CIKM 2021 Tutorial on Fairness of Machine Learning in Recommender Systems

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ABSTRACT

Recently, there has been growing attention on fairness considerations in machine learning. As one of the most pervasive applications of machine learning, recommender systems are gaining increasing and critical impacts on human and society since a growing number of users use them for information seeking and decision making. Therefore, it is crucial to address the potential unfairness problems in recommendation, which may hurt users' or providers' satisfaction in recommender systems as well as the interests of the platforms. The tutorial focuses on the foundations and algorithms for fairness in recommendation. It also presents a brief introduction about fairness in basic machine learning tasks such as classification and ranking. The tutorial will introduce the taxonomies of current fairness definitions and evaluation metrics for fairness concerns. We will introduce previous works about fairness in recommendation and also put forward future fairness research directions. The tutorial aims at introducing and communicating fairness in recommendation methods to the community, as well as gathering researchers and practitioners interested in this research direction for discussions, idea communications, and research promotions.

CCS CONCEPTS

• **Information systems** → **Recommender systems**; • **Computing methodologies** → **Artificial intelligence**;

KEYWORDS

Recommender Systems; Machine Learning; Fairness; AI Ethics

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1 MOTIVATION

Recommender systems are playing an important role on assisting human decision making. The satisfaction of users and the interests of platforms are closely related to the quality of generated recommendation results. However, as a highly data-driven system, recommender systems could be affected by data or algorithmic bias, thus generating unfair results, which could weaken the reliance of the systems. As a result, it is necessary and important to consider fairness issues in recommendation settings.

Fairness has attracted rapidly-growing attention in machine learning research communities, which include two basic tasks—fair classification [19, 44, 52, 64] and fair ranking [8, 49, 50, 63]. Though fair ranking models could be borrowed to recommendation settings in some cases, the algorithms need to be carefully designed to satisfy the requirements for recommendation. This is because the concept of fairness in recommender systems has been extended to multiple stakeholders [9], i.e., the unfairness issue should be considered not only from a single aspect such as item or provider side, but also from user-side or multi-sided perspectives. Such problems together with other challenges originated from recommendation settings, such as extreme data sparsity, make it challenging to directly apply the techniques in fairness ranking to recommendation scenarios.

This tutorial gives a retrospect of fairness research works in recommender systems, and provides the audience an intuitive understanding of fairness issues, evaluation strategies, and challenges under recommendation settings. This would help and encourage researchers, practitioners and even those new to fairness but interested in recommendation fairness to start their research work.

2 OBJECTIVES

This tutorial will help the audience to achieve the following goals:

- Get the background knowledge of fairness research works in general machine learning.
- Understand the challenges of fairness in recommender systems compared to the conventional fair ranking works.
- Understand the taxonomy of fairness concepts in recommendation, such as group fairness vs. individual fairness, single-sided fairness vs. multi-sided fairness, static fairness vs. dynamic fairness, etc.
- Understand the existing metrics and evaluation protocols to assessing fairness in particular problem settings.

3 TUTORIAL OUTLINE

3.1 Introduction

First, to address the importance and necessity for considering unfairness issues in recommendation, we will provide several examples to show how recommender systems will result in unfair results for users or items without fairness considerations, which will hurt the satisfaction of users or providers, as well as hurt the interest of the platform. Next, we will retrospect the considerations for fairness in

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machine learning areas in order to help participants better understand algorithmic fairness, as well as introduce the more complex situations and challenges that need to be considered when studying fairness in recommender systems.

Specifically, the first endeavor to achieve fairness in the community is to consider fairness in classification tasks, which design algorithms that are compatible with fairness constraints [52, 64]. For binary classification, fairness metrics can be expressed by rate constraints, which regularize the classifier's positive or negative rates over different protected groups [19, 44]. To achieve fairness, the training objective is usually optimized together with such constraints over fairness metrics [5, 31]. What's more, some recent works have also considered the fairness of ranking tasks. Some works directly learn a ranking model from scratch [45, 50, 63], while others consider re-ranking or post-processing algorithms for fair ranking [8, 13]. The fairness metrics for ranking tasks are usually defined over the exposure of items that belong to different protected groups, and such metrics include both unsupervised criteria and supervised criteria [45].

Recommendation algorithms can usually be considered as a type of ranking algorithm. However, the ranking problem usually only considers fairness issue from the perspective of items, while the concept of fairness in recommender systems has been extended to multiple stakeholders [9]. Besides, since recommender systems are complex with usually multiple models and multiple goals to balance, studying fairness in recommender systems present unique challenges. The problem of extreme sparsity and numerous dynamics in recommender systems also bring additional challenges in improving recommendation fairness.

