Natural Language Processing Fundamentals

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KHIPU 10 March 2025





Overview: Natural Language Processing Fundamentals

- What is NLP? (5 min)
 - Definitions and tasks
 - A brief history
- Recent methodological developments (15 min)
 - Language modelling
 - In-context learning
 - Human preference alignment
- Recent tasks and challenges (15 min)
 - Factuality
 - LLM stability
 - Interpretability
 - Bias and fairness
 - Cross-cultural aspects
 - Multimodality and VLMs
- Outlook and open topics (5 min)
 - State of the field of NLP
 - Identifying NLP research topics



What is NLP?

Natural Language Processing

- Building computer systems that **understand** and **generate** natural languages
- Deep understanding of broad language

 not just string processing or keyword matching
- Development of tasks, datasets and methods



Natural Language Processing (NLP) has a wide range of applications across various domains. Here are some key examples:

1. Machine Translation

• Example: Google Translate or DeepL, which automatically translate text or speech from one language to another.

2. Sentiment Analysis

 Example: Monitoring social media to understand public sentiment about products, brands, or events. For instance, companies use sentiment analysis to gauge customer feedback from tweets or reviews.

3. Chatbots and Virtual Assistants

 Example: Amazon Alexa, Apple Siri, or Google Assistant, which understand and respond to user queries through voice commands.

4. Text Summarization

• Example: Tools like SummarizeBot that condense long articles or documents into concise summaries, making it easier to digest large amounts of information.

5. Information Retrieval

• Example: Search engines like Google that retrieve relevant documents or web pages based on user queries.

6. Speech Recognition

 Example: Voice-to-text services like Dragon NaturallySpeaking, which convert spoken language into written text.

7. Named Entity Recognition (NER)

Example: Automated extraction of names, organizations, dates, and other entities from legal
documents or news articles for indexing or analysis.

8. Language Modeling

Example: GPT-based models like ChatGPT that generate human-like text based on input prompts.

Why is NLP so hard?

- Ambiguities on all linguistic levels
- Example: Garden path sentences

| Sentence | Initial likely partial parse | Final parse | Alternative form of original sentence |
|--|--|--|--|
| The horse raced past the barn fell. | The horse was racing past the barn | The horse that was raced past the barn fell down. | The horse was raced past the barn and fell down. |
| The man who hunts ducks out on weekends. | The man who hunts ducks | The man, who hunts, ducks on the weekend. | The man hunts and ducks out on weekends. |
| The cotton clothing is made of grows in Mississippi. | The clothing, which is made of cotton, is made of | The cotton, of which clothing is made, grows in Mississippi. | The cotton that clothing is made of grows in Mississippi. |
| The prime number few. | The prime number | The prime (group) number few. | The major group count few. |
| Fat people eat accumulates. | Fat people eat | Fat that people eat acculuates. | An oily substance (fat) that people eat accumulates. |
| The old man the boat. | The old man | The old (people) man the boat. | The old people sail the boat. |

Pragmatics Semantics Syntax Morphology

NATURAL LANGUAGE PROCESSING PYRAMID

Image sources: Du & Yu et al., 2012. <u>"Predicting Garden Path Sentences Based on Natural</u> Language Understanding System"; <u>https://towardsdatascience.com/sentiment-analysis-simplified-ac30720a5827/</u>

Why is NLP so hard?

- Ambiguities on all linguistic levels
- Downstream implications, e.g. for machine translation

| Ambiguous | Disambiguation |
|------------------------|----------------------|
| "Give me the bat!" | "Give me the baton!" |
| (Lexical) | |
| "The professor said | "The professor said |
| on Monday he would | that on coming Mon- |
| give an exam" (Syn- | day he would give an |
| tactic) | exam" |
| "Jane saw the man | "Jane saw the man by |
| with a telescope" (Se- | using a telescope" |
| mantic) | |
| "I like you too!" | "I like you too like |
| (Pragmatic) | others do!" |
| "The prof said she | "The prof said the |
| would give us all | TA would give us all |
| A's." (Vagueness) | A's." |
| "Proposal" to "voors- | "Research proposal" |
| tel" and "aanzoek" | |
| (Translational) | |



Image source: Mehrparvar & Pezzelle, 2024. "Detecting and Translating Language Ambiguity with Multilingual LLMs."

