Confounding-Robust Policy Learning with Human-Al Teams

Mingzhang Yin
Department of Marketing
Artificial Intelligence Academic Initiative
University of Florida

Symposium on Artificial Intelligence in Marketing 2025

Human Systems

- Decision-making data are often collected from human experts
- Customer support system as an example:



Customer Complaint Human Decision Maker Compensation Plan Customer Satisfaction

However, human decisions are time consuming and hard to scale

Automated AI Systems

Many companies adopt AI systems for automated decision-making



- The Al policy $\pi(T \mid X)$ generates treatment / decision T given input features X
- However, Al systems' performance heavily rely on the model assumptions and the training data

Deferral Collaboration of Human-Al

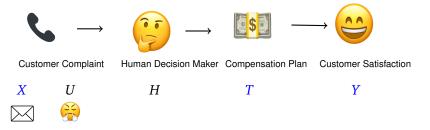
- We build a deferral collaboration system (Madras, Pitassi, and Zemel 2018) to achieve Human-AI complementarity
- Jointly learns:
 - A routing algorithm $\phi(X): X \to [0,1]$ probability of assigning task to a human.
 - An algorithmic policy $\pi(X): X \to \Delta_m$ distribution over m possible treatments.
- An ideal Human-Al system outperforms both human-only and Al-only approaches

Challenges of Information Asymmetry

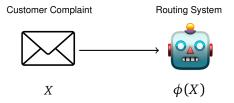
- Human decision-makers usually have access to both recorded information
 (X) and unrecorded information (U)
- Al algorithms are trained only on recorded information (X)
- Example in customer support:
 - X: travel purpose, delay duration, flight experience
 - *U*: caller emotion, travel context nuances
- U leads to unmeasured confounding problem, as it influences both the treatment (Compensation Plan) and the outcome (Customer Satisfaction)
- Goal: design a Human-Al system that is robust to unmeasured U

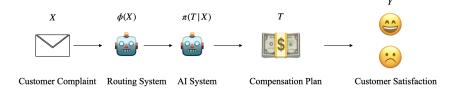
Set-up: Policy Learning with Observational Data

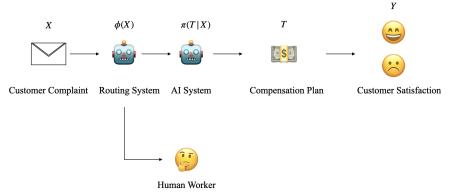
• The data $\{X_i, T_i, Y_i\}_{i=1}^N$ are collected from past decisions by human experts

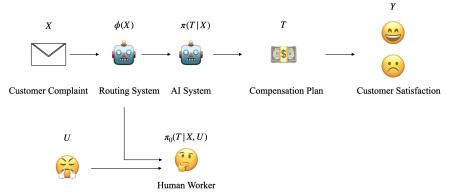


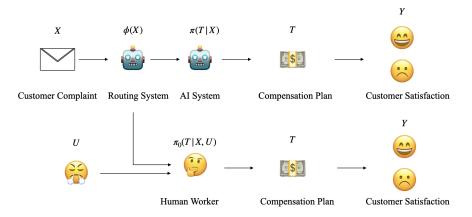
• The treatment is generated by an unknown behavior policy $\pi_0(T \mid X, U) = p(T \mid X, U)$ depending on U

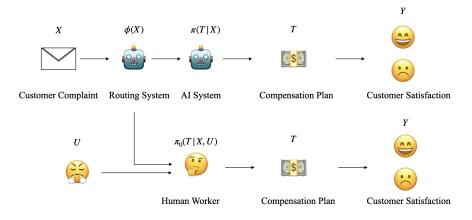












How to optimize both the Routing system $(\phi(X))$ and the AI system $(\pi(T|X))$ on data $\{X_i, A_i, Y_i\}_{i=1}^N$ sampled from the behavior policy $\pi_0(T|X, U)$?

Learning Complementary Policies

If we have access to both recorded X and unobserved U, the system can be optimized by minimizing the policy regret:

$$\min_{\pi,\phi} R(\pi,\phi;\pi_c) = \mathbb{E}\left[\phi(X)(Y+C(X))\right] + \sum_{t=0}^{m-1} \frac{\mathbb{E}\left[\frac{\mathbb{I}(T=t)}{\pi_0(T+X,U)}Y((1-\phi(X))\pi(T\mid X) - \pi_c(t\mid X))\right]}{\mathbb{E}\left[\frac{\mathbb{I}(T=t)}{\pi_0(T\mid X,U)}\right]}$$

↑ Human performance

↑ AI policy performance

- Y: Cost (e.g., dissatisfaction)
- C(X): Cost of using a human decision-maker
- $\phi(X)$: Routing probability to humans
- π: Al policy
- π_c: Baseline policy (e.g., default)
- $\pi_0(T|X,U)$: Behavior policy for data collection

Accounting for Unobserved Confounding

• We adopt the Marginal Sensitivity Model (Tan, 2006) to model confounding:

$$\Gamma^{-1} \leq \frac{(1-\tilde{\pi}_0(T\mid X))\pi_0(T\mid X,U)}{\tilde{\pi}_0(T\mid X)(1-\pi_0(T\mid X,U))} \leq \Gamma$$

