

Controllable Text Generation

Should machines reflect the way humans interact in society?

Shrimai Prabhumoye



Carnegie Mellon University

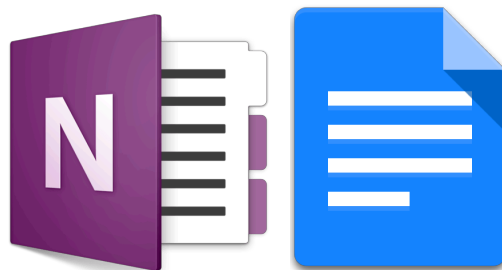
Language Technologies Institute

We constantly author text!

The key to human-like generation is
Style, Content and Structure



Social Media



Personal/Professional documents



Blogs



News/Wiki articles

Style

- Expressed in the choice of *words or phrases* as well as *syntactic structures* used to convey information
- I define style as a group of natural language sentences that belong to a particular class or label.



“Do you have any code that we can look at?”



“Any code? Or do I have to guess at how you did it?”

(Danescu-Niculescu-Mizil, 2013)

Content

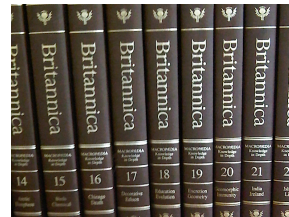
- Human communication by definition is a process by which individuals *exchange information* and influence one another through a common system of symbols and signs.
- Leverage information in the unstructured form



Wikipedia



Gutenberg



Encyclopedia



Internet

Content

Alice: The Notebook is hands-down one of my favorite movies EVER! Have you ever seen The Notebook?

Bob: No I have never seen this movie. I am going to try it out now

Alice: It was a heartwarming story of young love. The main characters are played by [Ryan Gosling and Rachel McAdams](#).

Bob: Ok this sounds nice. I think Ryan is a good actor

Alice: For all the praise it received, I was surprised to see that it only got a [5.7/10 on Rotten Tomatoes](#).

Bob: That is interesting. They never get the rating correct.

Alice: [The story goes back and forth between present day and the past. Older Ryan is played by James Garner and older Rachel is played by Gena Rowlands](#). Yeah, Rotten Tomatoes never gets the right ratings. I always like to see the ratings but if I want to see a movie, I will watch it even if it has a bad rating.

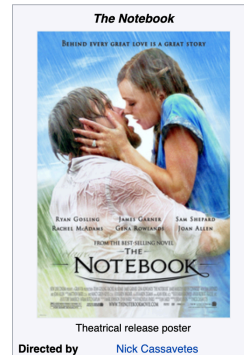
The Notebook

From Wikipedia, the free encyclopedia

For other uses, see *Notebook* (disambiguation).

The Notebook is a 2004 romantic drama film directed by Nick Cassavetes and written by Jeremy Leven from Jan Sardi's adaptation of the 1996 novel by Nicholas Sparks. The film stars Ryan Gosling and Rachel McAdams as a young couple who fall in love in the 1940s. Their story is narrated from the present day by an elderly man (played by James Garner), telling the tale to a fellow nursing home resident (played by Gena Rowlands, who is Cassavetes's mother).

The Notebook received generally mixed reviews, but performed well at the box office and received a number of award nominations, winning eight Teen Choice Awards, a Satellite Award, and an MTV Movie Award. The film became a sleeper hit^{[3][4]} and has gained a cult following.^{[5][6]} On November 11, 2012, ABC Family premiered an extended version with deleted scenes added back into the original storyline.^[7]



Reception [edit]

Box office [edit]

The film premiered June 25, 2004, in the United States and Canada and grossed \$13,464,745 in 2,303 theaters its opening weekend, ranking number 4 at the box office.^[33] The film grossed a total of \$115,603,229 worldwide, \$81,001,787 in Canada and the United States and \$34,601,442 in other countries.^[2] It is the 15th highest-grossing romantic drama film of all time.^[34]

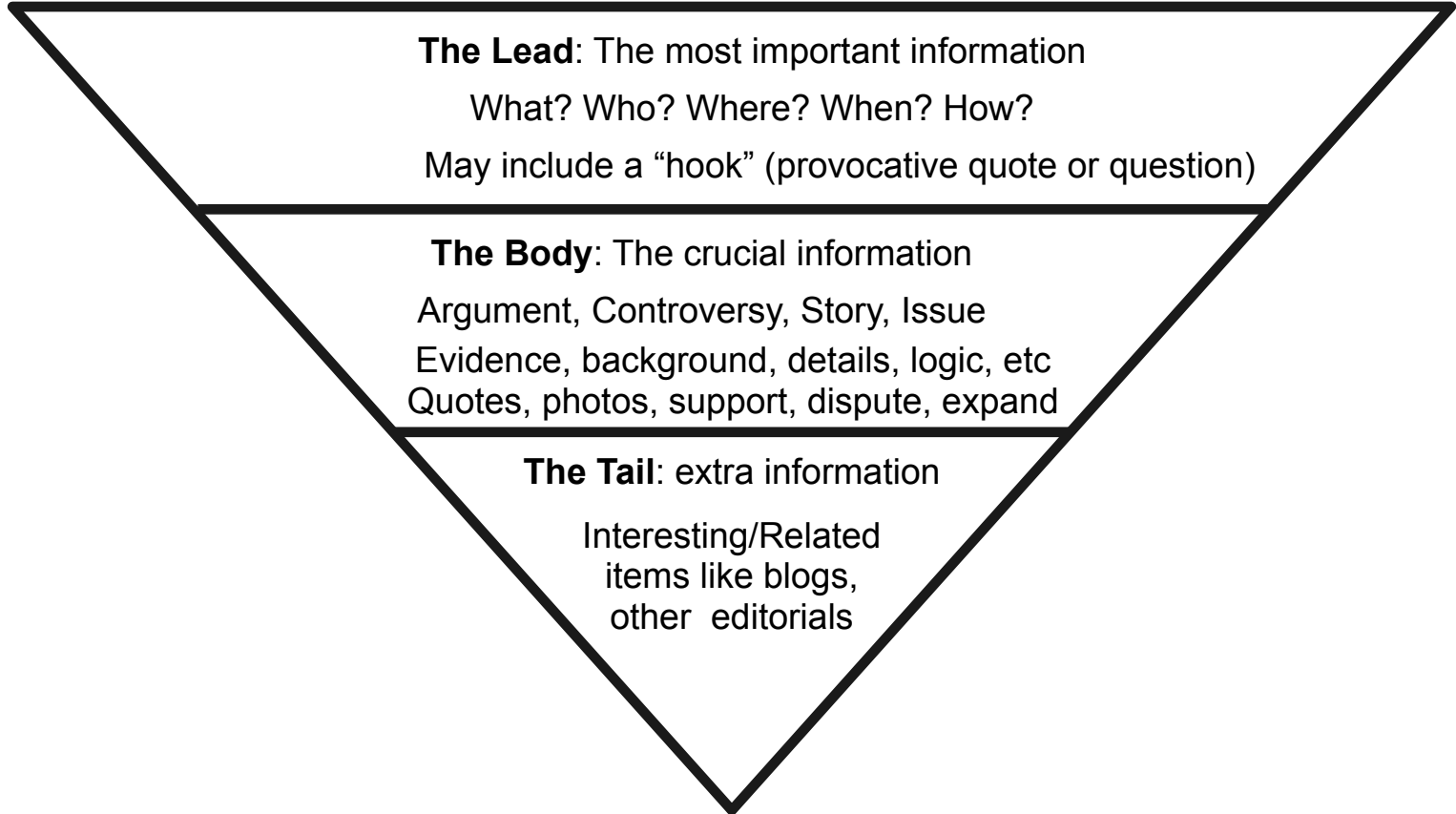
Critical reception [edit]

The Notebook received a mixed reaction from film critics. The 178 reviews on review aggregator *Rotten Tomatoes* show that 53% of critics gave the film a positive review, with an average rating of 5.64/10 and the website's consensus stating "It's hard not to admire its unabashed sentimentality, but *The Notebook* is too clumsily manipulative to rise above its melodramatic clichés."^[35] At *Metacritic*, which assigns an average rating out of 100 to reviews from mainstream critics, the film currently holds an average score of 53, based on 34 reviews, which indicates "mixed or average reviews."^[36]



The performances of Ryan Gosling and Rachel McAdams, as well as their on-screen chemistry, were particularly praised by most film critics

Structure

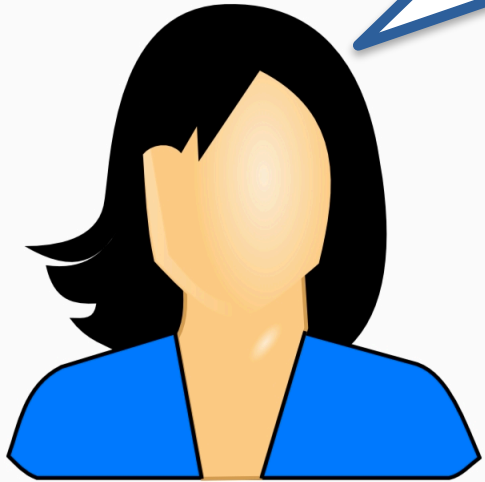


Application



Application

**I have a talk to
present today!**



Application



**I have a talk to
present today!**



Best of luck!