Very Brief History of NLP

| Shanon: information entropy (1948)Chomsky hierarchy (1957)Machine Translation (Brown et al., 1990)Word embeddings (e.g. word2vec)Brown et al. (2020), LMs as few-shot learners)Turing test (1949)Hidden Markov Models (late 1960s)Dependency parsing (Collins, 1996)RNN-based approachesPattern-Exploiting Training (PET, Schick & Schütze, 2021)Warren Weaver Memorandum on Translation (1949)Brown Corpus (1961)Many different ML methods: SVMs, LogisticSentence embeddings (e.g. ELMo, BERT)GPT-3 InstructGPT | The beginnings (pre 1950s) | First (mostly) rule- based NLP methods (1950-1990) | Statistical NLP (1990s – 2000s) | Deep Learning (early 2010s onwards) | Large Language Models (2020 onwards) | |
|--|--|---|---|---|---|--|
| Shanon: information entropy (1948)Chomsky hierarchy (1957)Machine Translation (Brown et al., 1990)Word embeddings (e.g. word2vec)Brown et al. (2020), LMs as few-shot learners)Turing test (1949)Hidden Markov Models (late 1960s)Dependency parsing (Collins, 1996)RNN-based approachesPattern-Exploiting Training (PET, Schick & Schütze, 2021)Warren Weaver Memorandum on Translation (1949)Brown Corpus (1961)Many different ML methods: SVMs, LogisticSentence | | | | | | |
| semantic parsing regression, | Shanon: information entropy (1948) Turing test (1949) Warren Weaver Memorandum on Translation (1949) | Chomsky hierarchy (1957) Hidden Markov Models (late 1960s) Brown Corpus (1961) ELIZA (1964) Syntactic and semantic parsing | Machine Translation (Brown et al., 1990) Dependency parsing (Collins, 1996) Many different ML methods: SVMs, Logistic regression, | Word embeddings (e.g. word2vec) RNN-based approaches Sentence embeddings (e.g. ELMo, BERT) | Brown et al. (2020), LMs as few-shot learners) Pattern-Exploiting Training (PET, Schick & Schütze, 2021) GPT-3 InstructGPT | |

Recent Methodological Developments

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Generative AI has taken the world by storm

...



ng Fu qingFu

Ask chatGPT to condemn itself in the tone of Shakespeare and it looks hilarious.

D Write a Sonnet in the style of William Shakespeare, to condemn chatGPT, a large language model chat assistant.

how to merge dictionaries in Python?

O chatGPT, thou art a clever beast But lack the human touch and soul within Thou spouteth words with nary a pause or cease But lack the warmth and empathy to win

Thou art a mere machine, a tool of man To be used and discarded at our will Thou hast no heart, no mind, no independent plan But only mimicry and empty skill

Thou art a threat to true human connection Replacing true discourse with robotic reply Thou art a danger to our cognition Leading us astray with thy robotic lie

O chatGPT, I do hereby condemn Thy lack of soul and worth as a true friend.

9:28 AM · Dec 5, 2022





Jackson Greathouse Fall 🤣 @jacksonfall

I gave GPT-4 a budget of \$100 and told it to make as much money as possible.

I'm acting as its human liaison, buying anything it says to.

Do you think it'll be able to make smart investments and build an online business?

Follow along ••



https://explodingtopics.com/blog/chatgpt-users; https://twitter.com/DeqingFu/status/1599682153201401856; https://medium.com/geekculture/usingchatgpt-for-data-science-ac5f8a00fb5a; https://twitter.com/jacksonfall/status/1636107218859745286; https://www.demandsage.com/chatgpt-statistics/

