

Carnegie Mellon

School of Computer Science

Deep Reinforcement Learning and Control

Multi-armed bandits

Fall 2021, CMU 10-703

Instructors:

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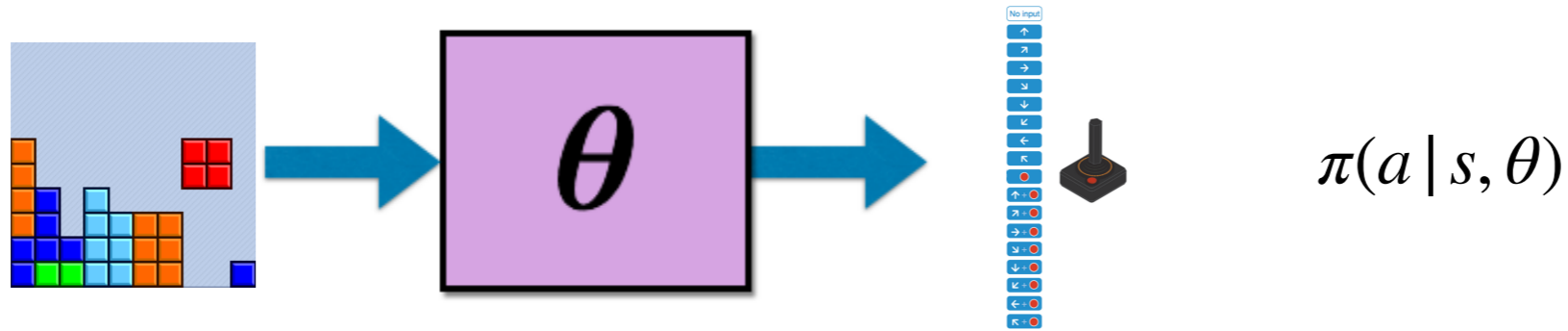
Russ Salakhutdinov



Used Materials

- Disclaimer: Some material and slides for this lecture were borrowed from Rich Sutton's lecture on multi-armed bandits.

LL: Reinforcement Learning



Given an initial state distribution $\mu_0(s_0)$, estimate parameters θ of a policy π_θ so that, the trajectories τ sampled from this policy have maximum returns, i.e., sum of rewards $R(\tau)$.

$$\max_{\theta} . \quad U(\theta) = \mathbb{E}_{\tau \sim \pi_\theta} [R(\tau) | \pi_\theta, \mu_0(s_0)]$$

τ : trajectory, a sequence of state, action, rewards, a game fragment or a full game:

$$\tau : s_0, a_0, r_0, s_1, a_1, r_1, s_2, a_2, r_2, \dots, s_T, a_T, r_T$$

$R(\tau)$: reward of a trajectory: (discounted) sum of the rewards of the individual state/actions

$$R(\tau) = \sum_{t=1}^T r_t$$

This lecture - Motivation

Learning to act in a non-sequential (single action) setups:

- Each action results in an **immediate** reward.
- We want to choose actions that maximize our immediate reward in expectation.
 - Q: Why in expectation?
 - A: Because rewards are not deterministic.
- For example, displaying an advertisement can generate different click rates in different days. Actions: the advertisements to be displayed, Rewards: the user click rate. We want to pick the advertisement that maximizes the click rate on average

Multi-Armed Bandits

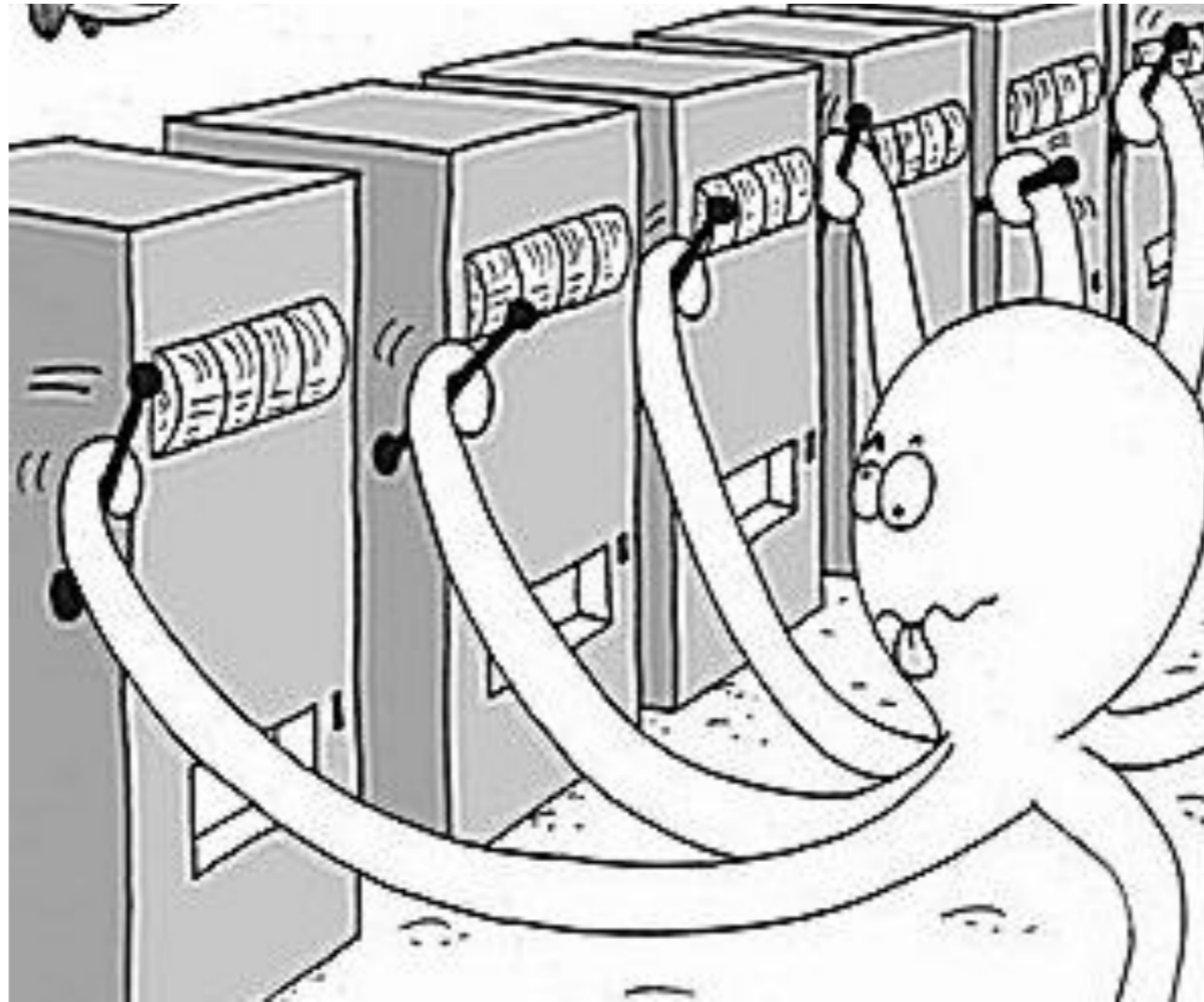
One-armed bandit= Slot machine (English slang)



source: infoslotmachine.com

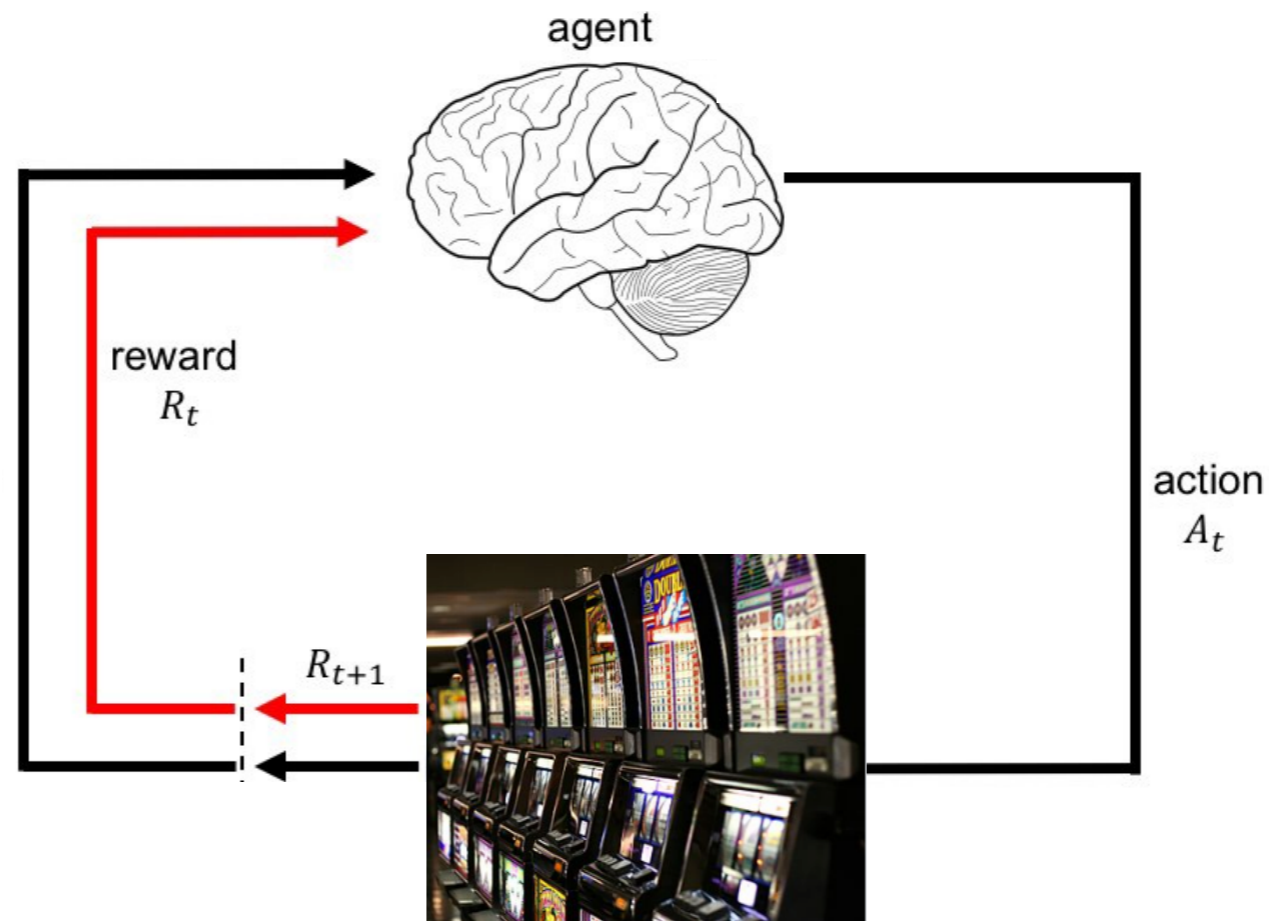
Multi-Armed Bandits

Multi-Armed bandit = Multiple Slot Machine



source: Microsoft Research

Multi-Armed Bandits



$$A_t, R_{t+1}, A_{t+1}, R_{t+2}, A_{t+2}, A_{t+3}, R_{t+3}, \dots$$

The state does not change! (a.k.a. stateless)

Multi-Armed Bandit Problem

At each timestep t the agent chooses one of the K arms and plays it.

The k th arm produces reward $r_{k,t}$ when played at timestep t .

The rewards $r_{k,t}$ are drawn from a probability distribution \mathcal{P}_k with mean μ_k .

The agent does not know neither the full arm reward distributions neither their means.



source: Pandey et al.'s slide

Agent's Objective: Maximize cumulative rewards (over a finite or infinite horizon).

I can maximize cumulative rewards over a finite or infinite horizon if i just play **the arm with the highest mean reward μ_k** each time. (but i do not know those..)