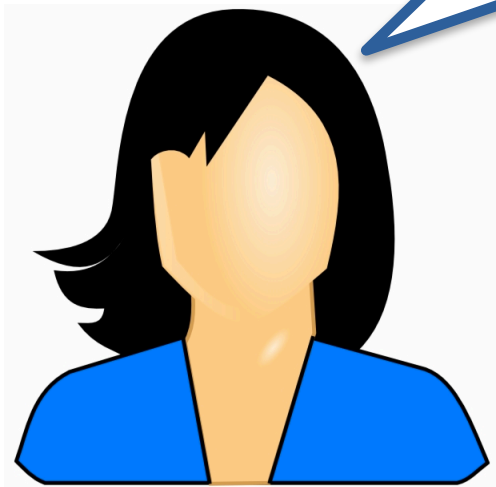
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Style



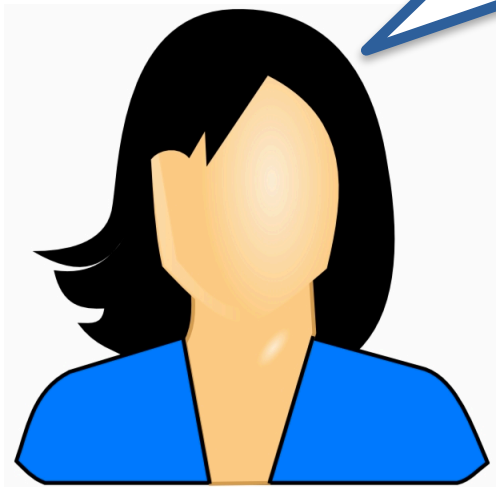
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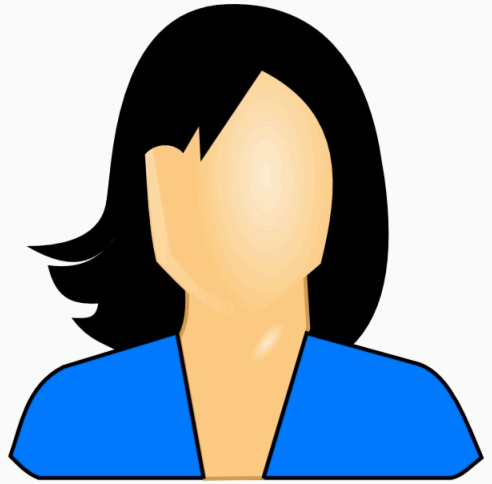
May the force be with
you!



Style

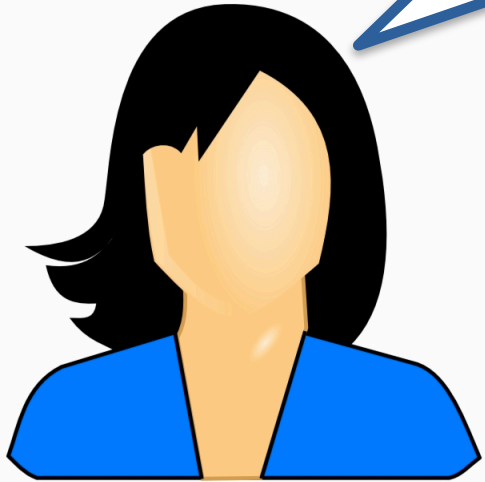


Application



Application

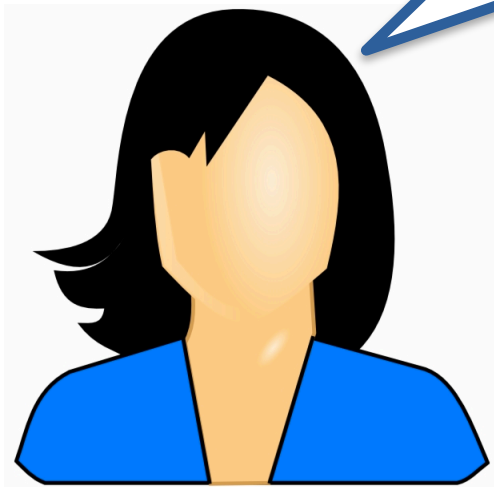
Hey, have you
watched Avengers
Endgame



Application

Hey, have you
watched Avengers
Endgame

Yeah, I loved Bradley
Cooper in it!



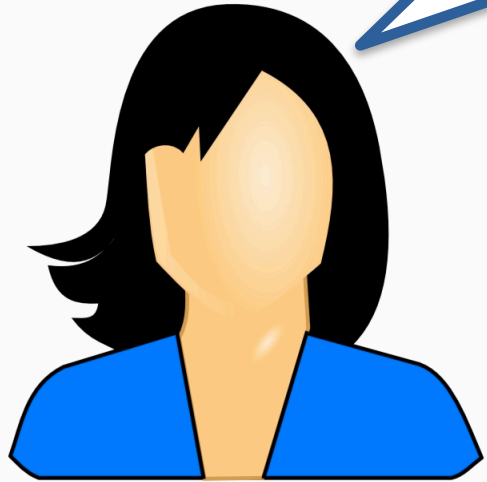
Application

Hey, have you
watched Avengers
Endgame

Yeah, I loved Bradley
Cooper in it!



Content



Application



Hey, have you
watched Avengers
Endgame

Yeah, I loved Robert
Downey in it!



Content

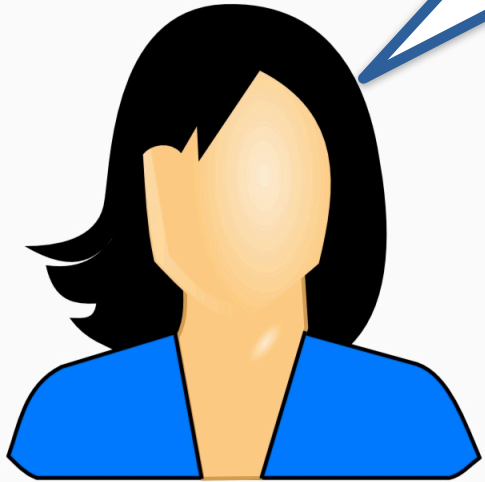


Application



Application

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Endgame



Application



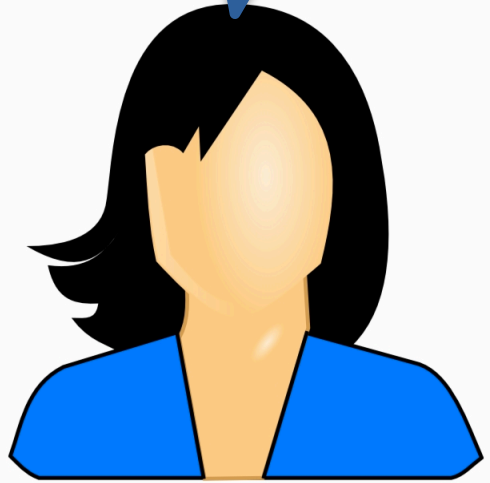
Hey, have you
watched Avengers
Endgame

Yeah, I loved the
movie!



Application

oh
great! Can you tell me
the story!



Application

oh
great! Can you tell me
the story!



Yeah, Ironman steals the Infinity Stones back from Thanos and uses them to disintegrate Thanos and his army, at the cost of his life. Thor decapitates Thanos. Hulk travels to New York City in 2012 and convinces the Ancient One to give him the Time Stone. Five years later, AntMan escapes from the quantum realm. Ironman builds a time machine to save the world.



Application

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great! Can you tell me
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Structure



Application

oh
great! Can you tell me
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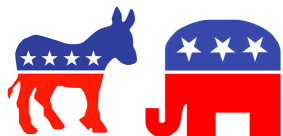


Other Applications

- ***Writing Assistance Tools***
 - recommend formal language
 - recommend structural changes
- Recommend ***polite emails***
- ***Story Generation***
 - plot, ending, sentiment, topic, persona
- ***Content Generation*** (websites, descriptions etc)

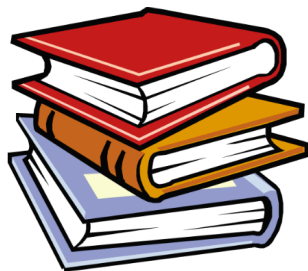
Overview

Style



ACL '20
Storytelling '19
ACL '18

Content



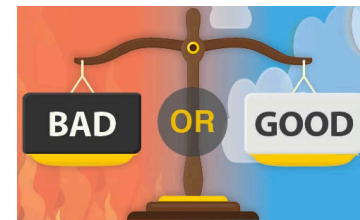
NAACL '19
EMNLP '18

Structure



ACL '20
draft EMNLP '20

Ethical Considerations

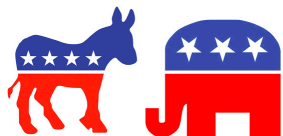


WiNLP '19

**The key to human-like generation is
Style, Content and Structure**

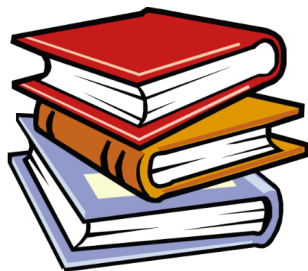
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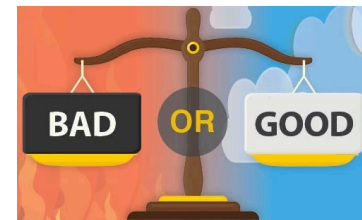
NAACL '19
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ACL '20
draft EMNLP '20

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WiNLP '19

**The key to human-like generation is
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What is Style Transfer

- Rephrasing the text to contain specific stylistic properties without changing the intent or affect within the context.