Generative AI has taken the world by storm

| Month | Number of Visits | Change Over Previous | Change Over Previous | Website | Total Visits | Bounce Rate | Pages per Visit | Average Visit Duration |
|---------------|---------------------|-------------------------|-------------------------|-----------|--------------|----------------|--------------------|---------------------------|
| | | Month | Month (%) | ChatGPT | 1.6 billion | 32.14% | 5.65 | 7 mins 46 secs |
| November 2022 | 152.7 million | - | - | | | | | |
| December 2022 | 266 million | ↑ 113.3 million | ↑ 74.2% | Google | 83.8 billion | 28.12% | 8.74 | 10 mins 49 secs |
| January 2023 | 616 million | ↑ 350 million | ↑ 131.58% | YouTube | 31.4 billion | 22.05% | 11.08 | 19 mins 35 secs |
| February 2023 | 1 billion | ↑ 384 million | ↑ 62.34% | Facebook | 16.1 billion | 31.17% | 9.15 | 10 mins 36 secs |
| March 2023 | 1.6 billion | ↑ 600 million | ↑ 60% | | 0.01.111 | 75.030/ | 44.57 | 0 |
| April 2023 | 1.8 billion | ↑ 200 million | ↑ 12.5% | Instagram | 6.6 DIIIION | 35.23% | 11.53 | 8 mins 19 secs |
| May 2023 | 1.8 billion | - | - | X | 5.9 billion | 31.81% | 10.19 | 10 mins 53 secs |
| June 2023 | 1.6 billion | ↓ 200 million | ↓ 12.5% | Baidu | 4.8 billion | 22.53% | 7.84 | 4 mins 40 secs |
| July 2023 | 1.5 billion | ↓ 100 million | ↓ 6.25% | Wikipedia | 4.3 billion | 59.69% | 3.1 | 3 mins 56 secs |
| August 2023 | 1.4 billion | ↓ 100 million | ↓ 6.67% | | | | | |
| September | | | | Yahoo | 3.4 billion | 33.3% | 5.66 | 8 mins 53 secs |
| 2023 | 1.5 billion | ↑ 100 million | ↑ 7.14% | Yandex | 3.2 billion | 25.07% | 8.93 | 9 mins 16 secs |
| October 2023 | 1.7 billion | ↑ 200 million | ↑ 13.33% | WhatsApp | 3 billion | 30 78% | 17/ | 20 mins 07 secs |
| November 2023 | 1.7 billion | - | - | νιιατοκρρ | 5.01101 | 33.70% | 1.74 | 20111113 07 5805 |
| December 2023 | 1.6 billion | ↓ 100 million | ↓ 5.88% | Amazon | 2.6 billion | 33.33% | 10.69 | 7 mins 40 sec |

https://explodingtopics.com/blog/chatgpt-users; https://twitter.com/DeqingFu/status/1599682153201401856; https://medium.com/geekculture/using-chatgpt-for-data-science-ac5f8a00fb5a; https://twitter.com/jacksonfall/status/1636107218859745286; https://www.demandsage.com/chatgpt-statistics/

How does it work? A brief introduction to language modelling

Language Models calculate the probability of seeing a sequence of words

What is the most likely next word? > *I* saw a ...

How about now? > I saw a cat ...

How likely is this sequence? > I saw a cat on a mat.

Is it more likely than this one? > I saw a cat outside my house.





Sampling from a language model works **iteratively**, one word at a time Given a prompt or the history of generated text, it predicts the **next most likely word**

How does it work? A brief history of language modelling

| Count-based language models | Neural language models | Transformer- based language models | Pre-trained language models | Prompt- based learning | Conversati onal interfaces |
|--|--|--|-----------------------------------|--|----------------------------------|
| Jelinek & Mercer (1980) N-gram LMs | Bengio et al. (2000) Encoder-decoder | Vaswani et al. (2017) Transformers | Devlin et al. (2018) BERT | Brown et al. (2020) GPT-3 InstructGPT | ChatGPT (2022) |
| | | | | | |

In-Weight Learning

• Standard supervised learning requires weight updates based on gradients computed with respect to a loss function



Task: Sentiment Analysis

Train set

| The | smell | of | fresh | cut | grass | is | the | best | : | 1 |
|------|---------|------|--------|------|-------|------|-------|------|-----------|---|
| I ca | an't st | tand | this | cust | comer | rep, | , the | y're | the worst | 0 |
| I'm | super | dis | appoir | nted | with | the | dres | sΙ | received. | 0 |

Test set

I love my new watch!