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source: Pandey et al.'s slide

Definition: The **action-value** for action a (here arm k) is **its mean reward**:

$$q_*(a) \doteq \mathbb{E}[R_t | A_t = a]$$

The Exploration/Exploitation Dilemma

- Suppose you form estimates

$$Q_t(a) \approx q_*(a), \quad \forall a \quad \text{action-value estimates}$$

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If $A_t \neq A_t^*$ then you are exploring

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If $A_t \neq A_t^*$ then you are exploring
- You can't do both, but you need to do both
- You can never stop exploring, but maybe you should explore less with time.

Exploration vs Exploitation Dilemma

- Online decision-making involves a fundamental choice:
 - **Exploitation**: Make the best decision given current information
 - **Exploration**: Gather more information
- The best long-term strategy may involve **short-term sacrifices**
- Gather enough information to make the best overall decisions

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 - **Exploration**: Gather more information
- The best long-term strategy may involve **short-term sacrifices**
- Gather enough information to make the best overall decisions
- The exploration/exploitation dilemma is not a problem encountered in computational RL or deep RL: It is a fundamental problem in decision making of any intelligent agent.

Exploration vs. Exploitation Dilemma

- Restaurant Selection
 - **Exploitation**: Go to your favorite restaurant
 - **Exploration**: Try a new restaurant
- Oil Drilling
 - **Exploitation**: Drill at the best known location
 - **Exploration**: Drill at a new location
- Game Playing
 - **Exploitation**: Play the move you believe is best
 - **Exploration**: Play an experimental move

Example: Bernoulli Bandits

Recall: The Bernoulli distribution is the discrete probability distribution of a random variable which takes the value 1 with probability p and the value 0 with probability $q=1-p$, that is, the probability distribution of any single experiment that asks a yes–no question.

- Each action (arm when played) results in success or failure, **rewards are binary**.
- Mean reward for each arm represents the probability of success.
- Action (arm) $k \in \{1 \dots K\}$ produces a success with probability $\theta_k \in [0,1]$.



θ_1

win 0.6
of time



θ_2

win 0.4
of time



θ_3

win 0.45
of time

Real world motivation: content presentation

We have two variations of content of a webpage, A and B, and we want to decide which one to display to engage more users.

- Two arm bandits: each arm corresponds to a content variation shown to users (not necessarily the same user).
- Reward: 1 if the user clicks, 0 otherwise.
- Mean reward (success probability) for each invitation: the click-through-rate, the percentage of users that would click on it

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Your chance to meet the President

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DINNER WITH BARACK

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We'll cover your airfare.

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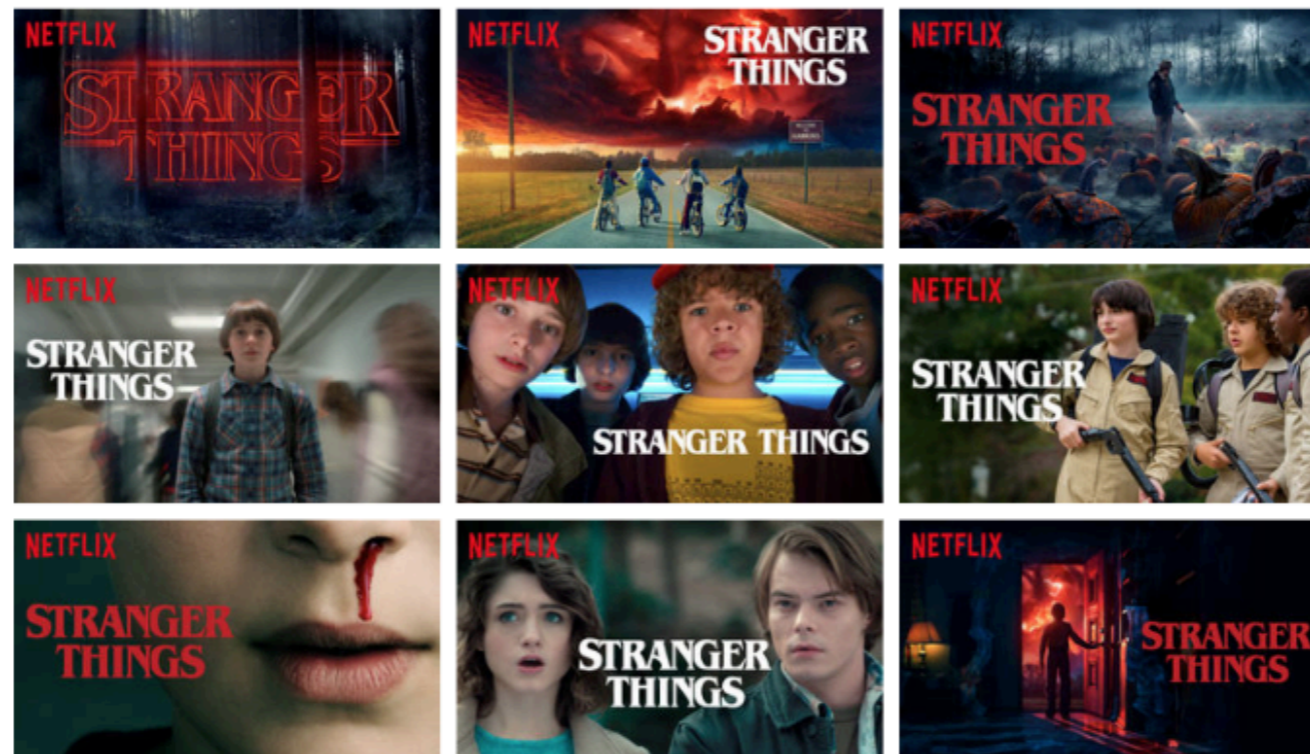
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Real world motivation: NETFLIX artwork

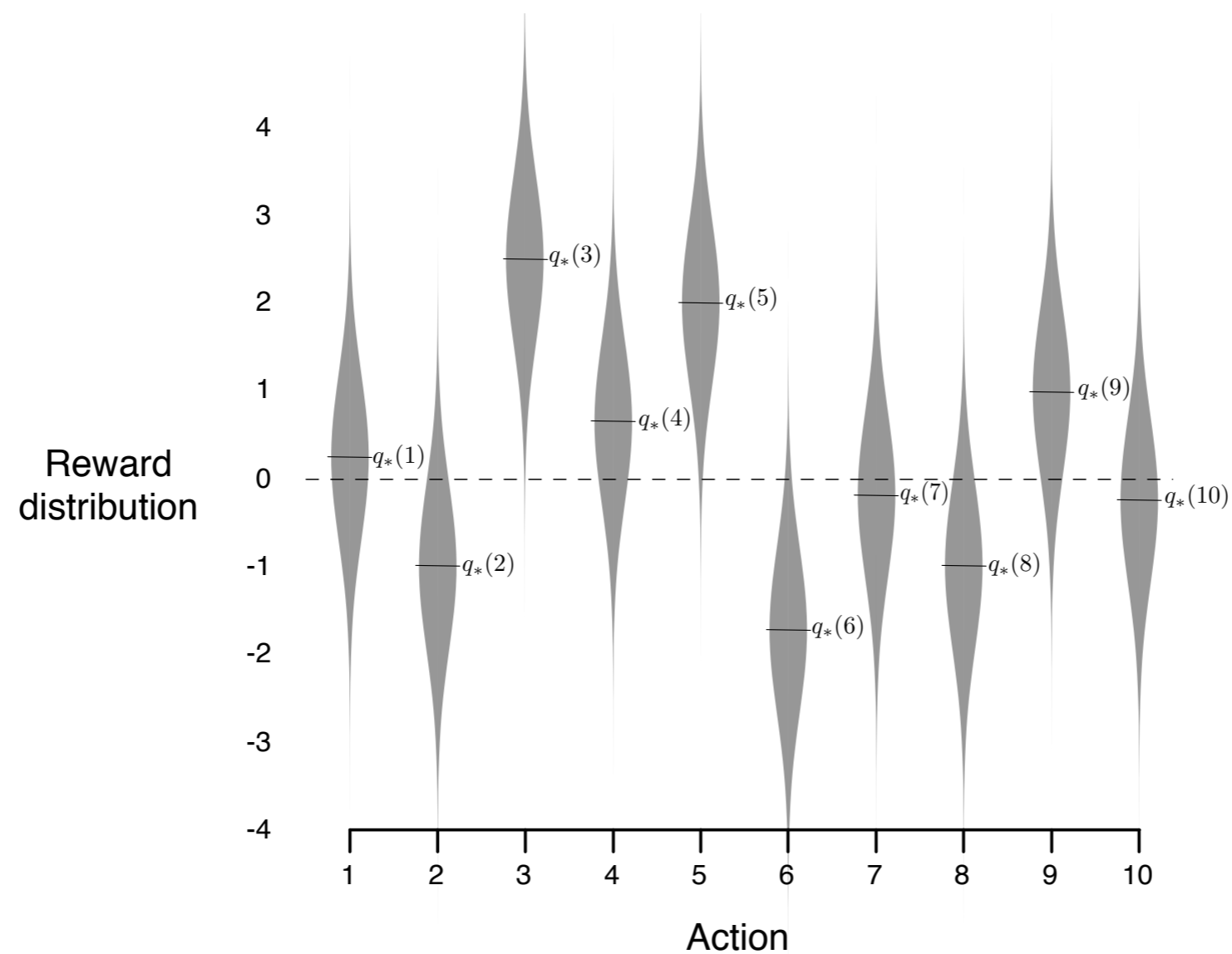
For a particular movie, we want to decide what image to show (to all the NETFLIX users)

- Actions: uploading one of the K images to a user's home screen
- Reward: 1 if the user clicks and watches, 0 otherwise.
- Mean reward (success probability) for each image: the percentage of users that clicked and watched (quality engagement, not clickbait)



Example: Gaussian Bandits

- Each action (arm when played) results in a **real number**.
- Action (arm) $k \in \{1 \dots K\}$ produces on average reward equal to the mean of its Gaussian distribution.



Regret

- The **action-value** is the mean reward for action a ,

$$q_*(a) \doteq \mathbb{E}[R_t | A_t = a], \quad \forall a \in \{1, \dots, k\}$$

- The **optimal value** is

$$v_* = q(a^*) = \max_{a \in \mathcal{A}} q_*(a)$$

- The **regret** is the opportunity loss for one step. For an algorithm that selects action a_t at timestep t it reads:

$$I_t = \mathbb{E}[v_* - q_*(a_t)] \quad \text{reward} = - \text{regret}$$

- The **total regret** is the total opportunity loss

$$L_T = \mathbb{E} \left[\sum_{t=1}^T v_* - q_*(a_t) \right]$$

- Maximize cumulative expected reward = minimize total regret

Regret

- The **count** $N_t(a)$: the number of times that action a has been selected prior to time t
- The **gap** Δa is the difference in value between action a and optimal action a_* : $\Delta_a = v_* - q_*(a)$
- Regret is a function of gaps and the counts

$$\begin{aligned} L_T &= \mathbb{E} \left[\sum_{t=1}^T v_* - q_*(a_t) \right] \\ &= \sum_{a \in \mathcal{A}} \mathbb{E}[N_t(a)](v_* - q_*(a)) \\ &= \sum_{a \in \mathcal{A}} \mathbb{E}[N_t(a)] \Delta_a \end{aligned}$$

Forming Action-Value Estimates

- To simplify notation, let us focus on one action
 - We consider only its rewards, and its estimate after $n-1$ rewards:

$$Q_n \doteq \frac{R_1 + R_2 + \cdots + R_{n-1}}{n - 1}$$

- How can we do this incrementally (without storing all the rewards)?
- Could store a running sum and count (and divide), or equivalently:

$$Q_{n+1} = Q_n + \frac{1}{n} [R_n - Q_n]$$

- This is a standard form for learning/update rules:

$$\textit{NewEstimate} \leftarrow \textit{OldEstimate} + \textit{StepSize} \left[\textit{Target} - \textit{OldEstimate} \right]$$

Forming Action-Value Estimates

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$$Q_{n+1} = Q_n + \frac{1}{n} [R_n - Q_n]$$

- This is a standard form for learning/update rules: error

$$NewEstimate \leftarrow OldEstimate + StepSize \left[Target - OldEstimate \right]$$

Derivation of incremental update

$$Q_n \doteq \frac{R_1 + R_2 + \cdots + R_{n-1}}{n-1}$$

$$\begin{aligned} Q_{n+1} &= \frac{1}{n} \sum_{i=1}^n R_i \\ &= \frac{1}{n} \left(R_n + \sum_{i=1}^{n-1} R_i \right) \\ &= \frac{1}{n} \left(R_n + (n-1) \frac{1}{n-1} \sum_{i=1}^{n-1} R_i \right) \\ &= \frac{1}{n} \left(R_n + (n-1) Q_n \right) \\ &= \frac{1}{n} \left(R_n + n Q_n - Q_n \right) \\ &= Q_n + \frac{1}{n} \left[R_n - Q_n \right], \end{aligned}$$

Non-stationary bandits

- Suppose the true action values change slowly over time
 - then we say that the problem is nonstationary
- In this case, sample averages are not a good idea
 - Why?