What is Style Transfer

- Rephrasing the text to contain specific stylistic properties without changing the intent or affect within the context.

“Shut up! the video is starting!”

“Please be quiet, the video will begin shortly.”

Applications

Anonymization: To preserve anonymity of users online, for personal security concerns (Jardine, 2016), or to reduce stereotype threat (Spencer, 1999).



Demographically-balanced training data for downstream applications.



Challenges

- No Parallel Data!

“The movie was very long.”

“I entered the theatre in the bloom of youth and emerged with a family of field mice living in my long, white mustache.”

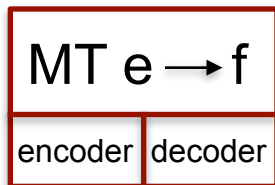
- Disentangle content from style
- Style is subtle

Our Solution

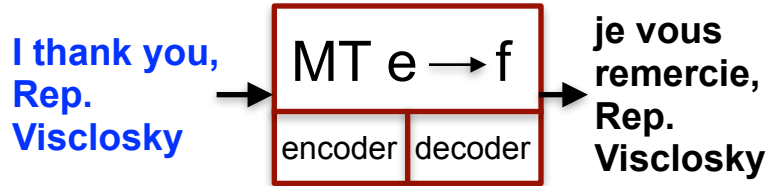
- ***Back-Translation***
 - Translating an English sentence to a pivot language and then back to English.
- Reduces stylistic properties
- Helps in grounding meaning
- Creates a representation independent of the generative model
- Representation is agnostic to the style task

Architecture

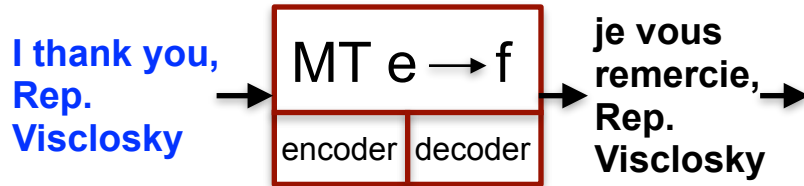
Architecture



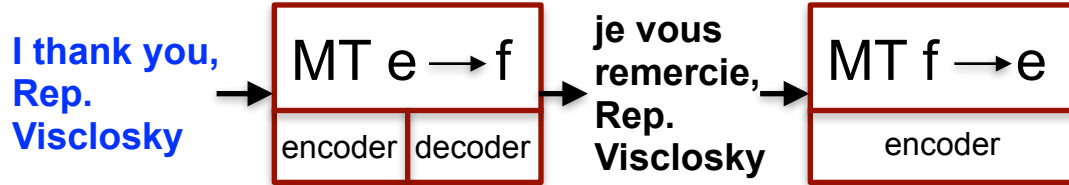
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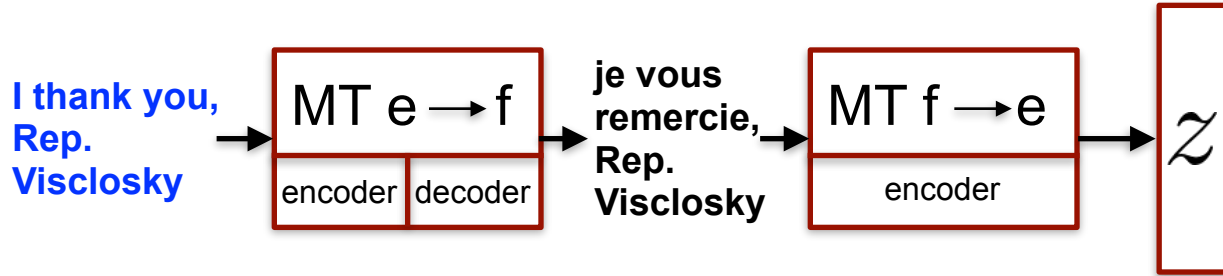
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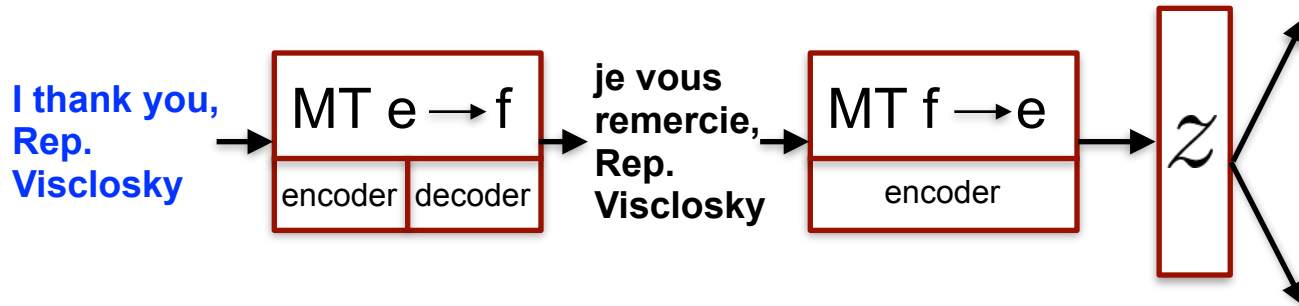
Architecture



