Decisions depend on preferences

Alice ... went on "Would you please tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where –" said Alice.

"Then it doesn't matter which way you go," said the Cat.

Lewis Carroll (1832–1898)
Alice's Adventures in Wonderland, 1865

Always be suspicious of a program or person that tells you what to do if it does not ask you what you want to do!

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- the provider of the recommendation system
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Choosing Utilities

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Whose utility does it try to assess?

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Utility engineering and reward engineering

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- What about for unobservable constructs such as socioeconomic status, teacher effectiveness, and risk of recidivism? What measurement model should we use?
- What are effective ways to acquire utility/rewards?

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  Does it imply the blind people are less valued than sighted people?

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- However, when they don't make an explicit tradeoff they tend to undervalue children's lives.