Non-stationary bandits

- Suppose the true action values change slowly over time
 - then we say that the problem is nonstationary
- In this case, sample averages are not a good idea
- Better is an “exponential, recency-weighted average”:

$$\begin{aligned} Q_{n+1} &\doteq Q_n + \alpha \left[R_n - Q_n \right] \\ &= (1 - \alpha)^n Q_1 + \sum_{i=1}^n \alpha (1 - \alpha)^{n-i} R_i, \end{aligned}$$

where $\alpha \in (0,1]$ and constant

The smaller the i , the smaller $(1 - \alpha)^{n-i} \rightarrow$ forgetting earlier rewards

Action selection in multi-armed bandits

Fixed exploration period + Greedy

1. Allocate a fixed time period to exploration when you try bandits **uniformly at random**

2. Estimate mean rewards for all actions: $Q_t(a) = \frac{1}{N_t(a)} \sum_{i=1}^{t-1} r_i \mathbf{1}(A_i = a)$

3. Select the action that is optimal for the estimated mean rewards, breaking ties at random: $a_t = \operatorname{argmax}_{a \in \mathcal{A}} Q_t(a)$

4. GOTO 2

Fixed exploration period + Greedy

- After the fixed exploration period we have formed the following reward estimates



$$Q_t(a_1) = 0.3$$



$$Q_t(a_2) = 0.5$$



$$Q_t(a_3) = 0.1$$

Q1: Will the greedy method always pick the second action?

Q2: Can greedy lock onto a suboptimal action forever?

⇒ Greedy has linear total regret

ϵ -Greedy Action Selection

- In greedy action selection, you always exploit
- In ϵ -greedy, you are usually greedy, but with probability ϵ you instead pick an action at random (possibly the greedy action again)
- This is perhaps the simplest way to balance exploration and exploitation

ϵ -Greedy Action Selection

A simple bandit algorithm

Initialize, for $a = 1$ to k :

$$Q(a) \leftarrow 0$$

$$N(a) \leftarrow 0$$

Repeat forever:

$$A \leftarrow \begin{cases} \arg \max_a Q(a) & \text{with probability } 1 - \epsilon \quad (\text{breaking ties randomly}) \\ \text{a random action} & \text{with probability } \epsilon \end{cases}$$

$$R \leftarrow \text{bandit}(A)$$

$$N(A) \leftarrow N(A) + 1$$

$$Q(A) \leftarrow Q(A) + \frac{1}{N(A)} [R - Q(A)]$$

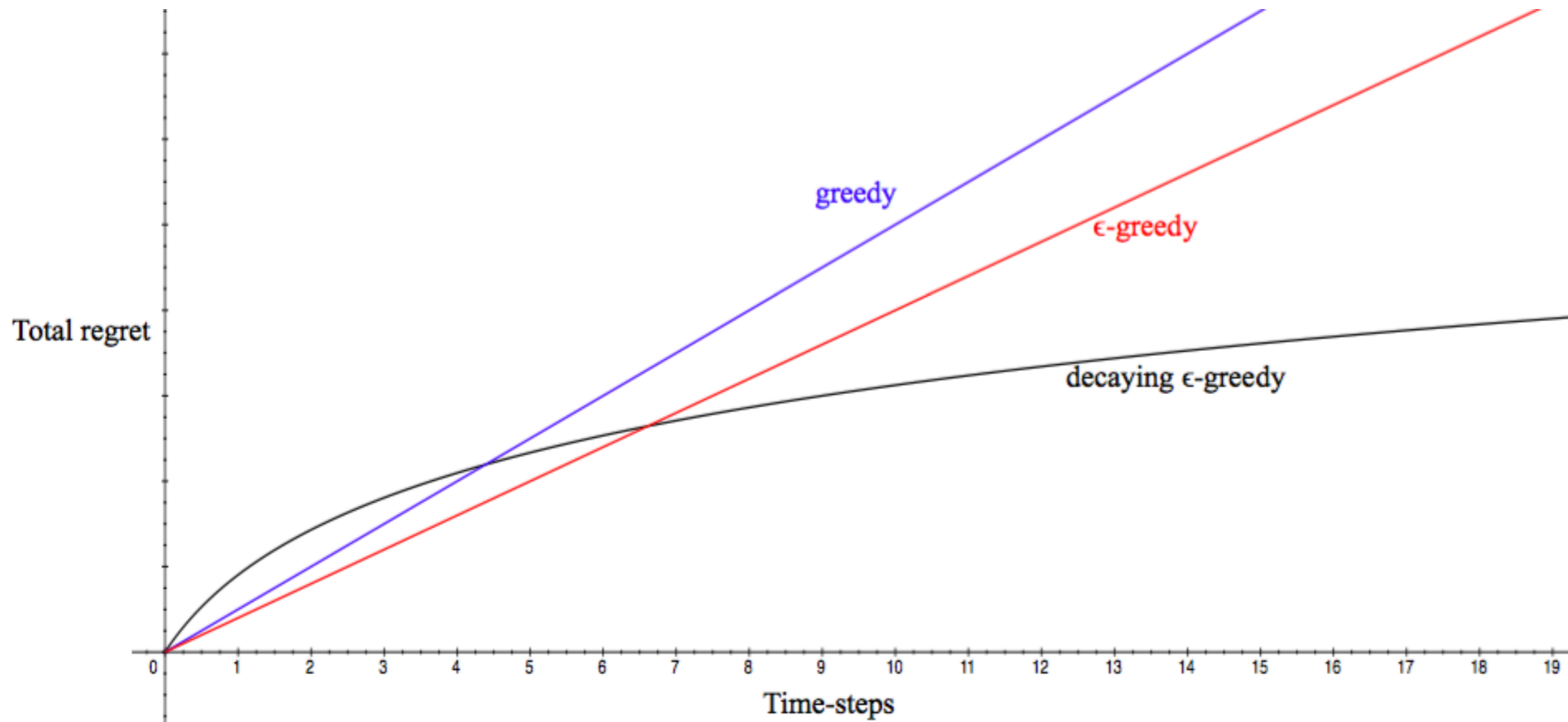
ϵ -Greedy Algorithm

- The ϵ -greedy algorithm continues to explore forever
 - With probability $1 - \epsilon$ select $a_t = \operatorname{argmax}_{a \in \mathcal{A}} Q_t(a)$
 - With probability ϵ select a random action (independent of its Q estimate)
- Constant ϵ ensures **minimum regret**

$$I_t \geq \frac{\epsilon}{|\mathcal{A}|} \sum_{a \in \mathcal{A}} \Delta_a$$

- \Rightarrow ϵ -greedy has linear total regret

Counting Regret

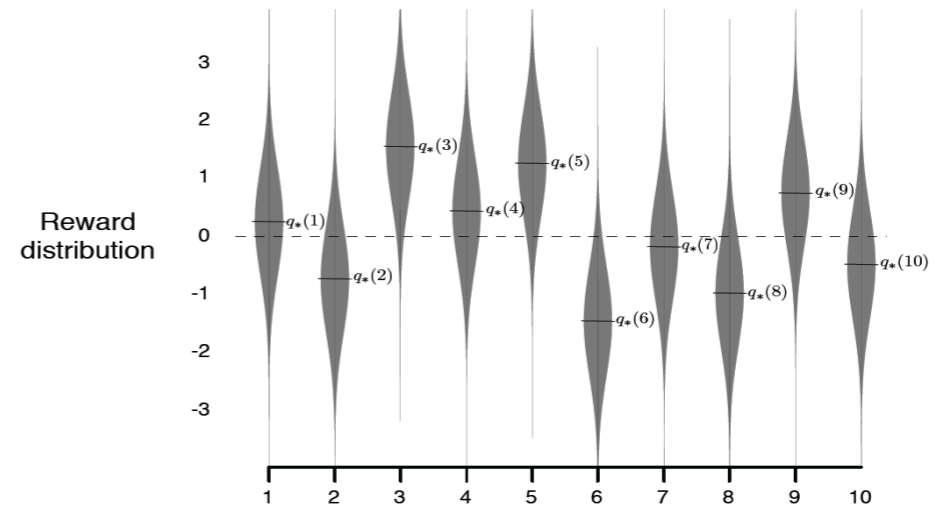


- If an algorithm forever explores it will have linear total regret
- If an algorithm never explores it will have linear total regret

Average reward for three algorithms

We sample 10 arm bandits instantiations:

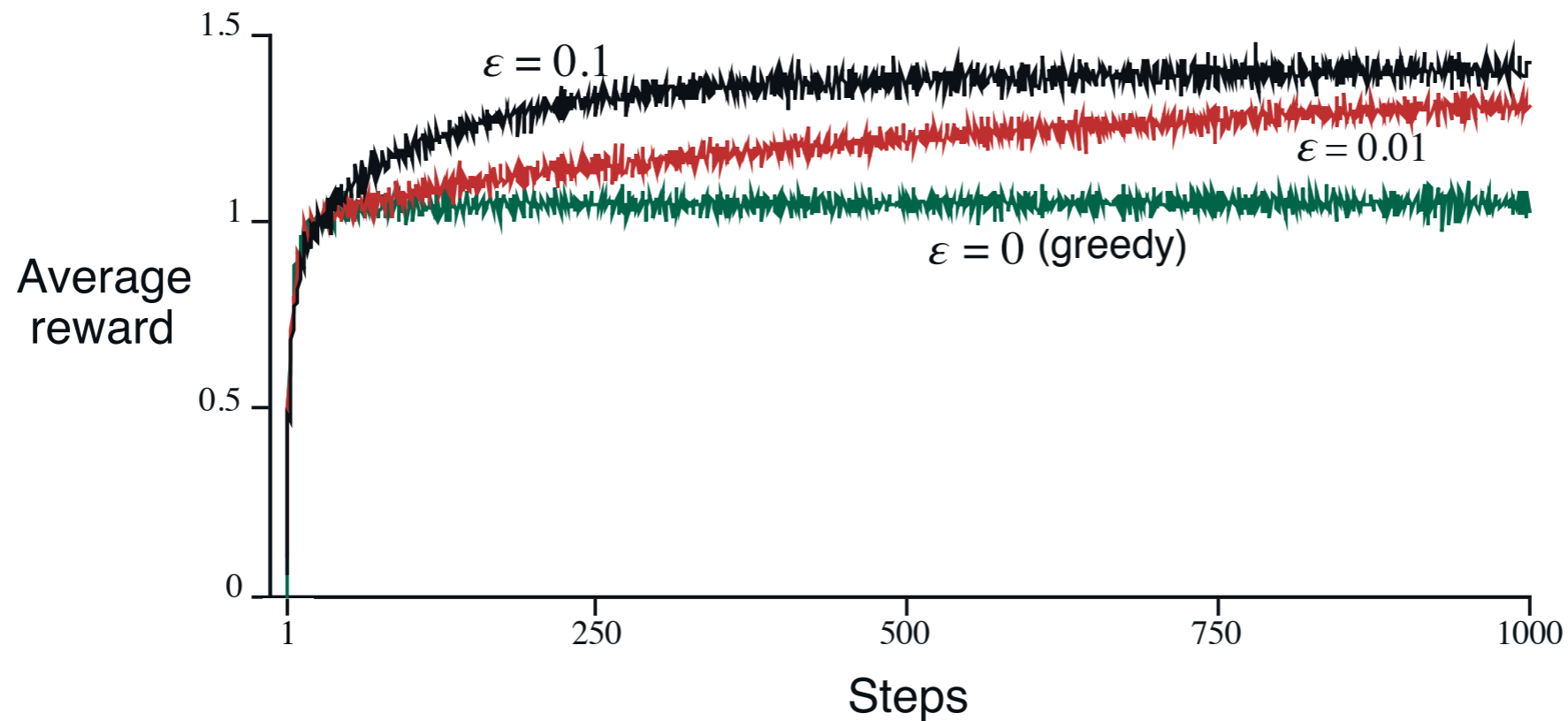
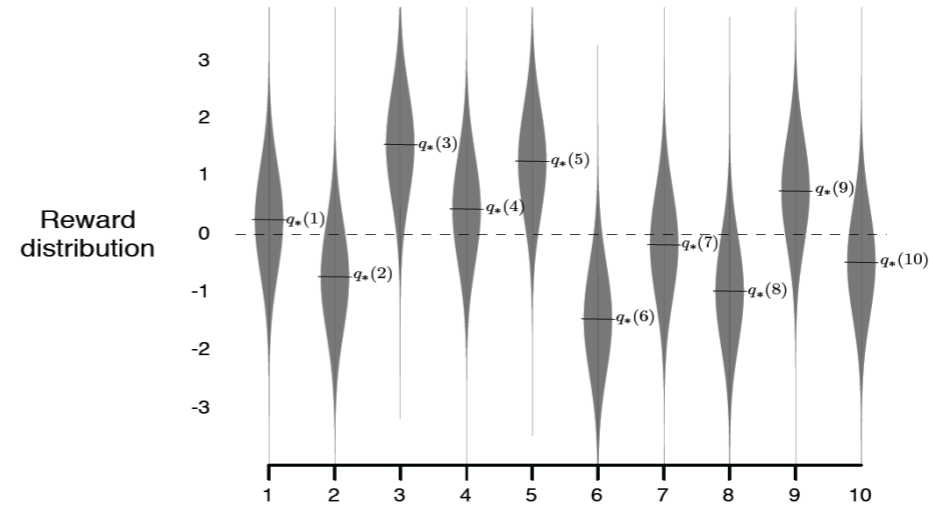
$$q_*(a) \sim \mathcal{N}(0, 1)$$
$$R_t \sim \mathcal{N}(q_*(a), 1)$$



Average reward for three algorithms

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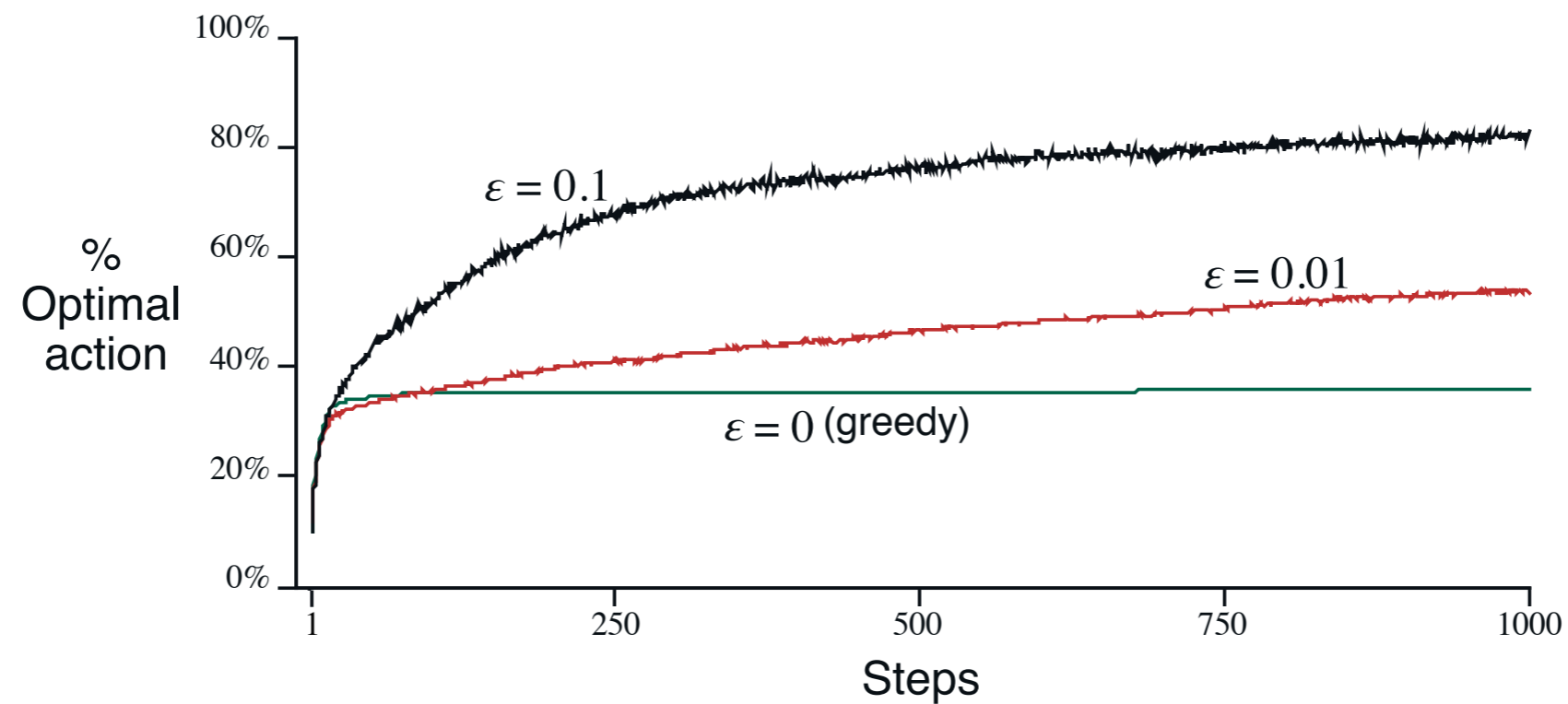
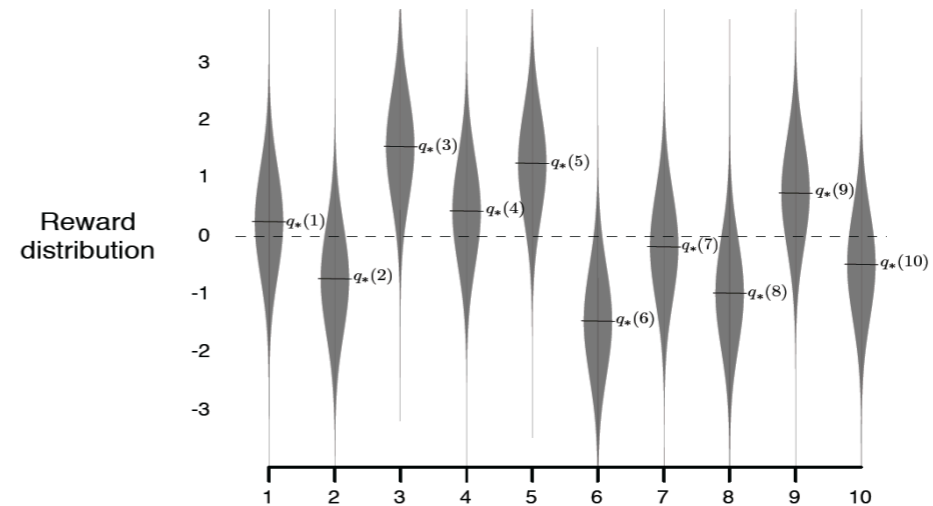


Q: In the limit (after infinite number of steps), which method will result in the largest average reward?

Optimal action for three algorithms

We sample 10 arm bandits instantiations:

$$q_*(a) \sim \mathcal{N}(0, 1)$$
$$R_t \sim \mathcal{N}(q_*(a), 1)$$

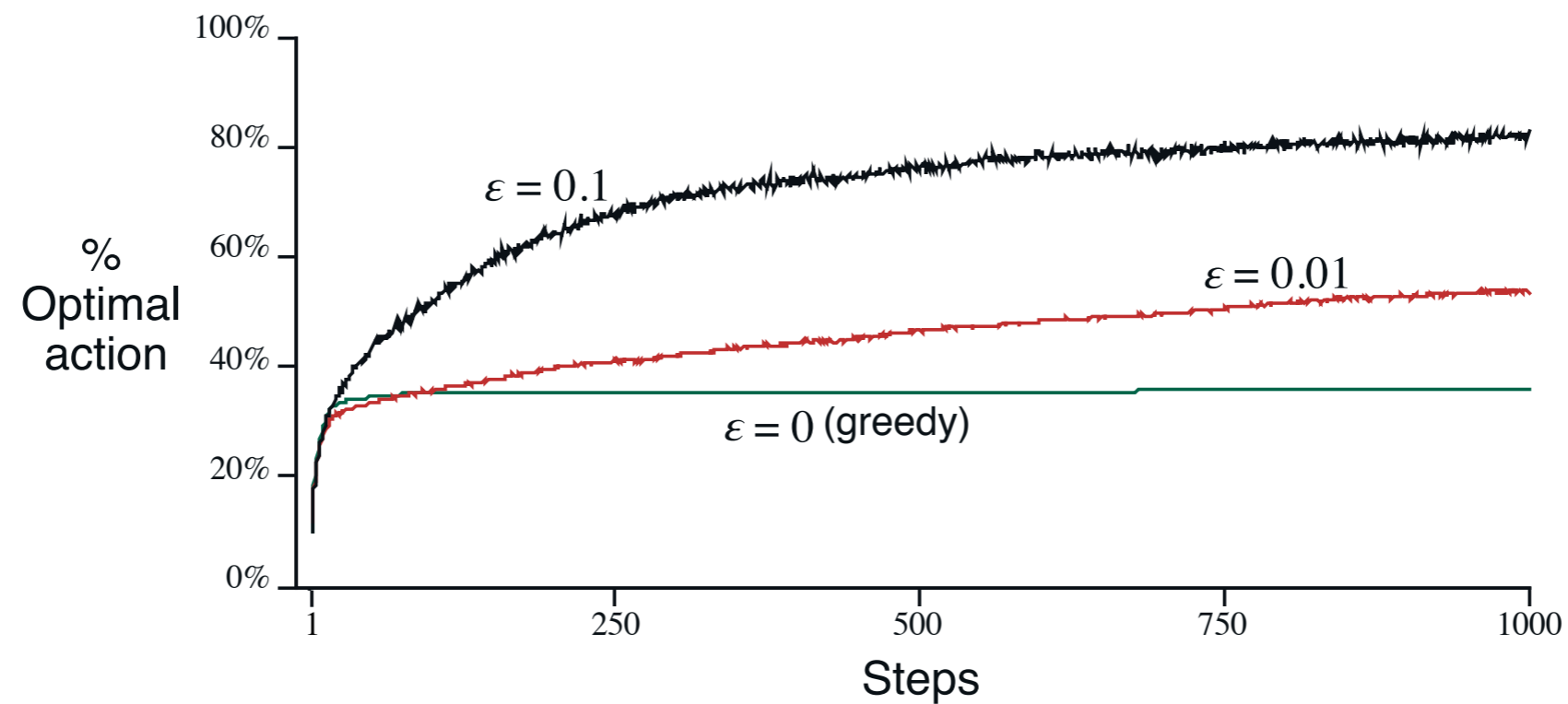
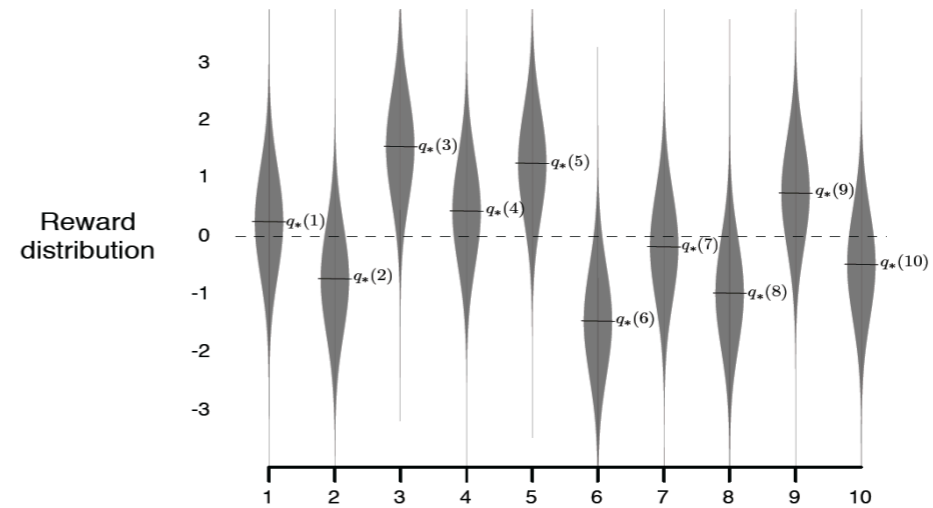