- Γ: measures confounding strength obtained from domain knowledge or estimated from data.
- We optimize the Human-AI system by solving a robust min-max problem under this model:

$$\min_{\phi,\pi} \max_{W} \frac{1}{n} \sum_{i=1}^{n} \phi(X_{i})(Y_{i} + C(X_{i})) + \sum_{t=0}^{m-1} \frac{\frac{1}{n} \sum_{i} I(T_{i} = t)[(1 - \phi(X_{i}))\pi(T_{i} \mid X_{i}) - \pi_{c}(T_{i} \mid X_{i})]W_{i}Y_{i}}{\frac{1}{n} \sum_{i} I(T_{i} = t)W_{i}}$$

$$\text{s.t.} \quad 1 + \Gamma^{-1}(\tilde{W}_{i} - 1) \leq W_{i} \leq 1 + \Gamma(\tilde{W}_{i} - 1), \ \tilde{W}_{i} = \tilde{\pi}_{0}(T_{i} \mid X_{i})^{-1}$$

Theoretical Results

What instances should be routed to humans?

• Route to human $(\phi(X) = 1)$ when

$$\mathbb{E}_{U \sim P(U \mid X), T \sim \pi_0(T \mid X, U)} [Y + C(X) \mid X] \leq \mathbb{E}_{T \sim \pi(T \mid X)} [Y \mid X]$$

$$\uparrow \qquad \qquad \uparrow$$
Risk of human utilizing Expected risk of routing

unobserved information U

Expected risk of routing the instance to the AI

- C(X): Human cost on instance X.
- $\phi(X)$: Probability of routing to humans.
- $\pi(T \mid X)$: Probability of AI policy taking action T.
- $\pi_0(T \mid X, U)$: Human's behavior policy.
- Even with infinite data and powerful models, incorporating human judgment still adds value to the system.

Theoretical Results: Improvement Guarantees

Theorem (Informal)

Suppose outcomes and human costs are bounded, and the behavior policy assigns non-negligible probability to all actions. Let Π and Φ be the classes of Al policy and routing policy. Then, with high probability:

$$R(\pi, \phi; \pi_c) \leq \hat{R}_n(\pi, \phi; \pi_c) + \mathcal{O}\left(\frac{1}{\sqrt{n}}\right)$$
 Rademacher complexities terms

- When baseline $\pi_c \in \Pi$, the empirical objective $\hat{R}_n(\pi, \phi; \pi_c)$ is guaranteed to be negative
- For sufficiently large n, the regret is guaranteed to improve over the baseline policy

Synthetic Data:

Data-generating process (Kallus and Zhou 2021):

$$\xi \sim \operatorname{Bern}(0.5), \quad X \sim \mathcal{N}((2\xi - 1)\mu_{X}, I_{5}),$$

$$U = \mathbb{I}[Y(1) < Y(-1)],$$

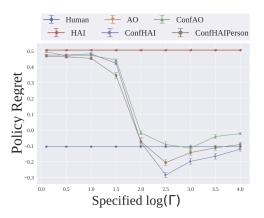
$$Y(t) = \beta^{\top}X + \mathbb{I}[t = 1]\beta_{\text{treal}}^{\top}X + 0.5 \alpha \xi \mathbb{I}[t = 1] + \eta + w\xi + \varepsilon.$$

Parameters (fixed):

$$\beta_{\text{treat}} = [1.5, 1, 1.5, 1, 0.5], \ \mu_x = [1, .5, 1, 0, 1], \ \eta = 2.5, \ \alpha = -2, \ w = 1.5; \\ \beta = [0, .75, .5, 0, 1, 0], \ \varepsilon \sim \mathcal{N}(0, 1).$$

• Nominal propensity $\pi_0(T=1 \mid X) = \sigma(\beta^\top X)$, True propensity $\pi_0(T=1 \mid X, U)$

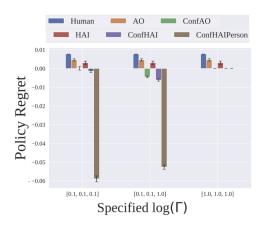
- Compare with the state-of-the-art method in human-Al collaboration assuming unconfoundness (HAI) and policy learning with unobserved confounding (ConfAO).
- With correctly or over specified confounding strength, we observe consistent policy improvement.



Approval of home improvement personal loan (data from LendingClub)

- Observed features: Borrower income, credit utilization, debt-to-income ratio, number of delinquencies, employment length, etc.
- Unrecorded features: Additional information acquired via in-person applicant interactions
- Treatment: Loan approved or denied
- Outcome: Whether the borrower defaulted or repaid

- ConfHAI improves outcomes over Human-only, Algorithm-only, and standard Human-AI models
- Lower loan default rates through robust human-Al task routing



Conclusion

- We propose a novel algorithm for human-Al collaboration robust to unobserved confounding.
- The system leverages human decision-makers who access additional, unrecorded information.
- We provide theoretical guarantees for policy improvement over both algorithm-only and human-only decision-making.
- More experiments, including healthcare applications, are available in the full paper

See: https://ojs.aaai.org/index.php/AAAI/article/view/33559 (AAAI 2025), Joint work with Ruijiang Gao (UT Dallas)

Thank You!