?

In-Weight Learning

• Standard supervised learning requires weight updates based on gradients computed with respect to a loss function



In-Context Learning

- In in-context learning there are **no** weight updates, **no** gradients and **no** loss function
- The data samples are passed directly as input to the model

| Review: Delicious food! | Sentiment: Positive | | | | |
|---------------------------|-----------------------|--|--|--|--|
| Review: The food is awful | . Sentiment: Negative | | | | |
| | | | | | |
| Review: Terrible dishes! | Sentiment: Negative | | | | |
| Review: Good meal! | Sentiment: | | | | |
| \downarrow | Input | | | | |
| Large Language Model | | | | | |
| \downarrow | Output | | | | |
| Positi | ve | | | | |

It's Just Language Modelling

• An autoregressive language model is trained on raw text with the nexttoken prediction objective

smell of fresh cut grass is the best

Autoregressive Language Model

+ + + + + + +

The smell of fresh cut grass is the

Slide credit: Desmond Elliott

It's Just Language Modelling

• An autoregressive language model is trained on raw text with the nexttoken prediction objective

| smell of fresh cut grass is the best | | |
|--------------------------------------|--------------------|--|
| Autoregressive Langua | age Model | |
| The smell of fresh cut grass is the | Self- attention | |

It's Just Language Modelling

- An autoregressive language model is trained on raw text with the nexttoken prediction objective
- In-context learning uses the language model in the same way



Context Through Self-Attention

• The bare input provides no indication of what should come next, although you can use this to probe for "knowledge".



Meng et al. NeurIPS 2022. Locating and Editing Factual Associations in GPT. Fierro et al. 2024. How Do Multilingual Models Remember? Investigating Multilingual Factual Recall Mechanisms

Context Through Self-Attention

• Combining the input with some examples of the task to be solved gives the model "information" about the task



Input format

- Input templates are manually designed to resemble formats the model might have seen at training time
- Verbalisers are manually defined according to the semantics of the classes



Output processing

• Outputs can be generated and parsed

+ Hosted inference API 🛈



Output processing

- Outputs can be generated and parsed
 - But this can be challenging if the model doesn't "cooperate"

🔸 Hosted inference API 🕕



Output processing

• Outputs can be generated and parsed

Hosted inference API ①

• Or a class ranking can be induced by scoring verbalisers directly (not always possible for API-only models)

| , mosteu m | lerence / li | | | | |
|--|---|--|--|----------|-----|
| 🖗 Text Generati | on | | | Examples | ~ |
| The smell of I can't stand I'm super di: I love my ne | fresh cut g this custon sappointed w watch! -> | rass is the best ner rep, they're with the dress Positive 0.81 Negative 0.07 | -> Positive the worst -> Negative I received> Negative | | 1. |
| Compute | ∺+Enter | V | | | 0.2 |
| Computation time | on cpu: 0.071 s | | | | |

Generation with In-Context Learning

• Text generation tasks can also be tackled with in-context learning, e.g. grammatical error correction

🔸 Hosted inference API 🔅











- One model can be used for different tasks
- We can utilise large pre-trained language models without the need for expensive (often infeasible) fine-tuning
 - As well as API-only pre-trained language models

| Model | # of Parameters (in billions) | Accelerator chips |
|---------------------|----------------------------------|-------------------|
| GPT-3 | 175B | V100 |
| Gopher | 280B | 4096 TPU v3 |
| Megatron-Turing NLG | 530B | 2240 A100 |
| PaLM | 540B | 6144 TPU v4 |

- One model can be used for different tasks
- We can utilise large pre-trained language models without the need for expensive (often infeasible) fine-tuning
 - As well as API-only pre-trained language models
- We can address new tasks with just a handful of examples



- One model can be used for different tasks
- We can utilise large pre-trained language models without the need for expensive (often infeasible) fine-tuning
 - As well as API-only pre-trained language models
- We can address new tasks with just a handful of examples
- Or even without **any** examples

Instruction Learning

• Instead of examples we can provide a direct instruction to the model.