Q: Which method will find the optimal action in the limit?

Optimal action for three algorithms

We sample 10 arm bandits instantiations:

$$q_*(a) \sim \mathcal{N}(0, 1)$$
$$R_t \sim \mathcal{N}(q_*(a), 1)$$



Q: Does the performance of those methods depend on the initialization of the action value estimates?

Optimistic Initialization

- Simple and practical ideas: initialise $Q(a)$ to a high value
- Update action value by incremental Monte-Carlo evaluation
- Starting with $N(a) > 0$,

$$Q_t(a_t) = Q_{t-1}(a_t) + \frac{1}{N_t(a_t)} \left(r_t - Q_{t-1}(a_t) \right)$$

just an incremental estimate of sample mean, including one 'hallucinated' initial optimistic value

- Encourages systematic exploration early on
- But optimistic greedy can still lock onto a suboptimal action if rewards are stochastic.

Optimistic Initial Values

We initialize with the following reward estimates for Bernoulli bandits



$$Q_t(a_1) = 1$$



$$Q_t(a_2) = 1$$



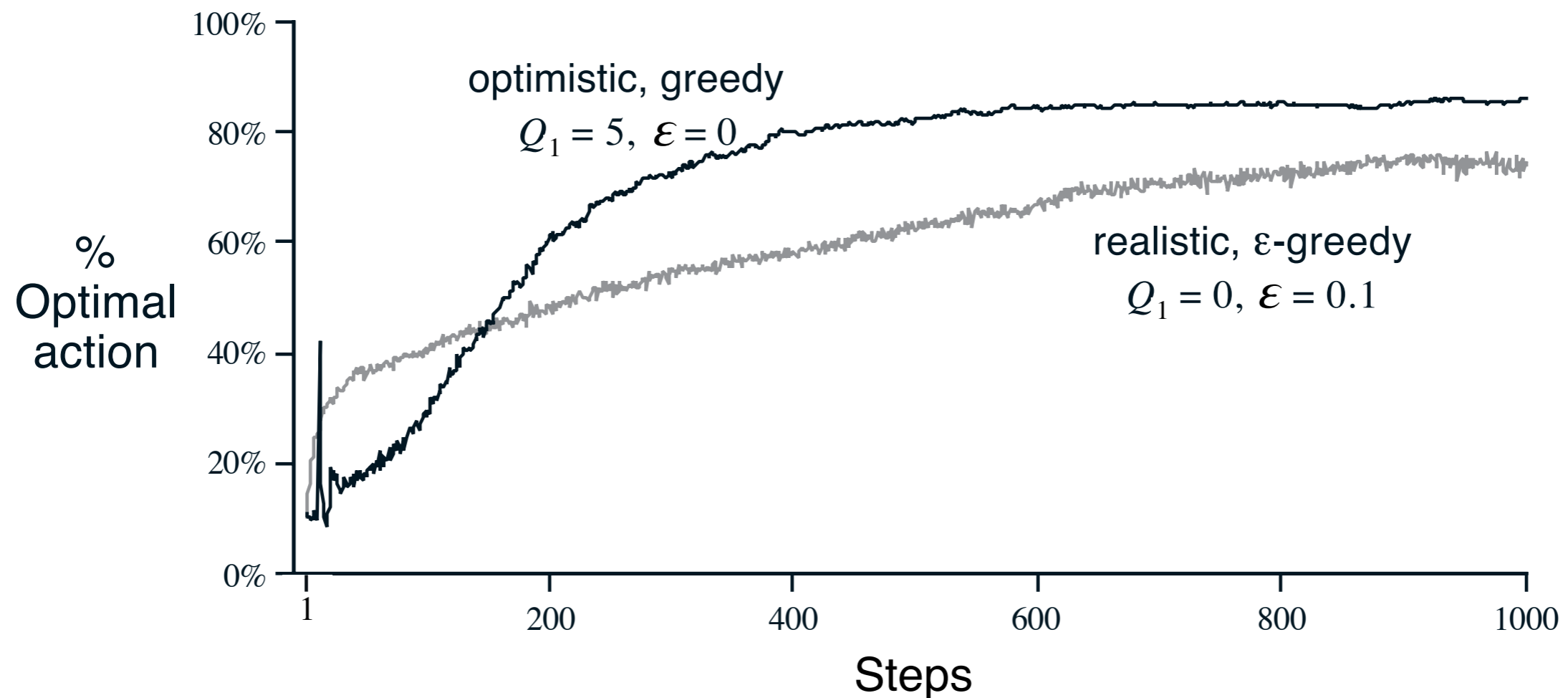
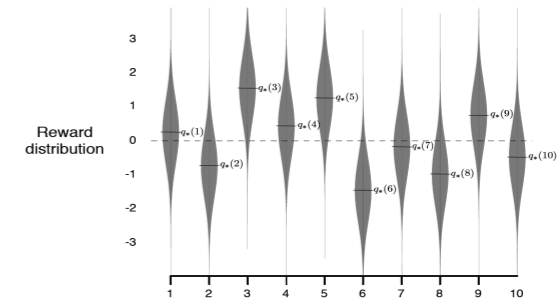
$$Q_t(a_3) = 1$$

Q: When it is possible that greedy action selection will not try out all the actions?

Optimistic Initial Values

- Suppose we initialize the action values optimistically ($Q_1(a) = 5$), e.g., on the 10-armed testbed

$$q_*(a) \sim \mathcal{N}(0, 1)$$
$$R_t \sim \mathcal{N}(q_*(a), 1)$$



Achieving sub-linear total regret

We need to reason about **uncertainty** of our action value estimates



1000 pulls,
600 wins
 $Q_t(a_1)=0.6$



1000 pulls,
400 wins
 $Q_t(a_2)=0.4$



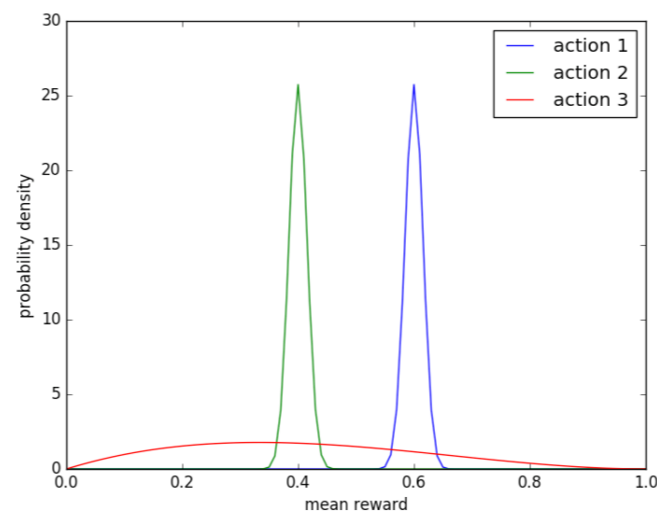
10 pulls,
4 wins
 $Q_t(a_1)=0.4$

Epsilon-greedy

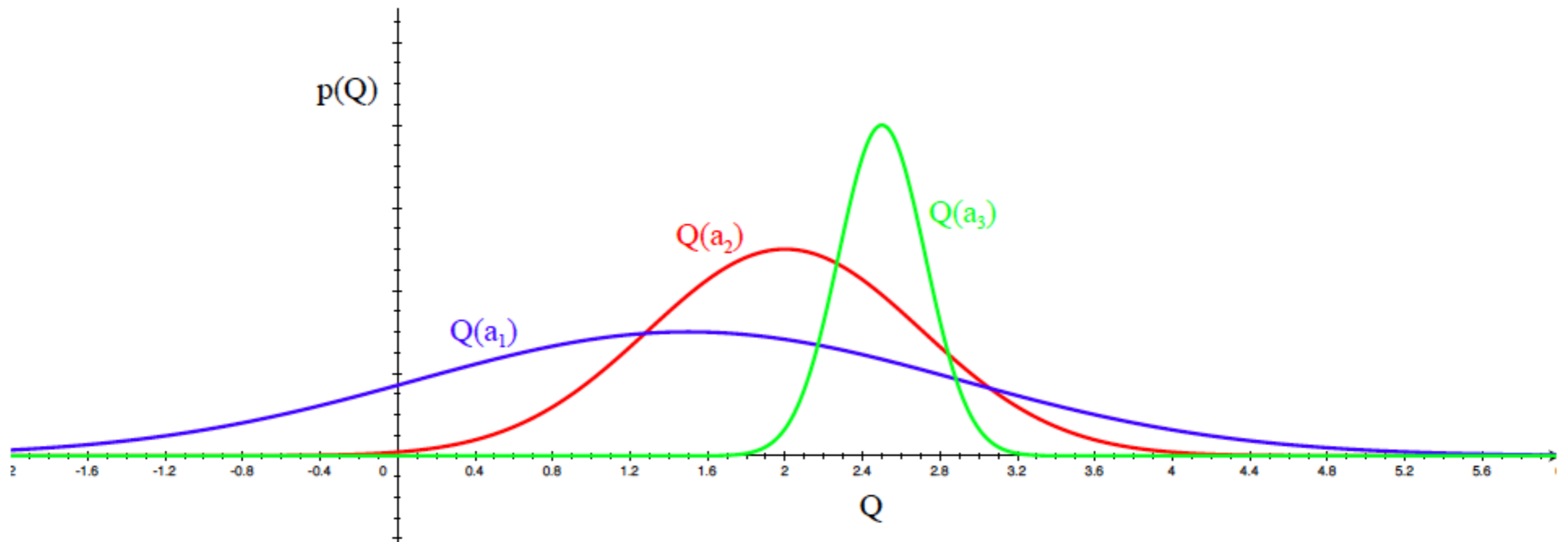
Repeat forever:

$$A \leftarrow \begin{cases} \arg \max_a Q(a) & \text{with probability } 1 - \varepsilon \quad (\text{breaking ties randomly}) \\ \text{a random action} & \text{with probability } \varepsilon \end{cases}$$
$$R \leftarrow \text{bandit}(A)$$
$$N(A) \leftarrow N(A) + 1$$
$$Q(A) \leftarrow Q(A) + \frac{1}{N(A)} [R - Q(A)]$$

The problem with using mean estimates is that we do not reason about **uncertainty** of those estimates.