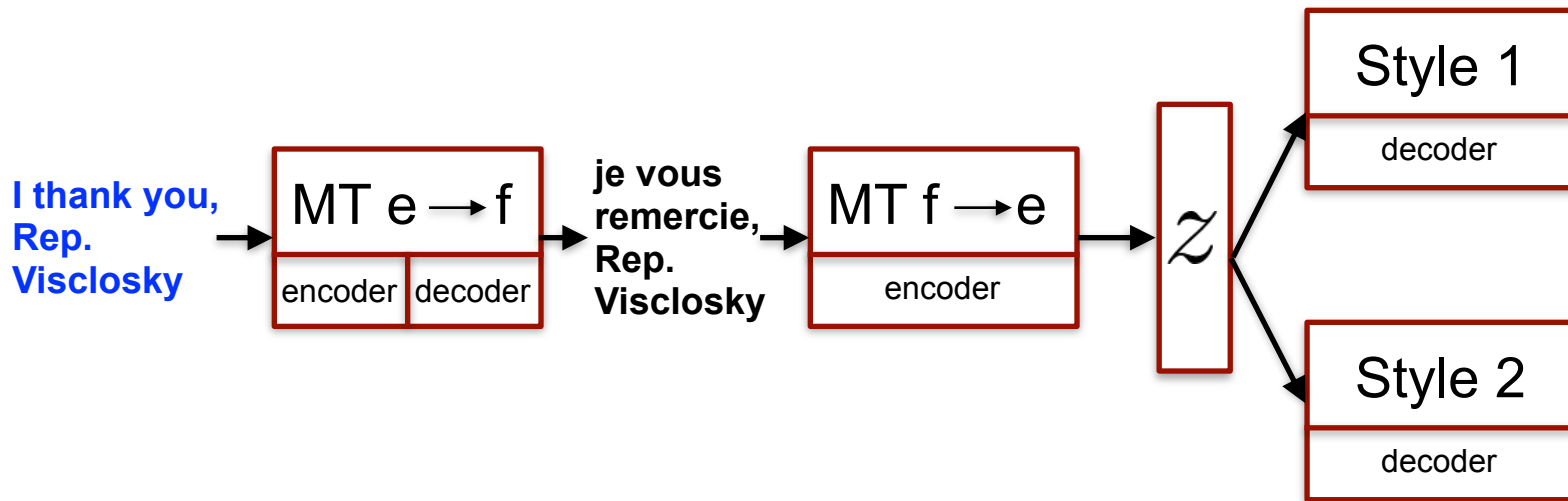
Architecture



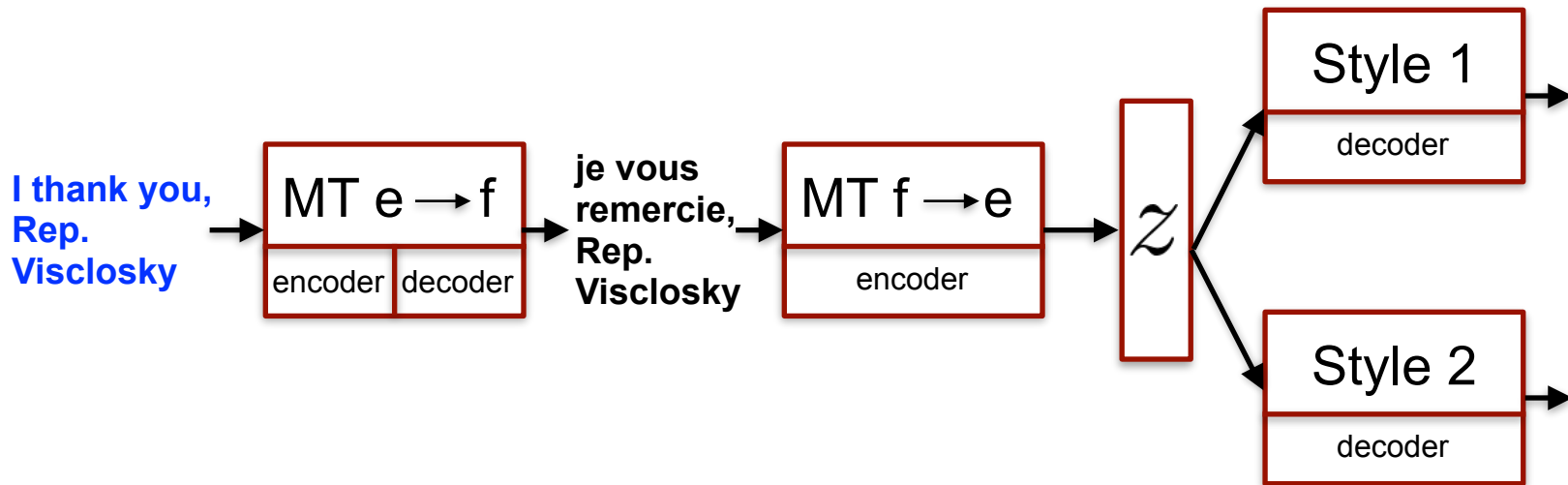
Architecture



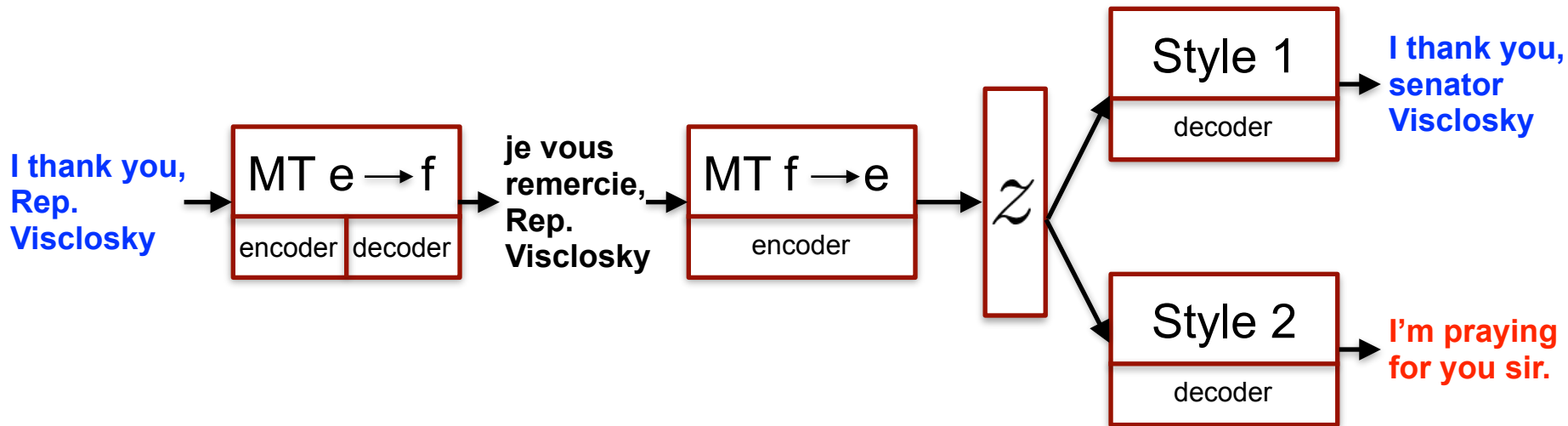
Architecture



Architecture

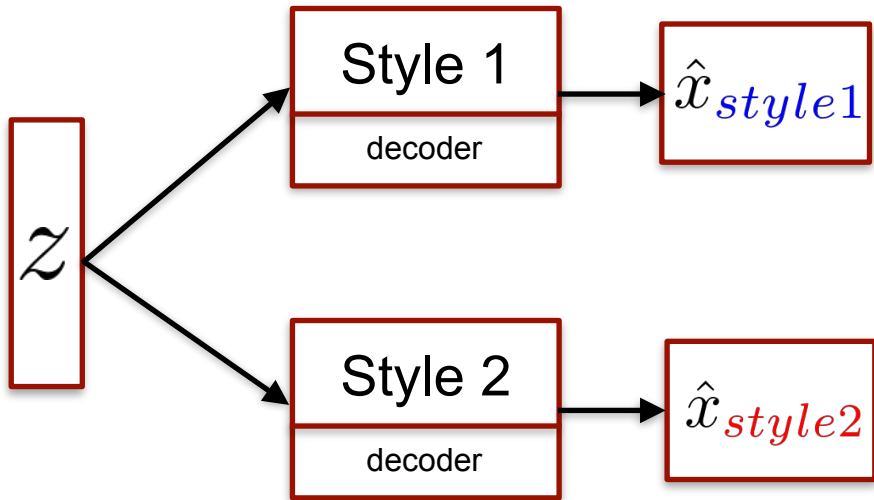


Architecture

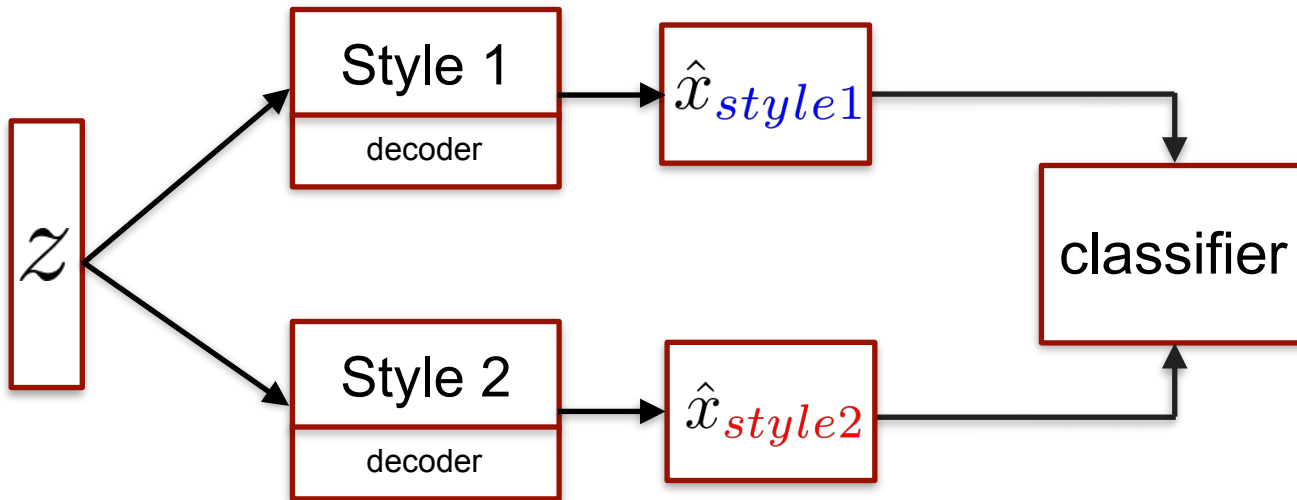


Train Pipeline

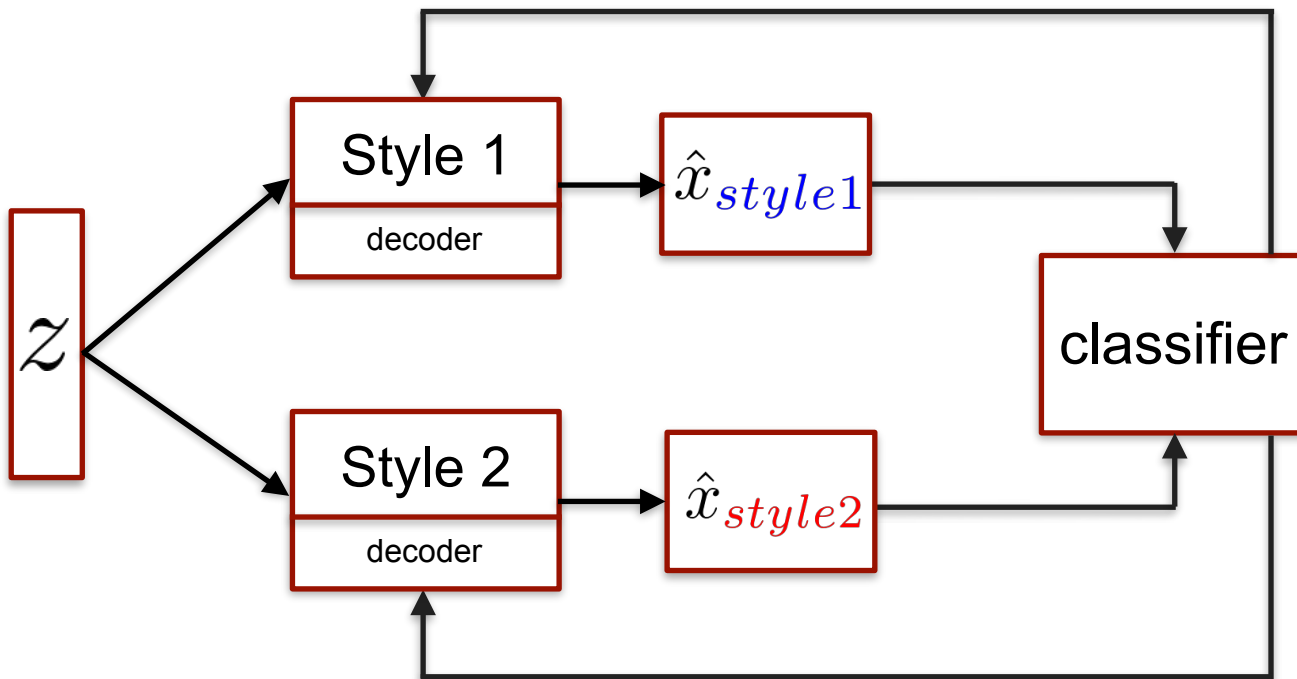
Train Pipeline



Train Pipeline



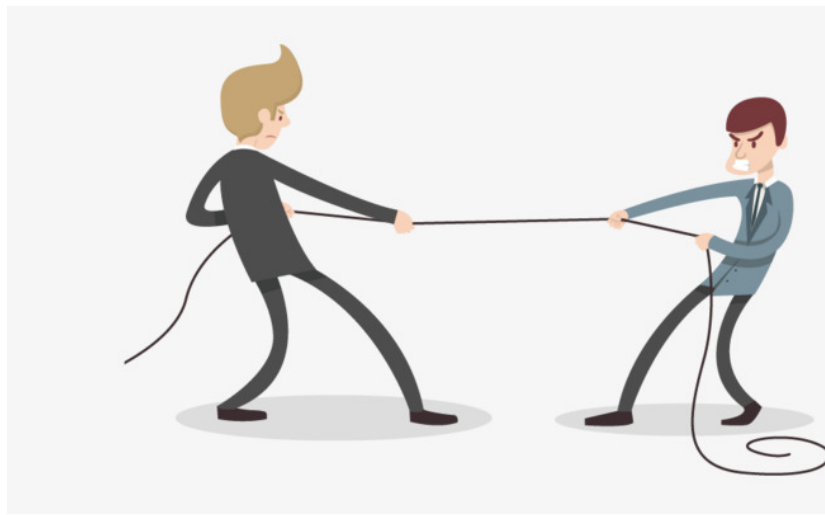
Train Pipeline



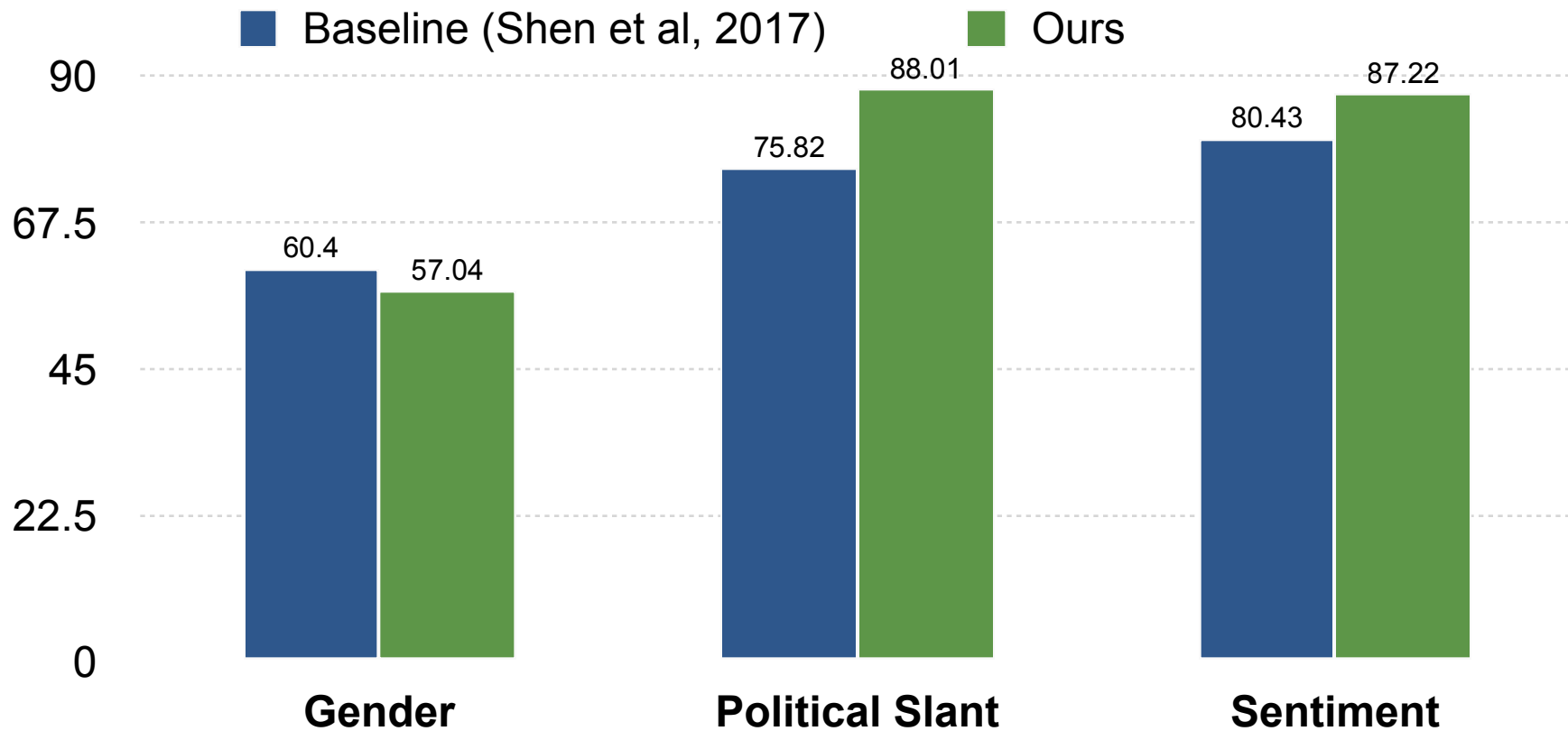