3.2 Taxonomy for Fairness in Recommendation

Next, we introduce taxonomies for fairness considerations in recommender systems. In particular, we can see fairness in recommendations from various perspectives, including group vs. individual fairness; single- vs. multi-sided fairness; static and dynamic fairness; associative vs. causal fairness, etc. The details are as follows:

Group vs. Individual Fairness: In recent studies on algorithmic fairness, there are two basic frameworks: group fairness and individual fairness. Group fairness demands that protected groups should be treated similarly to the advantaged group or the populations as a whole [48]. The group fairness perspective for supervised learning usually implies constraints such as equalized odds [32, 61] and demographic parity [11]. Individual fairness requires that similar treatment should be received by each similar individuals, which is hard to define precisely due to the lack of agreement on task-specific similarity metrics for individuals [20]. There are some works about considering group fairness in recommendations. Li et al. [38] consider the active and inactive user groups be treated similarly; Fu et al. [23] require to impair the group unfairness problem in the context of explainable recommendation over knowledge graphs with a fairness constrained approach; Lin et al. [41] provide an optimization framework for fairness-aware group recommendation from the perspective of Pareto Efficiency, and further study the fairness of measure trade-off in recommendations under a Pareto optimization framework. Besides, Patro et al. [46] view individual fairness from both producers and customers sides, and response to the question of the long-term sustainability of two-sided platforms.

User vs. Item Fairness: Fairness requirements in recommender systems may come from different objects, including users or products/providers. Therefore, fairness in recommendations can be considered from both the user side or the item side. There are some researches considering fairness in recommendations on user side. Examples include [37], which quantify the user unfairness in post-processing algorithms with the original goal of improving recommendation diversity, and [38], which study the unfair performance between different groups of users. There are more works considering fairness in recommendations on item side. For example, Beutel et al. [7] show how to measure item fairness based on pairwise comparisons, and improve fairness by adding a regularizer when training recommendation models. What's more, there are lots of work concerning the popularity bias problem in recommendations, i.e., the less popular items will get less exposure than those frequently rated ones. This problem are often solved by increasing the number of recommended unpopular items (long-tail items) or otherwise the overall catalog coverage in these researches [2–4, 33].

Single-sided vs. Multi-sided Fairness: Only considering user or item side fairness in a recommendation system can be seen as dealing with single fairness while recommender systems are often considered as multi-stakeholders systems, which attempt to generate recommendations that satisfy the needs of both the end users and other parties or stakeholders. As a result, the concept of fairness in recommender systems has also been extended to multiple stakeholders [9] to meet the fairness requirements for users, items/providers, or multi-stakeholders. There have been a few works related to multi-sided fairness in multi-stakeholder recommendation systems [1, 10, 24, 42]. In [10], a regularization approach is applied to balance the weightings of different groups when generating recommendations. Mehrotra et al. [42] consider the trade-off between the consumer side and the supplier side and measured their impact on consumer satisfaction. Abdollahpouri and Burke [1] show the close connection between multi-stakeholder recommendation and multi-sided fairness.

Static vs. Dynamic Fairness: Static fairness is the one that does not consider the changes in the recommendation environment, such as the changes in item utility or attributes, therefore dynamic fairness has been studied recently, which considers the dynamic factors in the environment and learns a strategy that accommodates such dynamics. One research direction focuses on the changing utility of items, and works on it include [58] and [43], which incorporate user feedback in the learning process and dynamically adjust to the changing utility with fairness constraints. On the other hand, another type of dynamics, where group labels can be dynamic due to the nature of recommendations being an interactive process, has been explored by Ge et al. [26], which propose a fairness constrained policy optimization framework to deal with the changing group labels of items.

Associative vs. Causal Fairness: The research community firstly achieve fairness in machine learning by developing association-based (or correlation-based) fairness notions, with the aim to find the discrepancy of statistical metrics between individuals or sub-populations. For example, in binary classification, fairness metrics can be represented by regularizing the classifier's positive or negative rates over different protected groups [19, 44]. Recently, researchers have found that fairness cannot be well studied based only on association [34, 36, 65, 66]. The reason is that they cannot reason about the causal relations between features. However, unfair treatment may result from a causal relation between the sensitive features (e.g. gender) and model decisions (e.g. admission). Therefore, researchers have proposed causal-based fairness notions [36, 53], which are mostly defined on counterfactual reasoning or interventions [47]. In specific, counterfactual considers a hypothetical world beyond the real world, while intervention can be achieved by simulated random experiments. Li et al. [39] achieve personalized counterfactual fairness in recommender systems, while most of the previous works about fairness in recommendations consider the association-based fairness notions. We will show how causal-based considerations will open up new challenges and opportunities for studying fairness in recommendations.