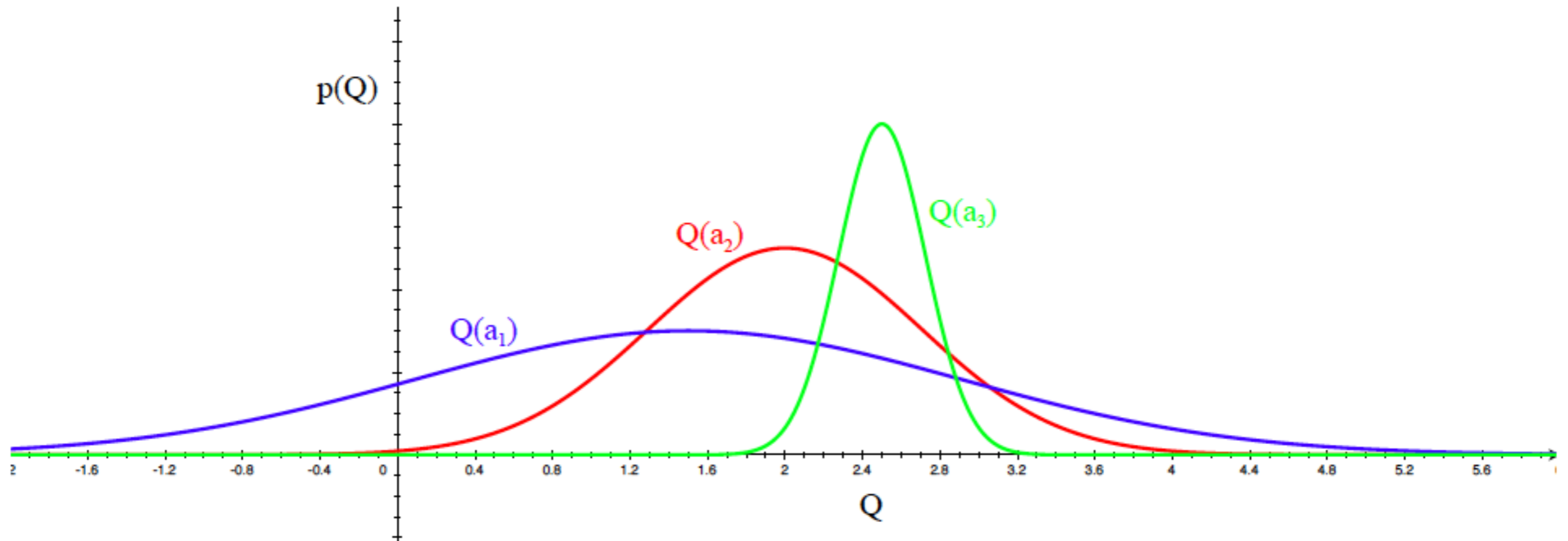


Uncertainty guides Exploration



- The more **uncertain** we are about an action-value
- The more important it is to explore that action
- It could turn out to be the best action

Uncertainty guides Exploration



- We are then less uncertain about the value
- And more likely to pick another action
- Until we converge to the best action

Upper Confidence Bounds

- Estimate an **upper confidence** $U_t(a)$ for each action value
- Such that with high probability

$$q_*(a) \leq Q_t(a) + U_t(a)$$



- This upper confidence depends on the number of times action a has been selected
 - Small $N_t(a) \Rightarrow$ large $U_t(a)$ (estimated value is uncertain)
 - Large $N_t(a) \Rightarrow$ small $U_t(a)$ (estimated value is accurate)
- Select action maximizing **Upper Confidence Bound** (UCB)

$$a_t = \operatorname{argmax}_{a \in \mathcal{A}} Q_t(a) + U_t(a)$$

Hoeffding's Inequality

Let X_1, \dots, X_t be independent random variables in the range $[0,1]$ with $\mathbb{E}(X_i) = \mu$. Then for $u > 0$,

sample mean

$$\mathbb{P}\left(\frac{1}{n} \sum_{i=1}^n X_i \geq \mu + u\right) \leq e^{-2u^2n}$$
$$\mathbb{P}\left(\frac{1}{n} \sum_{i=1}^n X_i \leq \mu - u\right) \leq e^{-2u^2n}$$

Hoeffding's inequality provides an **upper bound** on the **probability** that the sum of bounded **independent random variables** deviates from its **expected value** by more than a certain amount.

Hoeffding's Inequality

Let X_1, \dots, X_n be independent random variables in the range $[0,1]$ with $\mathbb{E}(X_i) = \mu$. Then for $u > 0$,

$$\mathbb{P} \left(\frac{1}{n} \sum_{i=1}^n X_i \geq \mu + u \right) \leq e^{-2u^2 n}$$

I made the margin to depend on the amount of interactions t



- We will apply Hoeffding's Inequality to the rewards obtained from each action (bandit) a :

$$\mathbb{P} \left(\hat{Q}_t(a) \geq q(a) + U_t(a) \right) \leq e^{-2U_t(a)^2 N_t(a)}$$

- t : how many times I have played any action,
- $N_t(a)$: how many times I have played action a in t interactions

Calculating Upper Confidence Bounds

- Pick a probability p that the value estimate deviates from its mean
- Now solve for $U_t(a)$

$$e^{-2U_t(a)^2 N_t(a)} = p$$

$$U_t(a) = \sqrt{\frac{-\log p}{2N_t(a)}}$$

- Reduce p as we play more, e.g. $p = t^{-c}$, $c = 4$
- Ensures we select optimal action as $t \rightarrow \infty$

$$U_t(a) = \sqrt{\frac{2 \log t}{2N_t(a)}}$$

Upper Confidence Bound (UCB)

- A clever way of reducing exploration over time
- Estimate an upper bound on the true action values
- Select the action with the largest (estimated) upper bound

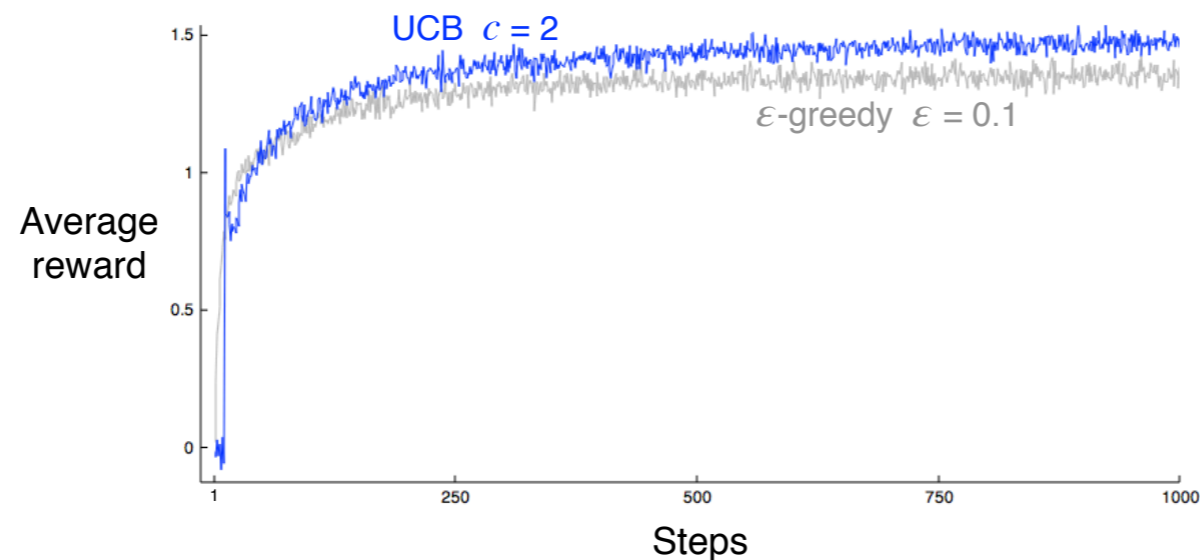
$$A_t \doteq \arg \max_a \left[Q_t(a) + c \sqrt{\frac{\log t}{N_t(a)}} \right]$$

- c is a hyper-parameter that trades-off explore/exploit
- the confidence bound grows with the total number of actions we have taken t but shrinks with the number of times we have tried this particular action $N_t(a)$. This ensures each action is tried infinitely often but still balances exploration and exploitation.

Upper Confidence Bound (UCB)

- A clever way of reducing exploration over time
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$$A_t \doteq \arg \max_a \left[Q_t(a) + c \sqrt{\frac{\log t}{N_t(a)}} \right]$$



UCB1 Algorithm

- ▶ This leads to the **UCB1** algorithm

$$a_t = \operatorname{argmax}_{a \in \mathcal{A}} Q(a) + \sqrt{\frac{2 \log t}{N_t(a)}}$$

Theorem

The UCB algorithm achieves logarithmic asymptotic total regret

$$\lim_{t \rightarrow \infty} L_t \leq 8 \log t \sum_{a | \Delta_a > 0} \Delta_a$$

Bayesian Bandits

- So far we have made no assumptions about the reward distributions.
 - In UCB we just considered some bounds on rewards
- Bayesian bandits exploit **prior knowledge of rewards**, $p[\mathcal{R}]$
- They compute **posterior** distribution of rewards $p[\mathcal{R} | h_t]$
$$h_t = a_1, r_1, \dots, a_{t-1}, r_{t-1}$$
- Use posterior to guide exploration: we simply sample from the posterior!

Bayesian learning for model parameters

Step 1: Given n data, $D = x_{1\dots n} = \{x_1, x_2, \dots, x_n\}$ write down the expression for likelihood:

$$p(D | \theta)$$

Step 2: Specify a prior: $p(\theta)$

Step 3: Compute the posterior:

$$p(\theta | D) = \frac{p(D | \theta)p(\theta)}{p(D)}$$

Thompson Sampling

Represent a distribution for the mean reward of each bandit as opposed to the mean reward estimate alone. At each timestep:

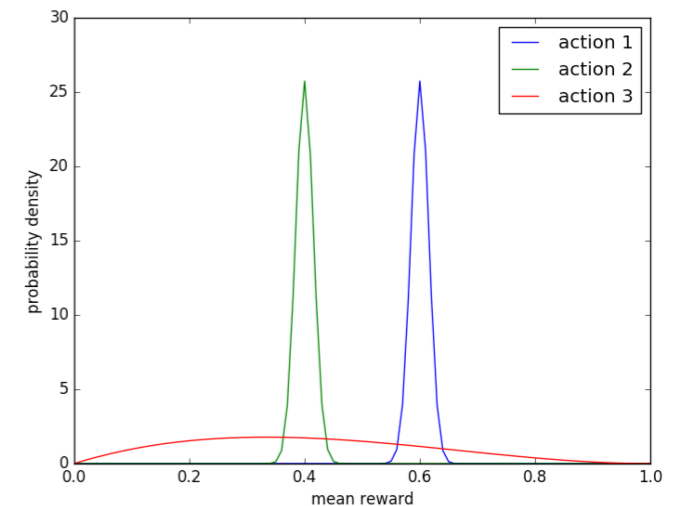
1. Sample from the mean reward distributions:

$$\bar{\theta}_1 \sim \hat{p}(\theta_1), \bar{\theta}_2 \sim \hat{p}(\theta_2), \dots, \bar{\theta}_k \sim \hat{p}(\theta_k)$$

2. Choose action $a = \arg \max_a \mathbb{E}_{\bar{\theta}}[r(a)]$

3. Observe the reward.

4. Update the mean reward posterior distributions: $\hat{p}(\theta_1), \hat{p}(\theta_2) \dots \hat{p}(\theta_k)$



Q: why we use argmax in step 2 and we do not add any noise?