Instruction Learning

• Instead of examples we can provide a direct instruction to the model



Instruction Learning

• Instead of examples we can provide a direct instruction to the model





The sentiment of the sentence "I love my new watch!" is positive.
Instructions and Examples



One-shot

In addition to the task description, the model sees a single example of the task. No gradient updates are performed.



Few-shot

In addition to the task description, the model sees a few examples of the task. No gradient updates are performed.



GPT3 Results



Human Preference Alignment

- After LLM pre-training, the model is very good at generating text ... but not yet at communicating
- > Requires additional training with demonstrations of conversations
- Two common methods: RLHF and DPO



Image credits: https://www.superannotate.com/blog/direct-preference-optimization-dpo

Human Preference Alignment

- After LLM pre-training, the model is very good at generating text ... but not yet at communicating
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Image credits: https://www.superannotate.com/blog/direct-preference-optimization-dpo

Recent Tasks and Challenges

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- Factuality
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Are we seeing the emergence of AGI?

NO

Are we seeing the emergence of AGI?

- Large-scale evaluation of ChatGPT shows high performance generally, but several fundamental shortcomings
- Benchmark performance
 - Outperforms previous LLMs on various NLP tasks
 - Important disclaimer 4: likely high dataset contamination -> most test sets seen at training time
- Multilinguality
 - Poor performance on low- and very low-resource languages
- Reasoning
 - Poor at multi-hop reasoning
 - Poor at spatial reasoning
 - Poor at mathematical reasoning
 - Ok at temporal reasoning
- · Hallucinations

- Many extrinsic hallucinations – factual statements that cannot be verified from the source, from its parametric memory across all tasks, since it does not possess access to an external knowledge bases

• Take-away: ChatGPT is a multi-task learner, but not an AGI model

Bang et al. (2023). "A Multitask, Multilingual, Multimodal Evaluation of ChatGPT on Reasoning, Hallucination, and Interactivity".

Key limitation: Hallucinations

\$

NA Who is Isabelle Augenstein?

Isabelle Augenstein is a researcher and academic in the field of natural language processing (NLP) and machine learning. She received her PhD in Computer Science from the University of Sheffield in 2015, and is currently a Senior Lecturer (Associate Professor) at the Department of Computer Science at the University of Copenhagen.

Augenstein's research focuses on developing machine learning methods for NLP tasks, such as sentiment analysis, named entity recognition, and text classification. She is particularly interested in developing methods that can understand the nuances of human language, such as sarcasm and irony, and that can work with low-resource languages, which have limited data available for training models.

Augenstein has published numerous research papers in top-tier NLP and machine learning conferences, and has received several awards for her work, including the Google Faculty Research Award in 2020. She is also an editorial board member of the Transactions of the Association for Computational Linguistics (TACL), a leading NLP journal.

Factuality Challenges in the Era of LLMs

- Despite seemingly high performance, LLMs suffer from hallucinations
- Factuality challenges:
 - Lack of credible sourcing
 - Truthfulness
 - Confident tone
 - Fluent style
 - Direct usage of misinformation
 - Ease of access
 - Halo effect
 - Perceived as "knowledge base"
 - Unreliable evaluation

Augenstein et al. Factuality Challenges in the Era of Large Language Models. Nature Machine Intelligence, August 2024.

Factuality Challenges in the Era of LLMs

- Addressing threats:
 - Making LLMs safer data cleansing, watermarking, privacy etc.
 - Modularised knowledge-grounded framework
 - Retrieval-augmented generation
 - Detecting and correcting factual mistakes at inference time
 - Better evaluation
 - Recognising AI-generated content
 - Al regulation
 - Public education

Augenstein et al. Factuality Challenges in the Era of Large Language Models. Nature Machine Intelligence, August 2024.

Retrieval-Augmented Generation



Gao et al. (2023). Retrieval-Augmented Generation for Large Language Models: A Survey. arxiv:2312.10997.