Fairness Measures: Several works investigated fairness as a set of threshold-based constraints [12, 13, 62]. Recently, more works attempt to propose fairness metrics based on various constraints, such as distance and ratio between the proportion of a protected attribute and the overall attribute [59], pairwise comparisons regarding utility and prediction errors [7, 35, 60], as well as presented exposure distributions against the desired distribution [30, 59].

4 AUDIENCE AND RELEVANCE

The tutorial will be mainly targeting on information retrieval and recommendation system researchers and practitioners since we will mainly introduce the knowledge and research works about fairness in recommendations. The tutorial will also attract researchers who work in broader AI/ML communities especially AI Ethics such as fairness of machine learning, since we will briefly introduce fairness in other machine leaning tasks including the two basic tasks: classification and ranking. What's more, the tutorial will also attract industry researchers and practitioners from different areas, since fairness has attracted more and more attention in the industry because of the need for legitimacy and the promotion of commercial interests. This tutorial is closely connected to the fairness works at past SIGIR and related conferences such as WWW, KDD, RecSys. Previous work has aroused people's attention of fairness in recommender systems, and put forward the idea of how to formalize and achieve fairness under different recommendation scenarios. In this tutorial, we will provide an introduction to the growing literature on this topic, and extend those ideas by opening up new challenges and opportunities for studying fairness in recommendations.

There have been some tutorials about fairness concerns in search and recommendation including [21] (RecSys'19), [22] (SIGIR'19) and [25] (RecSys'20). The key difference between this tutorial and the previous ones is that they consider fairness mainly from user study and evaluation perspective, while this tutorial focuses on fairness in recommendations from the AI and machine learning perspectives. The first version of this tutorial was presented on SIGIR 2021 [40].

5 BRIEF BIO OF ORGANIZERS

Yunqi Li[1] is a Ph.D. student in the Department of Computer Science at Rutgers University advised by Prof. Yongfeng Zhang. Her research interests lie in the intersection of Machine Learning and Information Retrieval. Her recent researches focus on AI Ethics including bringing fairness [26, 38, 39] and interpretability [14, 57] to machine learning algorithms, as well as causal inference in machine learning [56, 57]. Her works have appeared in premier IR and AI/ML conferences such as WWW, SIGIR, WSDM, AAAI, etc.

Yingqiang Ge[2] is a PhD student at the Computer Science Department of Rutgers University supervised by Prof. Yongfeng Zhang. His research interests broadly lie in IR and machine learning, including economic recommendation [27, 28], explainable recommendation [55] and fairness in recommendation [23, 26, 29, 38], etc. His recent work on fairness includes fairness in explainable recommendation [23], long-term fairness in recommendation [26], user-oriented fairness [38], and fairness-aware IR evaluation. He has served as PC member/reviewer in top computer science conferences or journals such as KDD, SIGIR, IJCAI, AAAI, RecSys and ACM TOIS.

Yongfeng Zhang[3] is an Assistant Professor in the Department of Computer Science at Rutgers University (The State University of New Jersey). His research interest is in Information Retrieval, Economics of Data Science, Explainable AI, Fairness in AI, and AI Ethics. In the previous he was a postdoc advised by Prof. W. Bruce Croft in the Center for Intelligent Information Retrieval (CIIR) at UMass Amherst, and did his PhD and BE in Computer Science at Tsinghua University, with a BS in Economics at Peking University. He is a Siebel Scholar of the class 2015, and a Baidu Scholar of the class 2014. Together with coauthors, he has been consistently working on explainable search and recommendation models [6, 15–18, 54, 67–74], fairness-aware recommendation [23, 26, 38, 41, 51], echo chambers in IR systems [29], as well as causal/counterfactual models for information retrieval [56, 57]. His recent research on fairness in recommendation include long-term fairness [26], user-oriented fairness [38], group fairness [41], explainable fairness [23], Pareto fairness [51] and fairness/diversity in echo chambers [29]. He has served as PC members or senior PC members in various Web&IR related conferences such as SIGIR, WWW, CIKM, WSDM, ICTIR and CHIIR, and he is serving as the associate editor for ACM Transactions on Information Systems (TOIS). He has presented the WWW'19/SIGIR'19/ICTIR'19 Tutorial on Explainable Recommendation and Search, and the RecSys'20/WSDM'21 Tutorial on Conversational Recommendation.

6 AVAILABILITY OF MATERIALS

The tutorial materials such as the slides and video recordings are publicly available on the internet[4].

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