Bernoulli bandits - Prior

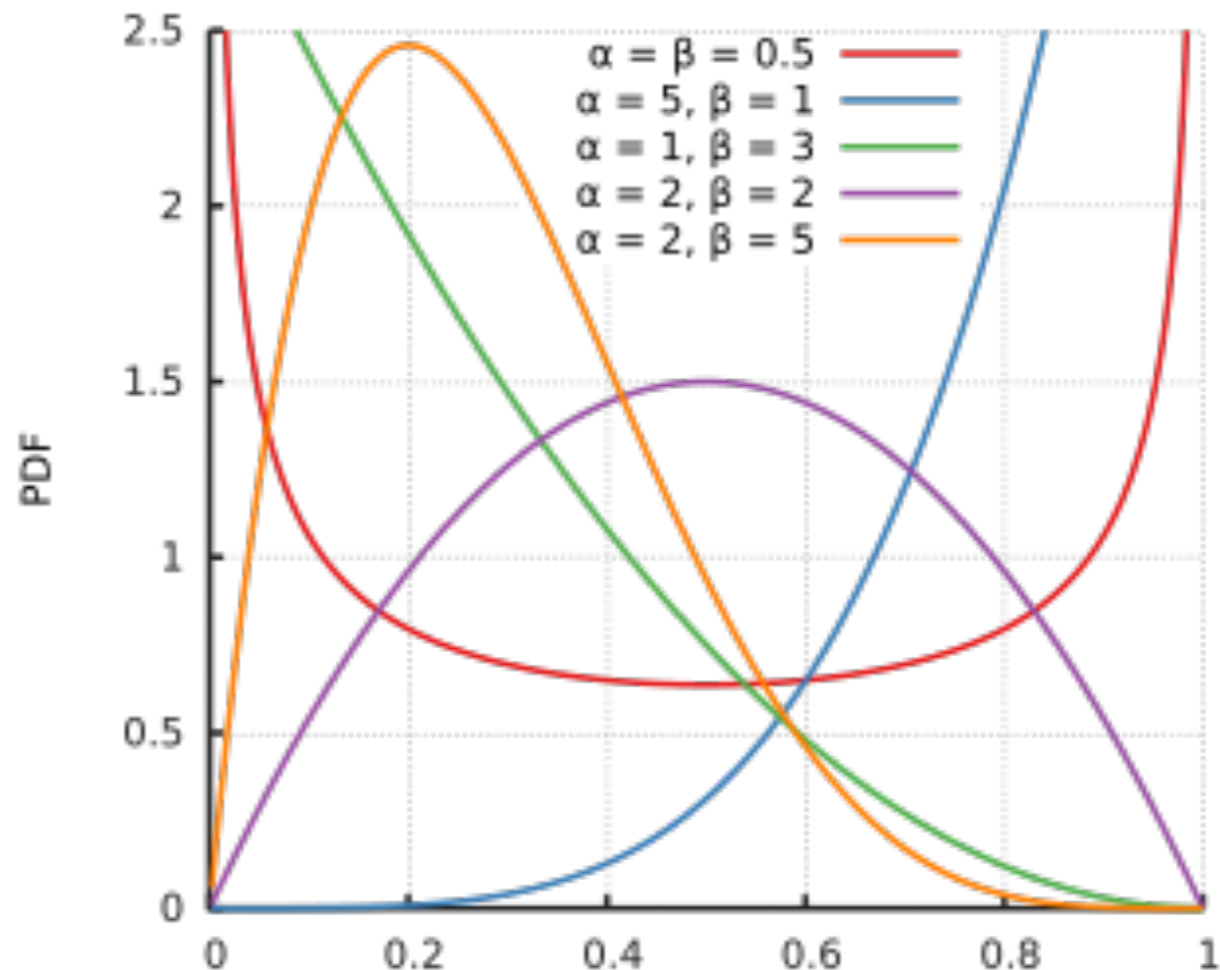
Let's consider a Beta distribution **prior** over the mean rewards of the Bernoulli bandits:

$$p(\theta_k) = \frac{\Gamma(\alpha_k + \beta_k)}{\Gamma(\alpha_k)\Gamma(\beta_k)} \theta_k^{\alpha_k-1} (1 - \theta_k)^{\beta_k-1} \quad \Gamma(n) = (n - 1)!$$

The mean is $\frac{\alpha}{\alpha + \beta}$

The larger the $\alpha + \beta$ the more concentrated the distribution

$\text{Beta}(\alpha, \beta)$



Bernoulli bandits-Posterior

Let's consider a Beta distribution prior over the mean rewards of the Bernoulli bandits:

$$p(\theta_k) = \frac{\Gamma(\alpha_k + \beta_k)}{\Gamma(\alpha_k)\Gamma(\beta_k)} \theta_k^{\alpha_k - 1} (1 - \theta_k)^{\beta_k - 1} \quad \Gamma(n) = (n - 1)!$$

The posterior is also a Beta. Because beta is conjugate distribution for the Bernoulli distribution.

A closed form solution for the bayesian update, possible only for conjugate distributions.

$$(\alpha_k, \beta_k) \leftarrow \begin{cases} (\alpha_k, \beta_k) & \text{if } x_t \neq k \\ (\alpha_k, \beta_k) + (r_t, 1 - r_t) & \text{if } x_t = k. \end{cases}$$

Greedy VS Thompson for Bernoulli bandits

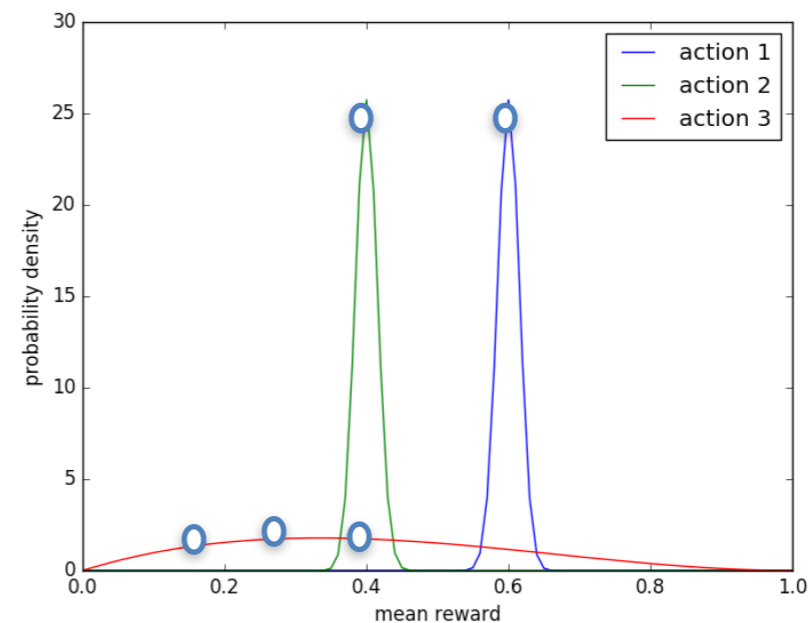
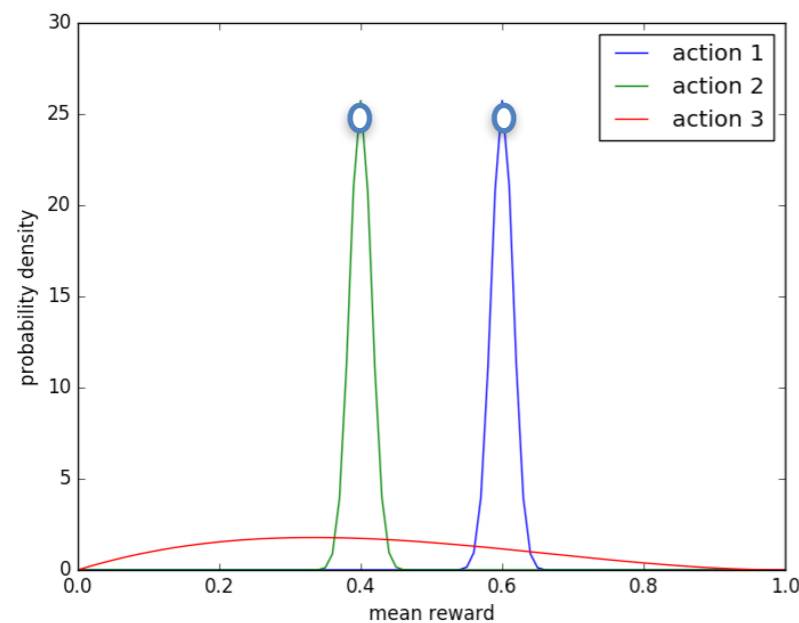
Algorithm 1 BernGreedy(K, α, β)

```
1: for  $t = 1, 2, \dots$  do
2:   #estimate model:
3:   for  $k = 1, \dots, K$  do
4:      $\hat{\theta}_k \leftarrow \alpha_k / (\alpha_k + \beta_k)$ 
5:   end for
6:
7:   #select and apply action:
8:    $x_t \leftarrow \operatorname{argmax}_k \hat{\theta}_k$ 
9:   Apply  $x_t$  and observe  $r_t$ 
10:
11:  #update distribution:
12:   $(\alpha_{x_t}, \beta_{x_t}) \leftarrow (\alpha_{x_t}, \beta_{x_t}) + (r_t, 1 - r_t)$ 
13: end for
```

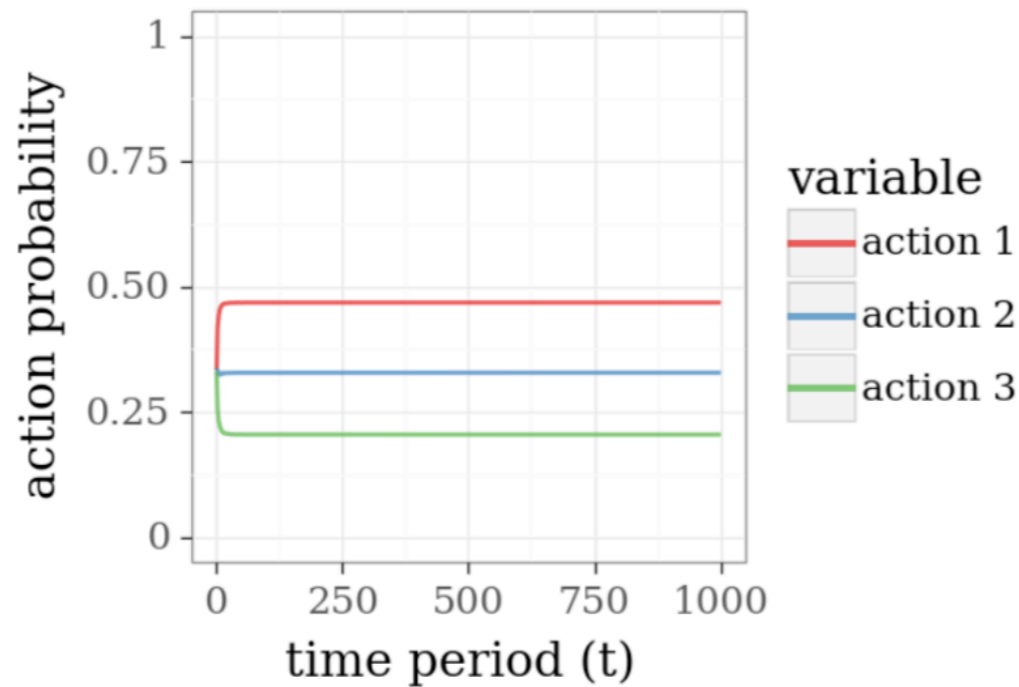
a: success
b: failure

Algorithm 2 BernThompson(K, α, β)