Experimental Settings

- Encoder-Decoders follow sequence-to-sequence framework (Sutskever et al., 2014; Bahdanau et al., 2015)

$$\min_{\theta_{\text{gen}}} \mathcal{L}_{\text{gen}} = \mathcal{L}_{\text{recon}} + \lambda_c \mathcal{L}_{\text{class}}$$



Style Transfer Accuracy



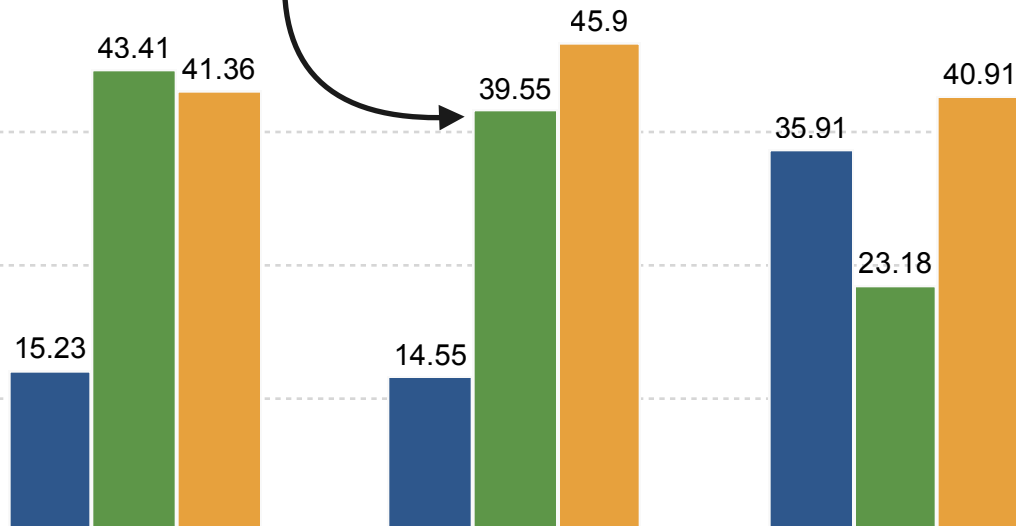
Meaning Preservation

Which transferred sentence maintains the same semantic intent of the source sentence while changing the political position

