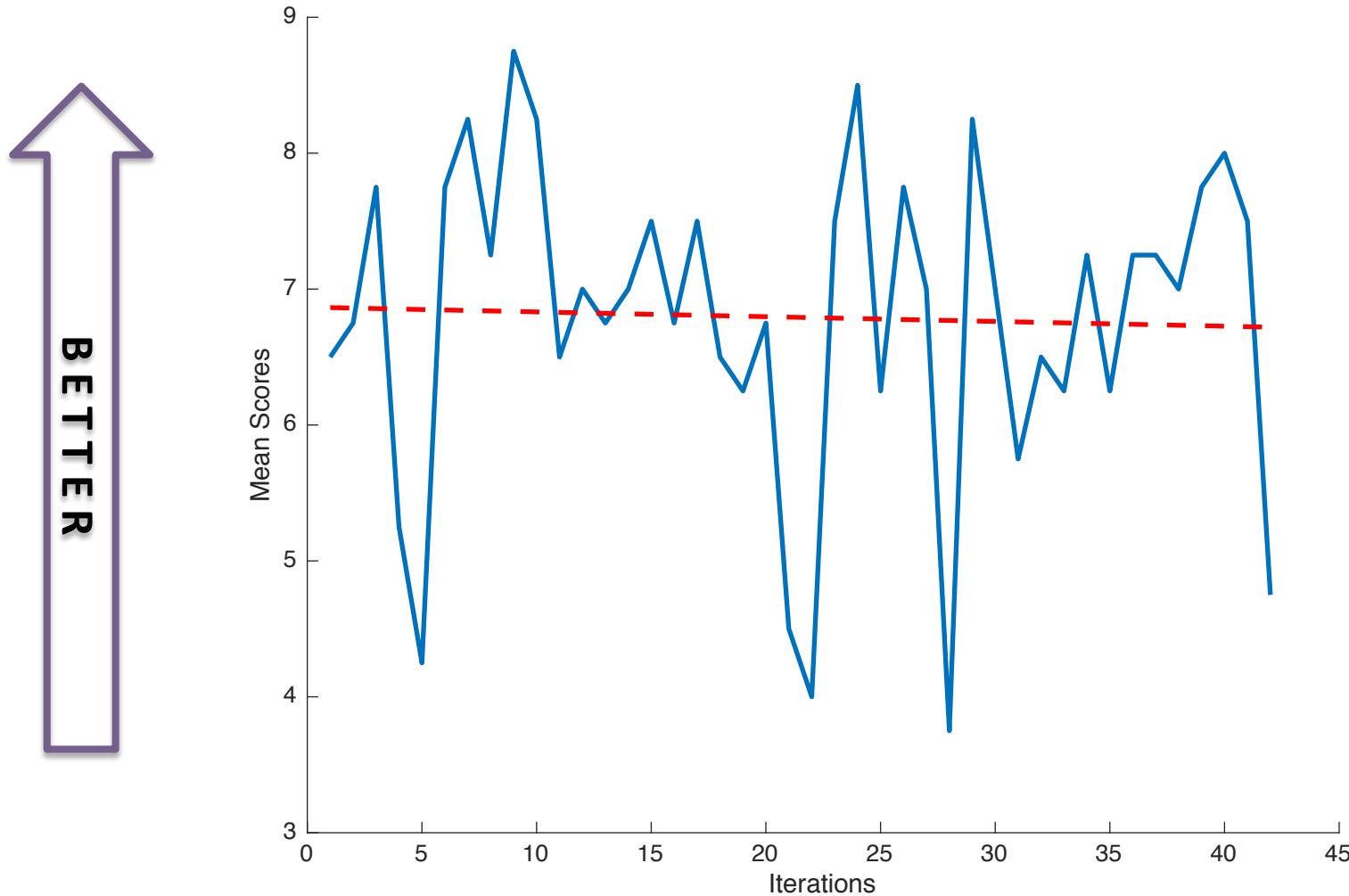


**Multi-dueling Bandits with Dependent Arms**  
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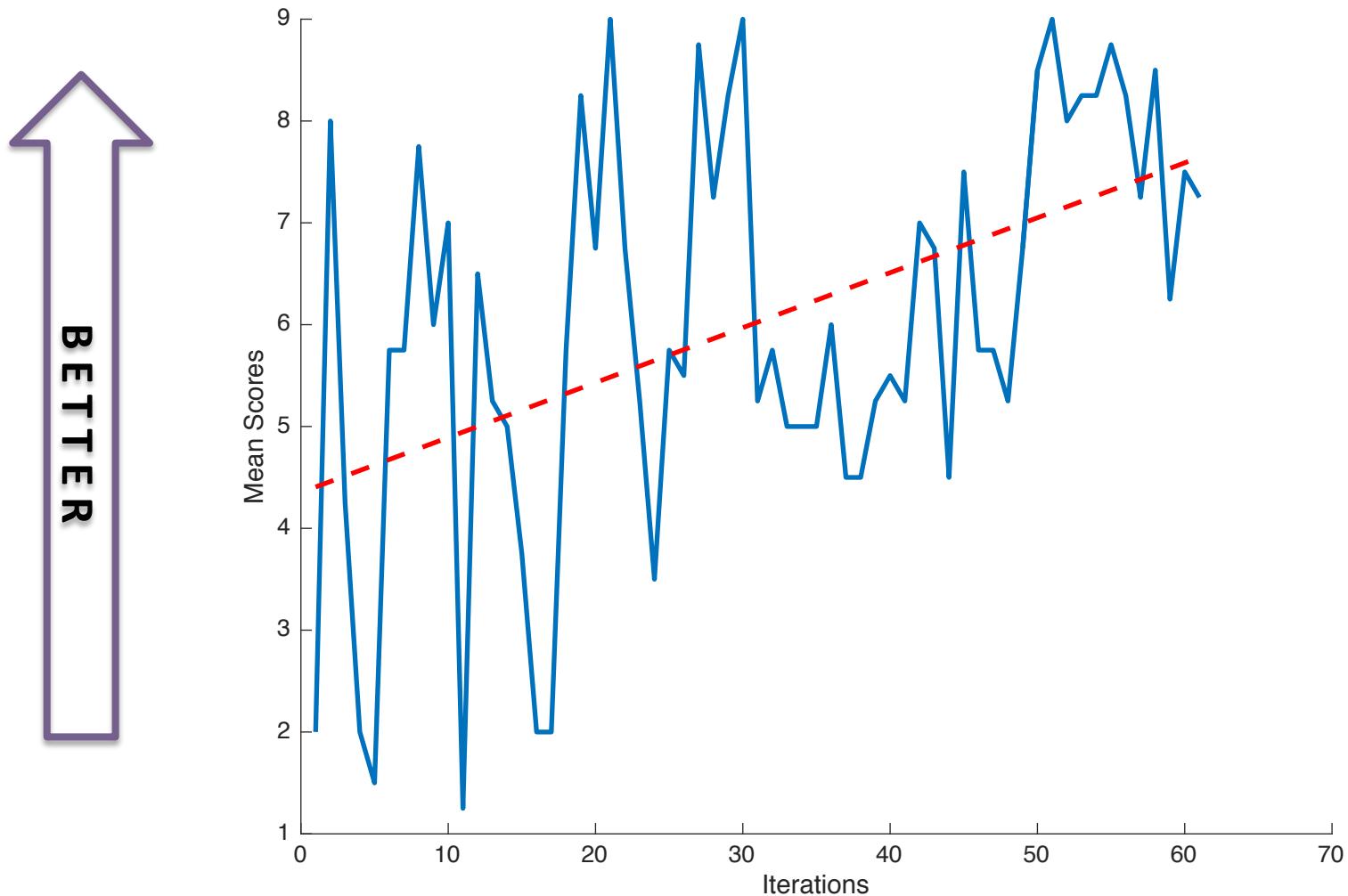
# Back to Motivating Application



# Preliminary Clinical Results: Human



# Preliminary Clinical Results: DB Algorithm



# Summary: Dueling Bandits Problem

- Elicits preference feedback
  - Motivated by human-centric personalization
  - Characterizes explore/exploit tradeoff
- Ongoing research
  - Personalized clinical treatment
  - Dependent arms (regret bound?)
  - Complex dueling mechanisms

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- Multi-dueling Bandits with Dependent Arms**, Yanan Sui, Vincent Zhuang, Joel Burdick, Yisong Yue, (under review)