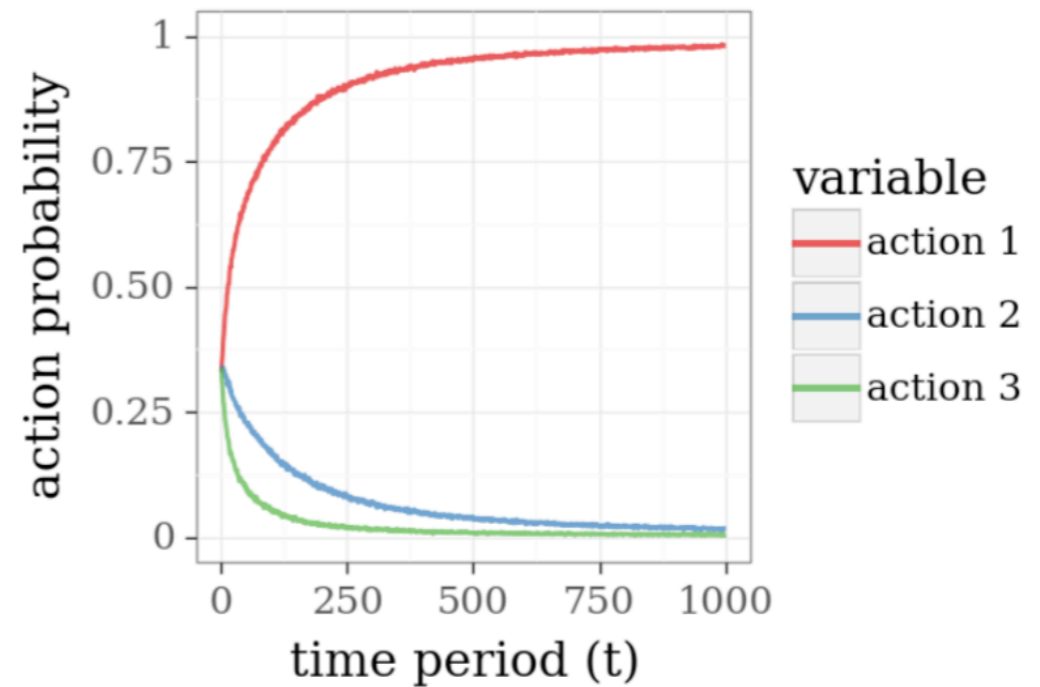
```
1: for  $t = 1, 2, \dots$  do
2:   #sample model:
3:   for  $k = 1, \dots, K$  do
4:     Sample  $\hat{\theta}_k \sim \operatorname{beta}(\alpha_k, \beta_k)$ 
5:   end for
6:
7:   #select and apply action:
8:    $x_t \leftarrow \operatorname{argmax}_k \hat{\theta}_k$ 
9:   Apply  $x_t$  and observe  $r_t$ 
10:
11:  #update distribution:
12:   $(\alpha_{x_t}, \beta_{x_t}) \leftarrow (\alpha_{x_t}, \beta_{x_t}) + (r_t, 1 - r_t)$ 
13: end for
```



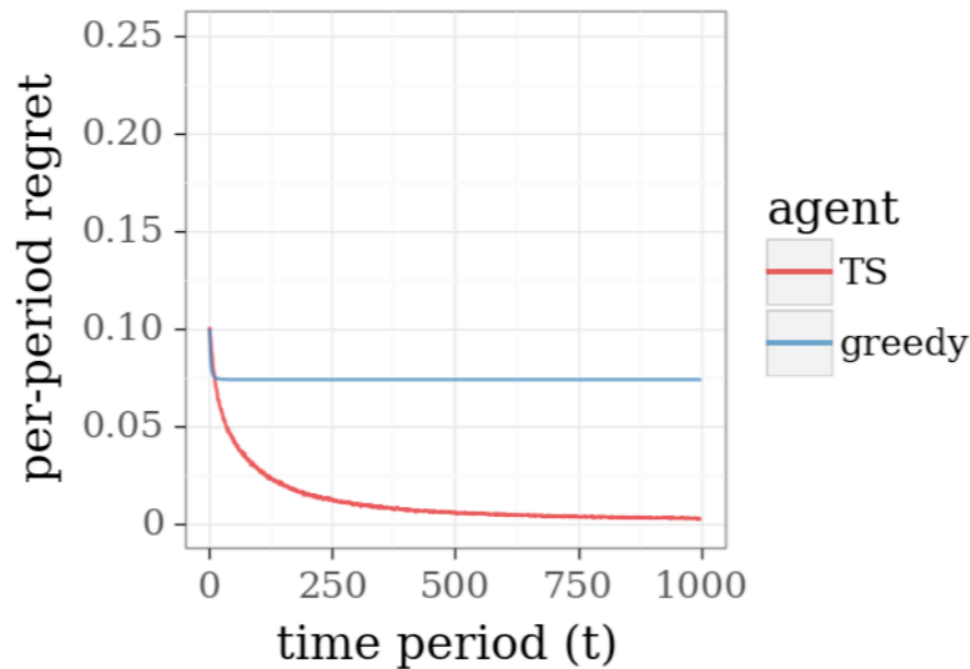
Using uniform prior in $[0,1]$ for the success probabilities



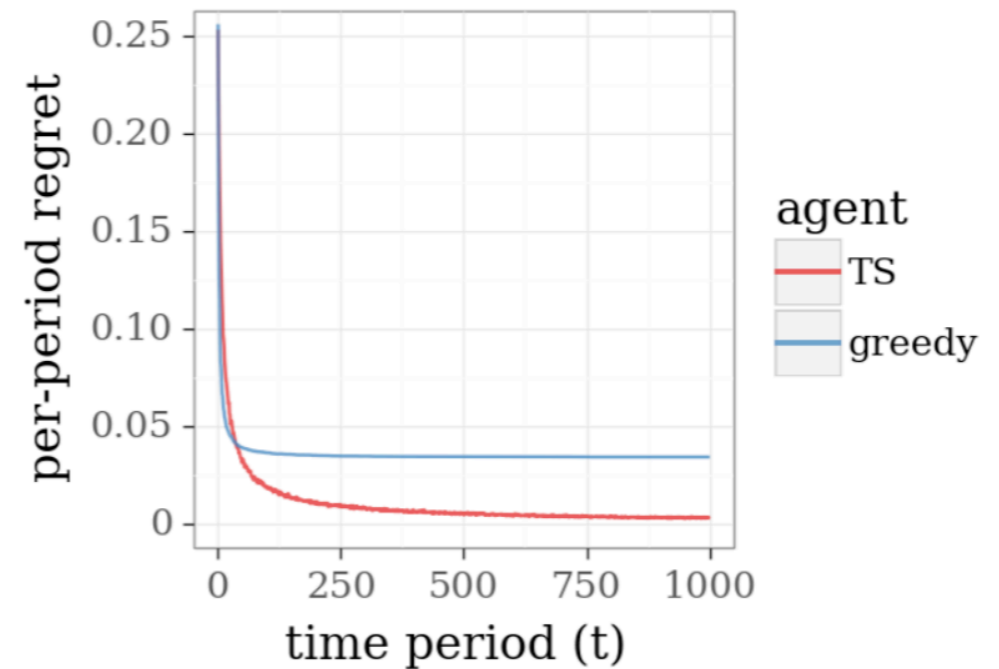
(a) greedy algorithm



(b) Thompson sampling



(a) $\theta = (0.9, 0.8, 0.7)$

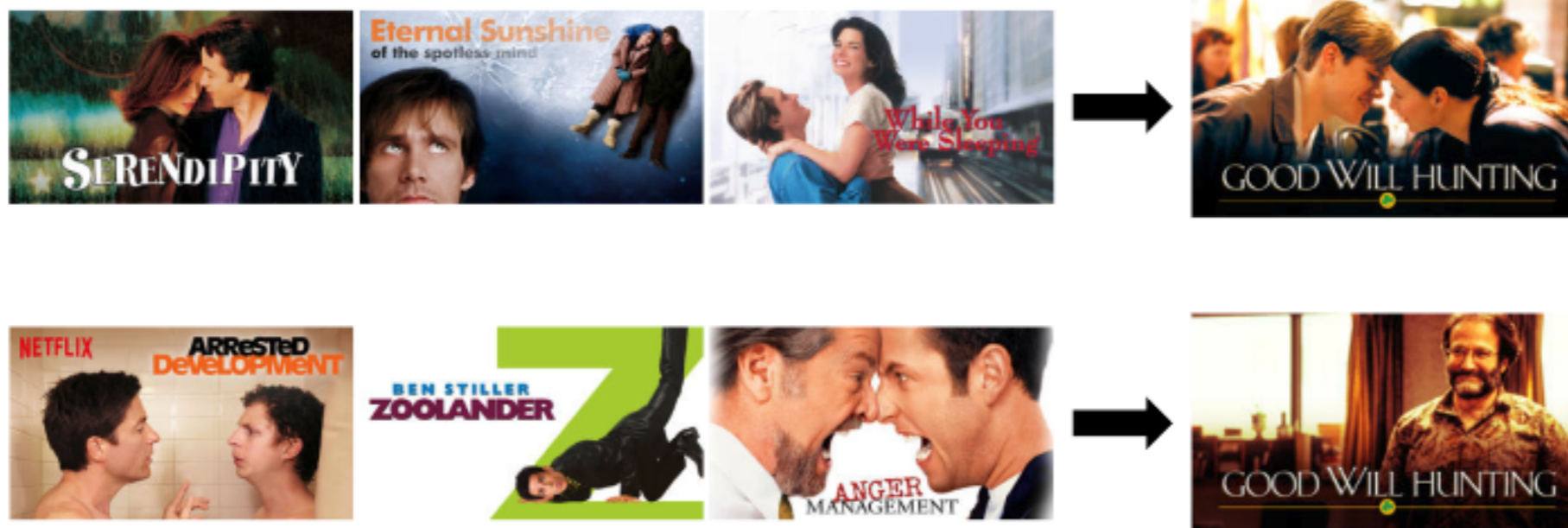


(b) average over random θ

Contextual Bandits (a.k.a Associative Search)

- A contextual bandit is a tuple (A, S, R)
- A is a known set of k actions (or “arms”)
- $\mathcal{S} = \mathbb{P}[s]$ is an unknown distribution over states (or “contexts”)
- $\mathcal{R}_s^a(r) = \mathbb{P}[r | s, a]$ is an unknown probability distribution over rewards
- At each time t
 - Environment generates state $s_t \sim \mathcal{S}$
 - Agent selects action $a_t \in \mathcal{A}$
 - Environment generates reward $r_t \sim \mathcal{R}_{s_t}^{a_t}$
- **The goal** is to maximize cumulative reward $\sum_{\tau=1}^t r_\tau$

Real world motivation: Personalized NETFLIX artwork



For a particular title **and a particular user**, we will use the **contextual** multi-armed bandit formulation to decide what image to show per title **per user**

- Actions: uploading an image (available for this movie title) to a user's home screen
- Mean rewards (unknown): the % of NETFLIX users that will click on the title and watch the movie
- Estimated mean rewards: the average click rate (+quality engagement, not clickbait)
- **Context** (s) : user attributes, e.g., language preferences, gender of films she has watched, time and day of the week, etc.

Question: was there a train and test phase on our multi-armed bandit algorithms?

No, the setup we explored was: given a set of K arms, how do we select actions to minimize our cumulative regret.

Q: what would be the learning based equivalent of the multi-armed bandit problem?

A:

- We have a training set of N multi-armed bandit instantiations.
- Each K -armed bandit is one training example.
- The agent gets n number of interactions, and obtains a final reward (- regret).
- The agent learns a policy —mapping from its set of actions taken thus far **and** their outcomes, to a probability over what actions to try next

We will initiate training with a random policy that