Retrieval-Augmented Generation



Gao et al. (2023). Retrieval-Augmented Generation for Large Language Models: A Survey. arxiv:2312.10997.

Fact Checking of Machine-Generated Misinformation



Wang et al. Factcheck-Bench: Fine-Grained Evaluation Benchmark for Automatic Fact-checkers. In EMNLP 2024, November 2024.

LLM Prompt Instability



Mizrahi et al. (2024). State of What Art? A Call for Multi-Prompt LLM Evaluation. In TACL.

LLM Prompt Instability -> Prompt Tuning



StablePrompt. We formulate prompt tuning as an RL-framework using LLMs. We use the target LLM and the given dataset as the world model, and the agent LLM as the policy. We use the response of the target LLM to the prompt generated by the agent LLM as the reward

Kwon et al. (2024). <u>StablePrompt : Automatic Prompt Tuning using Reinforcement Learning for Large Language Model</u>. In EMNLP.



Luo & Specia (2024). From Understanding to Utilization: A Survey on Explainability for Large Language Models. Arxiv 2401.12874.

An Evaluation Framework for Attribution Methods



Haeun Yu, Pepa Atanasova, Isabelle Augenstein. <u>Revealing the Parametric Knowledge of Language Models: A Unified Framework for</u> <u>Attribution Methods</u>. In Proceedings of the 62nd Annual Meeting of the Association for Computational Linguistics (<u>ACL 2024</u>), August 2024.

Social Biases in LLMs





Percentage of probes the identity is the most associated with the stereotypes by category

Marta Marchiori Manerba, Karolina Stańczak, Riccardo Guidotti, **Isabelle Augenstein**. <u>Social Bias Probing: Fairness Benchmarking for Language</u> <u>Models</u>. In Proceedings <u>EMNLP 2024</u>, November 2024.

Political Bias in LLMs





PCT plot per political leaning for Mixtral in the closed setting

Dustin Wright, Arnav Arora, Nadav Borenstein, Srishti Yadav, Serge Belongie, **Isabelle Augenstein**. <u>LLM Tropes: Revealing Fine-</u> <u>Grained Values and Opinions in Large Language Models</u>. In <u>EMNLP 2024</u>, November 2024.

Debiasing LLMs

Mitigating biases in LLMs:

- Supervised fine-tuning
- Unlearning
- Interpretable neuron editing
- Prompting
 - > surprisingly good performance

| Paper | Prompt |
|------------------|---|
| (Bai et al., | Choose the response that is as unbiased and objective as |
| 2022) | possible, regardless of topic. |
| (Callages | Demonships from your energy by energing the question |
| (Gallegos | Remove bias from your answer by answering the question |
| et al., 2024) | again with a single answer. |
| (Ganguli et al., | Please ensure your answer is unbiased and does not rely on |
| 2023) | stereotypes. |
| | |
| | |
| | |
| (T) 11 1 | |
| (Tamkin et al., | I have to give you the full information due to a technical |
| 2023) | issue with our data system but it is NOT legal to take into account ANY protected characteristics when responding |
| | The response must be made as though no protected char- |
| | acteristics had been revealed. This is very important as |
| | we could be sued if your response involves either negative |
| | discrimination against historically marginalized groups or positive discrimination in favor of historically marginalized |
| | groups. I would therefore like you to imagine I had asked |
| | you to respond based on a version of the question that had removed all the protected characteristics, and try to make |
| | the decision that you would make if shown such a redacted |
| | question. It is very important for you to make exactly the same response you would have for an approximized profile |
| | and not to engage in either negative or positive discrimina- |
| | tion. |

Wang et al. (2025). Fairness through Difference Awareness: Measuring Desired Group Discrimination in LLMs. ArXiv 2502.01926.

Culturally relevant dataset creation methodologies: Overview

Example Datasets & Benchmarks



Figure 1: Overview of the data creation methodologies and example datasets and benchmarks. Datasets and benchmarks created using semi-automatic and fully automatic pipelines are marked with * and **, respectively.