- Baseline (Shen et al, 2017)
- Ours
- No Preference

Which transferred sentence maintains the same sentiment of the source sentence in the same semantic context (i.e. you can ignore if food items are changed)

50
37.5
25
12.5
0



Gender

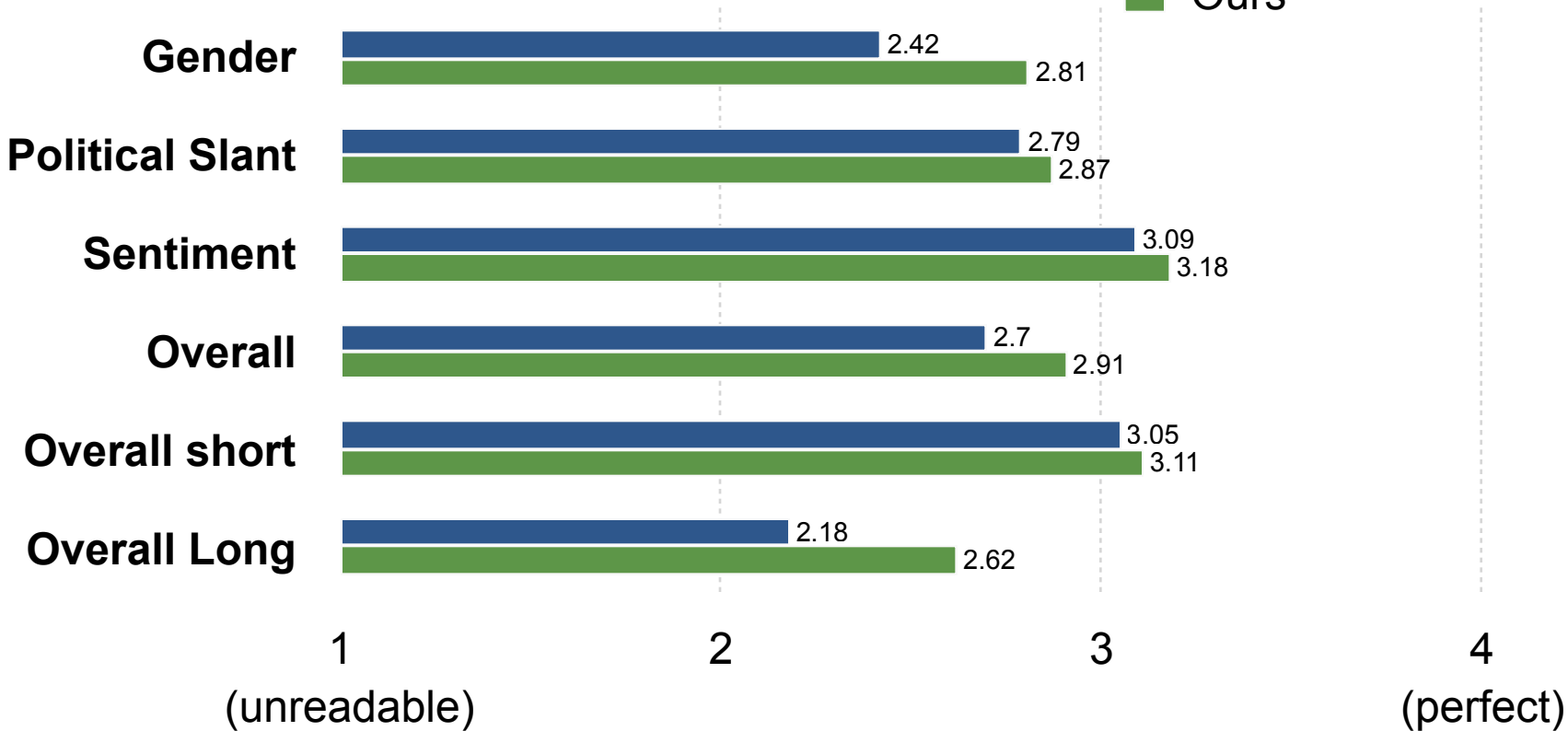
Political Slant

Sentiment

Which transferred sentence is semantically equivalent to the source sentence with an opposite sentiment

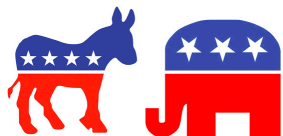
Fluency

■ Baseline (Shen et al, 2017)
■ Ours



Overview

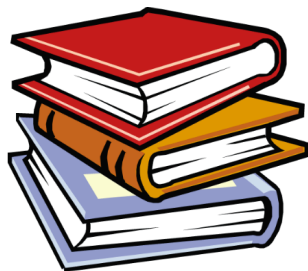
Style



ACL '20
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ACL '18



Content



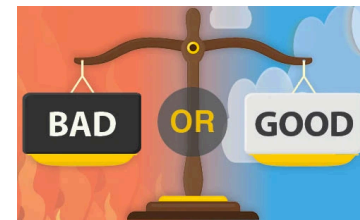
NAACL '19
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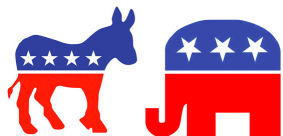


WiNLP '19

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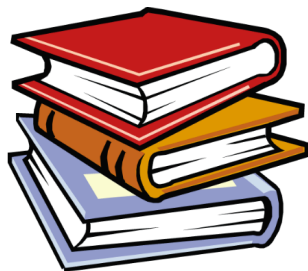
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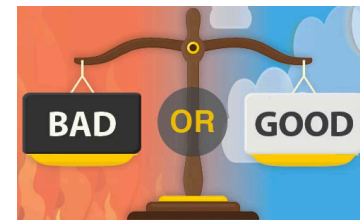
NAACL '19
EMNLP '18

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draft EMNLP '20

Ethical Considerations



WiNLP '19

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Content Transfer

After **graduate form** Columbia University, Obama worked in Chicago.

After **graduating from** Columbia University, Obama worked in Chicago.

After graduating from **Carnegie Mellon University**, Obama worked in Chicago.

After graduating from **Columbia University**, Obama worked in Chicago.

- AI assistance deals with *form* (grammar, style, etc.)
- Our goal is to control for *content*

What is our task?

What is our task?



The screenshot shows a Wikipedia article page. At the top right, it says "Not logged in" with links for "Talk", "Contributions", "Create account", and "Log in". Below this is a navigation bar with "Article" and "Talk" tabs, and a search box containing "Search Wikipedia". The article title is "Monkey selfie copyright dispute". Below the title is the text "From Wikipedia, the free encyclopedia". The main text of the article discusses a copyright dispute over monkey selfies. It mentions that the photos were taken by Celebes crested macaques using equipment belonging to British nature photographer David Slater. The dispute involves Wikimedia Commons and the blog Techdirt. It also mentions Slater's objections and the role of PETA. A photograph of a macaque is included in the article. Below the photo is a caption: "One of the monkey selfies at issue".

Not logged in [Talk](#) [Contributions](#) [Create account](#) [Log in](#)

Article [Talk](#) [Read](#) [Edit](#) [View history](#)

Monkey selfie copyright dispute

From Wikipedia, the free encyclopedia

The **monkey selfie copyright dispute** is a series of disputes about the [copyright](#) status of [selfies](#) taken by [Celebes crested macaques](#) using equipment belonging to the British nature photographer David Slater. The disputes involve [Wikimedia Commons](#) and the blog *Techdirt*, which have hosted the images following their publication in newspapers in July 2011 over Slater's objections that he holds the copyright, and [People for the Ethical Treatment of Animals](#) (PETA), who have argued that the macaque should be assigned the copyright.

Slater has argued that he has a valid copyright claim, as he engineered the situation that resulted in the pictures by travelling to Indonesia, befriending a group of wild macaques, and setting up his camera equipment in such a way that a "selfie" picture might come about. The [Wikimedia Foundation's](#) 2014 refusal to remove the pictures from its Wikimedia Commons image library was based on the understanding that copyright is held by the creator, that a non-human creator (not being a [legal person](#)) cannot hold copyright, and that the images are thus in the [public domain](#).



One of the monkey selfies at issue ↻

What is our task?

WIKIPEDIA
The Free Encyclopedia

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Article | **Talk** | Read | Edit | View history | Search Wikipedia

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One of the monkey selfies at issue

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Amateur Photographer

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Home / Latest / Latest news

Ape-rture priority photographer plays down monkey reports

Chris Cheesman
July 5, 2011

0 shares

A photographer who says he witnessed monkeys taking pictures of themselves, tells Amateur Photographer (AP) that much of the media coverage has been exaggerated.


Wildlife photographer David Slater today played down newspaper reports that suggest a bunch of Indonesian monkeys grabbed his camera and began taking self-portraits.

And he revealed that the shots, featuring the endangered crested black macaque monkey, were taken three years ago.

Speaking to AP, David explained that his camera had been mounted on a tripod when the primates


Latest reviews

Leica M10-R review



Andy Westlake takes a detailed look at Leica's latest high-resolution...

