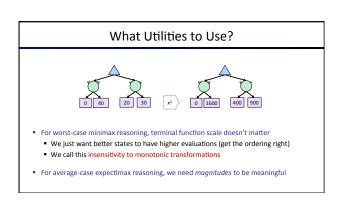
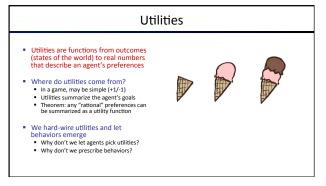
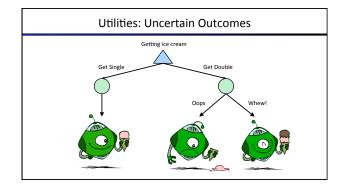


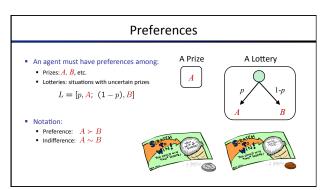
Maximum Expected Utility Why should we average utilities? Principle of maximum expected utility: A rational agent should chose the action that maximizes its expected utility, given its knowledge • Where do utilities come from? How do we know such utilities even exist? ■ How do we know that averaging even makes sense? What if our behavior (preferences) can't be described by utilities?

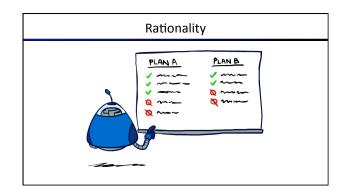
• Questions:

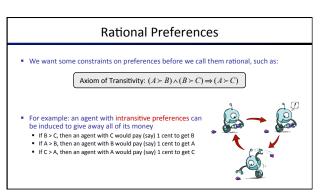


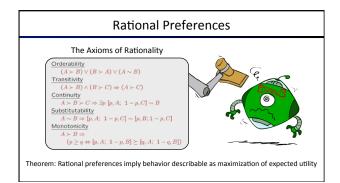












MEU Principle

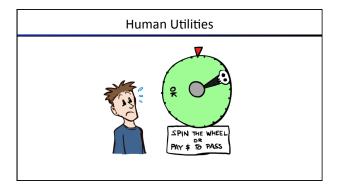
- Theorem [Ramsey, 1931; von Neumann & Morgenstern, 1944]
 Given any preferences satisfying these constraints, there exists a real-valued function U such that:

$$U(A) \ge U(B) \Leftrightarrow A \succeq B$$

$$U([p_1, S_1; \dots; p_n, S_n]) = \sum_i p_i U(S_i)$$



- I.e. values assigned by U preserve preferences of both prizes and lotteries!
- Maximum expected utility (MEU) principle
- Choose the action that maximizes expected utility
 Note: an agent can be entirely rational (consistent with MEU) without ever representing or manipulating utilities and probabilities
 E.g., a lookup table for perfect tic-tac-toe, a reflex vacuum cleaner



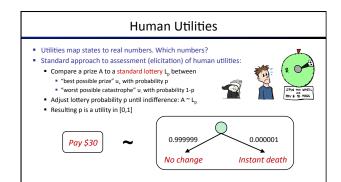
Utility Scales

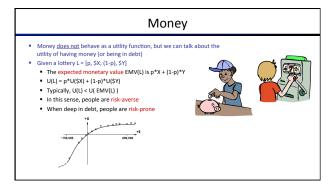
- Normalized utilities: u₊ = 1.0, u₋ = 0.0
- Micromorts: one-millionth chance of death, useful for paying to reduce product risks, etc.
- QALYs: quality-adjusted life years, useful for medical decisions involving substantial risk
- Note: behavior is invariant under positive linear transformation

$$U'(x) = k_1 U(x) + k_2 \quad \text{where } k_1 > 0$$

With deterministic prizes only (no lottery choices), only ordinal utility can be determined, i.e., total order on prizes







Example: Insurance

- Consider the lottery [0.5, \$1000; 0.5, \$0]
 - What is its expected monetary value? (\$500)What is its certainty equivalent?

 - What is its certainty equivalent?
 Monetary value acceptable in lieu of lottery
 S400 for most people
 Difference of \$100 is the insurance premium
 There's an insurance industry because people
 will pay to reduce their is.
 If everyone were risk-neutral, no insurance
 needed!

 If win-winy valued rather have the \$400 a.m.
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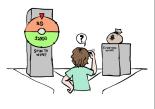
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 If win-winy valued rather h
 - needed!

 It's win-win: you'd rather have the \$400 and the insurance company would rather have the lottery (their utility curve is flat and they have many lotteries)



Example: Human Rationality?

- Famous example of Allais (1953)
 - A: [0.8, \$4k; 0.2, \$0] ←
 B: [1.0, \$3k; 0.0, \$0]

 - C: [0.2, \$4k; 0.8, \$0] D: [0.25, \$3k; 0.75, \$0]
- Most people prefer B > A, C > D

- But if U(\$0) = 0, then
 B > A → U(\$3k) > 0.8 U(\$4k)
 C > D → 0.8 U(\$4k) > U(\$3k)