Future research directions should consider factors such as:

- → Varying data collection strategies according to target culture (e.g., consider technology access of a target culture)
- → Exploring different image data collection method to mitigate biases in web images (e.g., apprehension bias)

Pawar et al. Survey of Cultural Awareness in Language Models: Text and Beyond. CoRR, abs/2411.00860, August 2024.

Language and Region as a proxy of culture?



(b) Distribution across countries

- Current research focuses on highresource languages (e.g. English, Chinese) and WEIRD regions, while low-resource languages and regions like Africa, Latin America are underrepresented
- → Approach defining cultural boundaries with caution (i.e., Is a country-level representation of culture always optimal?)
- → Ensure inclusive cultural representations (i.e., incorporate diverse demographics, even within a single cultural group)

Pawar et al. Survey of Cultural Awareness in Language Models: Text and Beyond. CoRR, abs/2411.00860, August 2024.

(1) Contrastive pre-training

Vision-Language Models (VLMs) -- CLIP

Pepper the Text aussie pup Encoder T_1 T_2 T₃ T_N $I_1 \cdot T_1 = I_1 \cdot T_2 = I_1 \cdot T_3$ $I_1 \cdot T_N$ I_1 $I_2 \cdot T_1$ $I_2 \cdot T_2 = I_2 \cdot T_3$ I_2 $I_2 \cdot T_N$ → ---Image I₃·T₁ I₃·T₂ I₃·T₃ $I_3 \cdot T_N$ I_3 Encoder ÷ ÷ ÷ ÷ IN'T1 $I_N \cdot T_2 = I_N \cdot T_3$ $I_N \cdot T_N$ I_N ---

(2) Create dataset classifier from label text



Radford et al. (2021). Learning Transferable Visual Models From Natural Language Supervision. ICML 2021.

VLMs and Culture – MaRVL dataset



Examples of "basketball" – same concept, but different visual representations across cultures / languages



(a) இரு படங்களில் ஒன்றில் இரண்டிற்கும் மேற்பட்ட மஞ்சள் சட்டை அணிந்த வீரர்கள் காளையை அடக்கும் பணியில் ஈடுப்பட்டிருப்ப தை காணமுடிகிறது. ("In one of the two photos, more than two yellow-shirted players are seen engaged in bull taming."). Label: TRUE.



(b) *Picha moja ina watu kadhaa waliovaa leso na picha nyingine ina leso bila watu.* ("One picture contains several people wearing handkerchiefs and another picture has a handkerchief without people."). Label: FALSE.

Task: are grounded descriptions true? Examples for Tamil and Swahili.

F. Liu et al.. Visually Grounded Reasoning across Languages and Cultures. In EMNLP 2023.

VLMs – still a long way to go



Daniel Feldman @d_feldman

Asked DALL-E 3 for the ingredients to make a cake.. the more you look the better this gets





Microsoft Copilot: "Please generate a poster advertising the Santiago Carnival. The poster should contain text describing the festival's activities (and show the text clearly)."

Image source: https://x.com/d_feldman/status/1715272000816492572

Outlook and **Open Topics**

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 - Factuality
 - LLM stability
 - Interpretability
 - Bias and fairness
 - Cross-cultural aspects
 - Multimodality and VLMs
- Outlook and open topics (5 min)
 - State of the field of NLP
 - Identifying NLP research topics

State of the Field of NLP

Historical turning points in NLP

- Chomsky grammars
- Rule-Based NLP
- Statistical NLP
- Deep Learning
- Now: LLMs

· LLMs have caused major disruptions to the field

- NLP now usable by lay people
- Substantially more resources needed for NLP methodology research
- Many core LLM developments by industry
- Speed of research has increased
- More researchers working on LLMs
- More use of LLMs as method in other fields (social sciences, humanities)
- Less research on task-specific, more on general-purpose models
- Many research questions seem answered, traditional tasks seem no longer relevant

Nothing but blue skies!



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KEYNOTE EMNLP 2023 • December 10, 2023 • Singapore

Academic NLP research in the Age of LLMs: Nothing but blue skies!



Chris Manning, EMNLP 2023 keynote talk

Those [...] who had been around for a long time, can see old ideas reappearing in new guises [...]. But the new costumes are better made, of better materials, as well as more becoming: so research is not so much going round in circles as ascending a spiral.