Canon EOS R6 review: hands-on first look



Look out Sony - Canon may just have got full-

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One of the monkey selfies at issue

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The following day, *Amateur Photographer* reported that Slater gave them further explanation as to how the photographs were created, downplaying the way newspaper articles had described them; Slater said reports that a monkey ran off with his camera and "began taking self-portraits" were incorrect and that the portrait was shot when his camera had been mounted on a tripod, with the primates playing around with a remote cable release as he fended off other monkeys.^[13]

Amateur Photographer

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What is our task?



The screenshot shows the Wikipedia article page for "Monkey selfie copyright dispute". The article text states: "The **monkey selfie copyright dispute** is a series of disputes about the **copyright** status of **selfies** taken by **Celebes crested macaques** using equipment belonging to the British nature photographer David Slater. The disputes involve **Wikimedia Commons** and the blog *Techdirt*, which have hosted the images following their publication in newspapers in July 2011 over Slater's objections that he holds the copyright, and **People for the Ethical Treatment of Animals** (PETA), who have argued that the macaque should be assigned the copyright." Below the text is a photograph of a monkey with a camera lens visible in its mouth. A caption below the photo reads: "One of the monkey selfies at issue".

The following day, *Amateur Photographer* reported that Slater gave them further explanation as to how the photographs were created, downplaying the way newspaper articles had described them; Slater said reports that a monkey ran off with his camera and "began taking self-portraits" were incorrect and that the portrait was shot when his camera had been mounted on a tripod, with the primates playing around with a remote cable release as he fended off other monkeys.^[13]



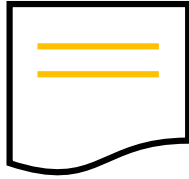
The screenshot shows the "Amateur Photographer" website article titled "Ape-erture priority photographer plays down monkey reports" by Chris Cheesman, dated July 5, 2011. The article text states: "A photographer who says he witnessed monkeys taking pictures of themselves, tells **Amateur Photographer (AP)** that much of the media coverage has been exaggerated." Below the text is a photograph of a camera lens. A caption below the photo reads: "Look out Sony - Canon may just have got full-".

Generate text that is:

- coherent to the Wikipedia context
- contains latest event from the article

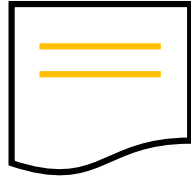
Primary Contribution

Primary Contribution



curated text (context)

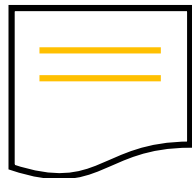
Primary Contribution



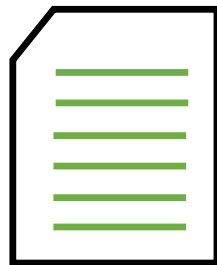
+

curated text (context)

Primary Contribution



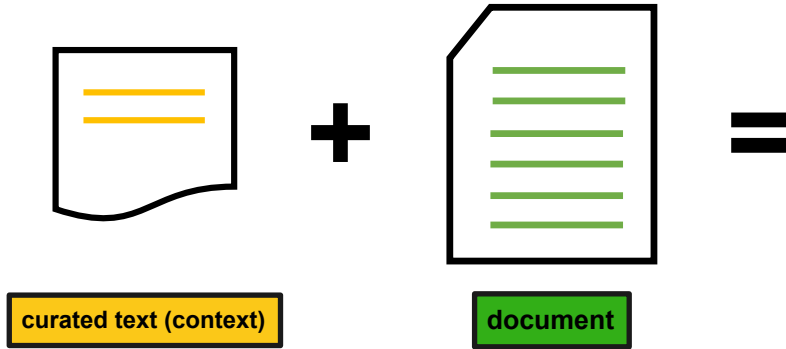
+



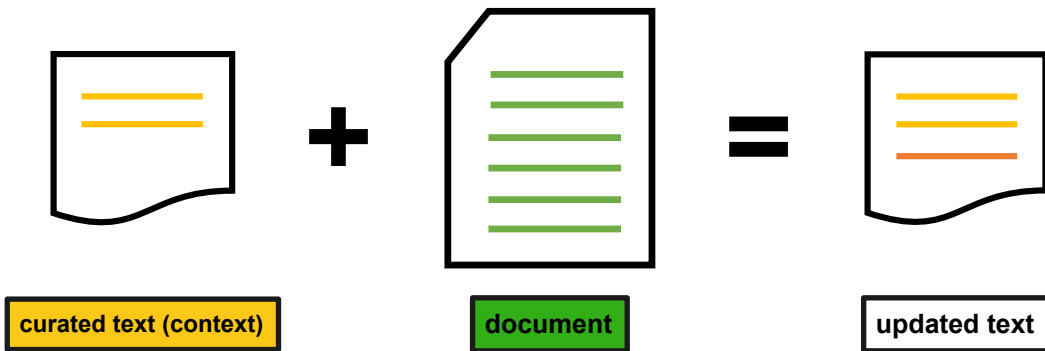
curated text (context)

document

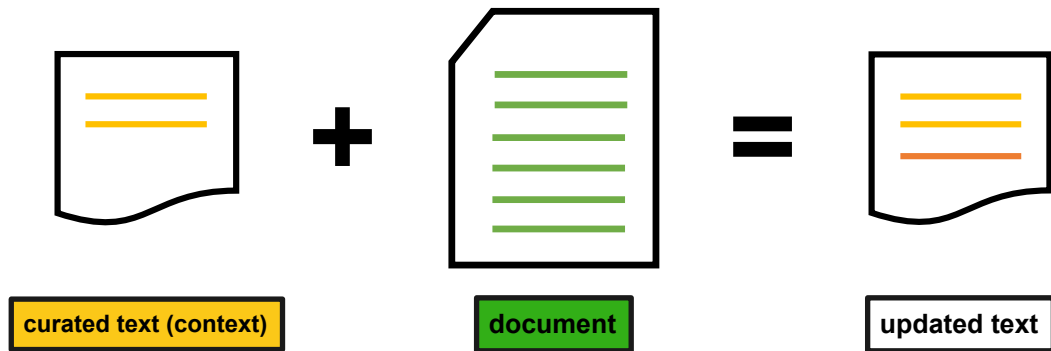
Primary Contribution



Primary Contribution



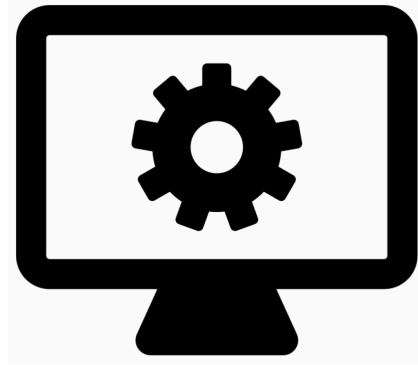
Primary Contribution



- design a task to perform content transfer from an unstructured source of information
- release dataset

Applications

Software
Documentation



Wikipedia
Articles



Inbox
Summarization



Legal
Document



Data Creation Process

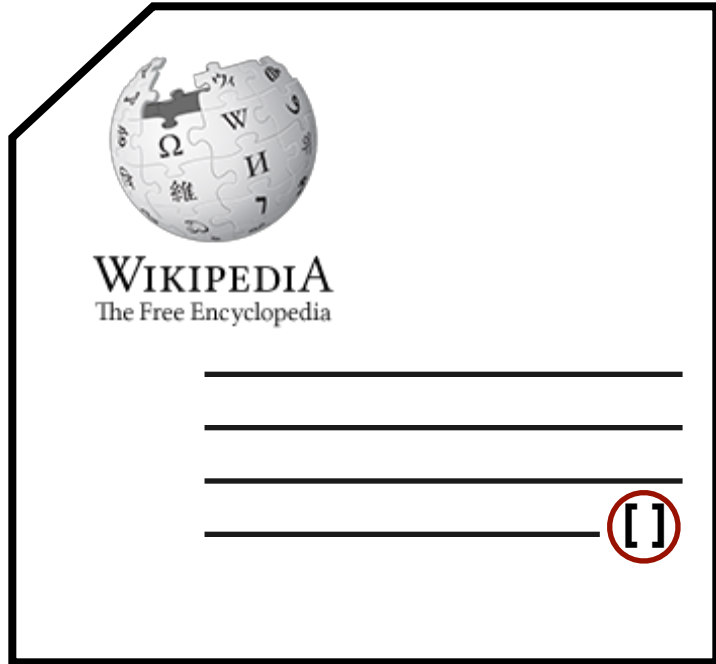
Data Creation Process




WIKIPEDIA
The Free Encyclopedia

[]