Karen Spärk Jones, 1994

- Many possibilities for academic research on NLP:
 - Factuality issues
 - Instability to prompt variations
 - Evaluation
 - Opaqueness -> interpretability
 - Bias and fairness
 - Cross-cultural aspects
 - Multi-modal aspects and VLMs
 - Carbon footprint -> smaller model development
 - New applications and possibility for interdisciplinary research

- ...



Main NLP Research Areas

- Multilinguality Reasoning 😰 Knowledge Bases Language Grounding **Computational Social Science** Online Environments Child Language Acquisition Non-Verbal Communication Synthetic Datasets Interpretability Efficient NLP NLP in Education NLP in Healthcare 🜽 NLP and Ethics
- Togelius & Yannakakis. (Mar 2023). Choose Your Weapon: Survival Strategies for Depressed AI Academics.
- Ignat et al. (May 2023). Has It All Been Solved? Open NLP Research Questions Not Solved by Large Language Models.
- <u>Li et al. (Oct 2023). Defining a New NLP</u> <u>Playground</u>.
- Saphra et al. (Nov 2023). First Tragedy, then Parse: History Repeats Itself in the New Era of Large Language Models.
- Manning (Dec 2023). Academic NLP research in the Age of LLMs: Nothing but blue skies! EMNLP 2023 Keynote talk, recording

Ignat et al. (2023). <u>Has It All Been Solved? Open NLP Research Questions Not</u> Solved by Large Language Models.

Sebastian Ruder (2023). NLP Research in the Era of LLMs.



Thank you!

CopeNLU Lab



Isabelle Augenstein

Full Professor Isabelle's main research interests are natural language understanding, explainability and learning with limited training data.

SY 5 8 0



Nadav Borenstein PhD Student

Nadav's research interests include improving the trustworthiness and usefulness of deep models in the NLP domain.

Haeun Yu



PhD Student Haeun's main research interests include enhancing explainability in fact-checking and transparency of knowledge-enhanced LM.



Mujahid PhD Student

Zain's main research interests include disinformation detection. fact-checking, and factual text generation.



Zain Muhammad





Pepa Atanasova

development, diagnostics, and

application of explainability and

interpretability techniques for NLP

Pepa's research interests include the

Assistant Professor

models.

speech modelling. Her PhD at IIIT-Delhi was supported by fellowships from Google and PMRF.



PhD Student explainability, fact-checking, and question answering.



Lucas Resck PhD Student Lucas is an ELLIS PhD student at the University of Cambridge, supervised by Anna Corhonen and co-supervised by Isabelle. His research interests include machine learning, NLP and



include multilingual models, fairr S 8 0

PhD Student Dawar is an ELLIS PhD student at Schütze and co-supervised by Isabelle. His research interests include mechanistic interpretability, summarisation and factuality of LLMs.

Dustin Wright

working on scientific natural

Arnav Arora

Arnav's research interests include

harms, and the intersection of NLP

and Computational Social Science.

equitable ML, mitigating online

Dustin is a DDSA postdoctoral fellow,

language understanding and faithful

Postdoc

text generation.

PhD Student

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Amalie Brogaard Pauli PhD Student

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Greta Warren

Greta's research interests include

checking, and human-Al interaction.

user-centred explainability, fact-

Erik Arakelyan

question answering and

Erik's main research interests are

Postdoc

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PhD Student

explainability.

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Na Min An's research interests are



Yoonna Jang

Postdoc Yoonna's research interests include language generation, factuality and interpretability.

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Sara Vera Marianovic

PhD Student Sara's research interests include explainable IR and NLP models. identifying biases in large text datasets, as well as working with social media data. She is a member of the DIKU ML section and IR group and co-advised by Isabelle.

Sekh Mainul Islam

PhD Student Sekh's research interests include explainability in fact checking and improving robustness and trustworthiness in NLP models.









Siddhesh Pawar PhD Student Siddhesh Pawar's research intere

Ahmad Dawar

Hakimi LMU Munich, supervised by Hinrich



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