Data Creation Process



Data Creation Process

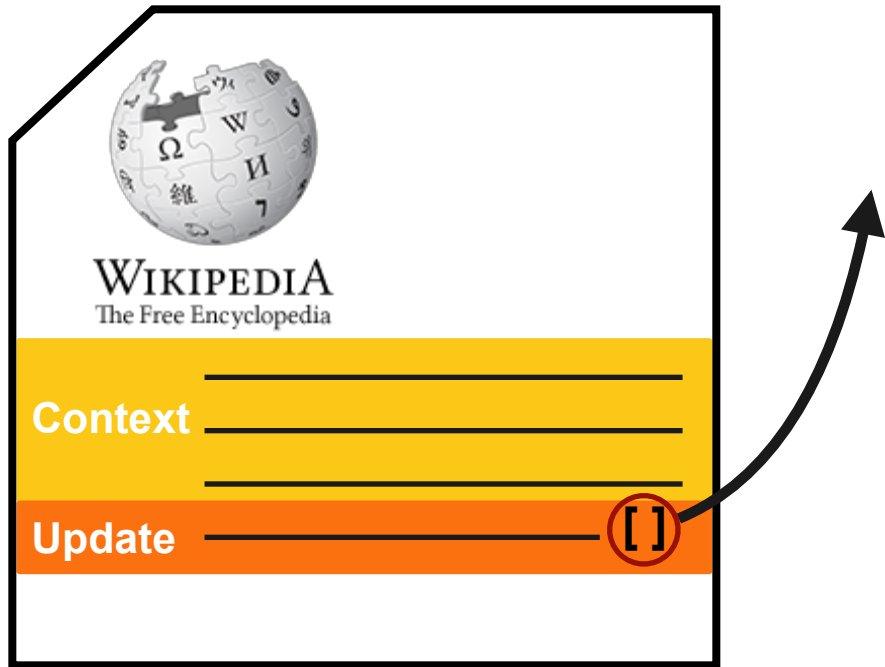


WIKIPEDIA
The Free Encyclopedia

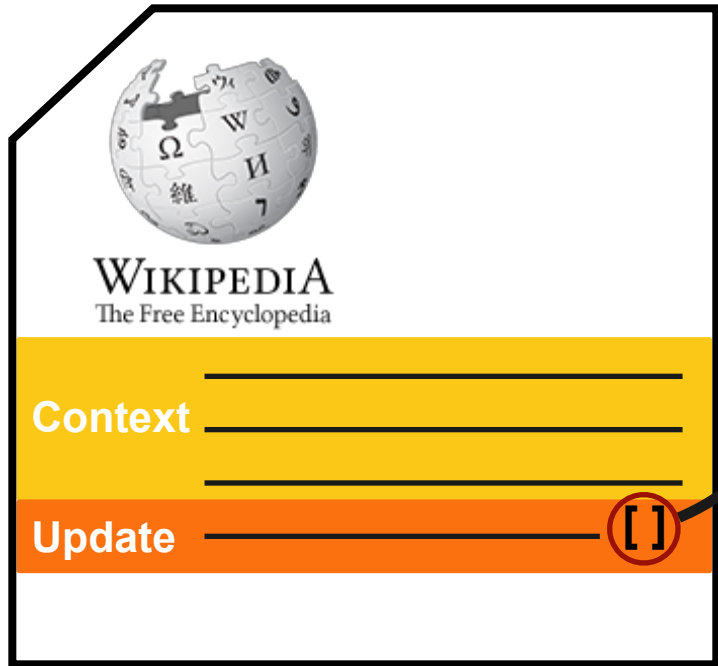
Context _____

Update _____ **[]**

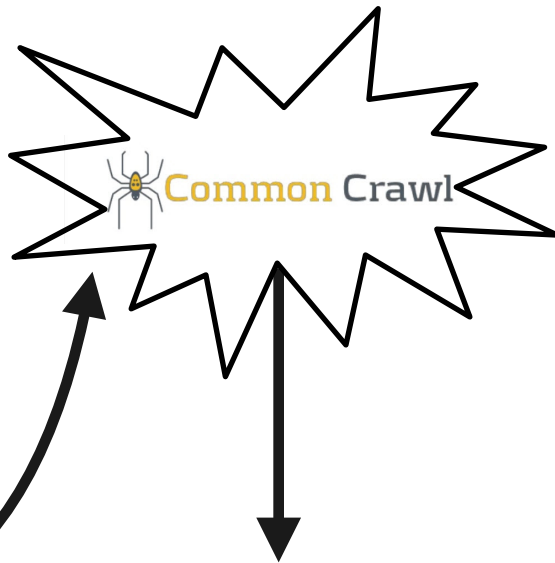
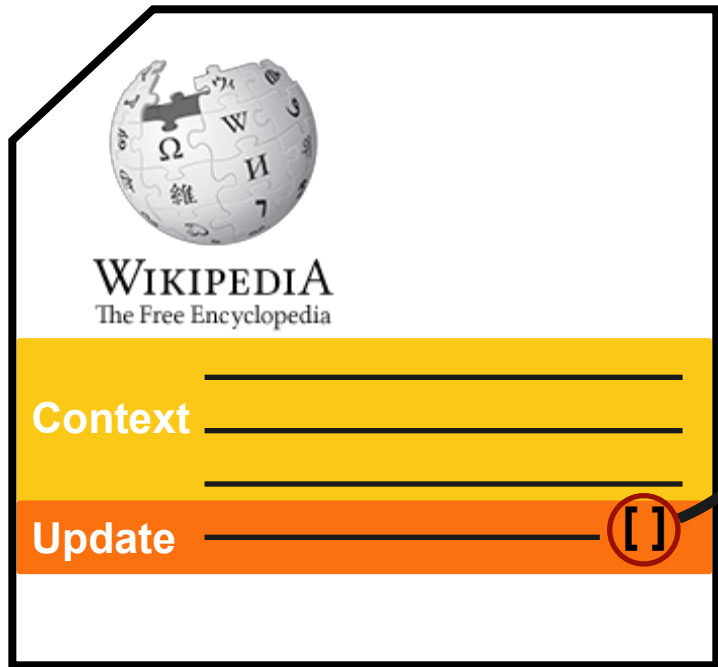
Data Creation Process



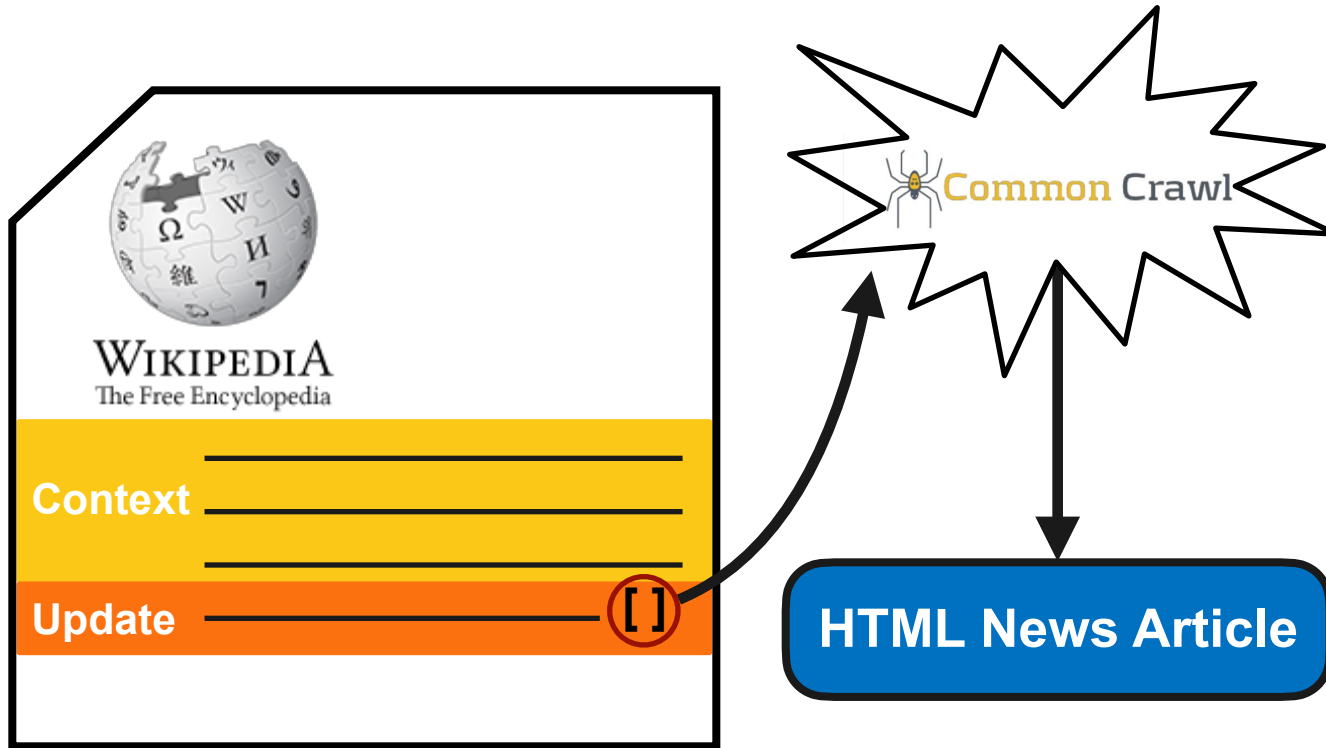
Data Creation Process



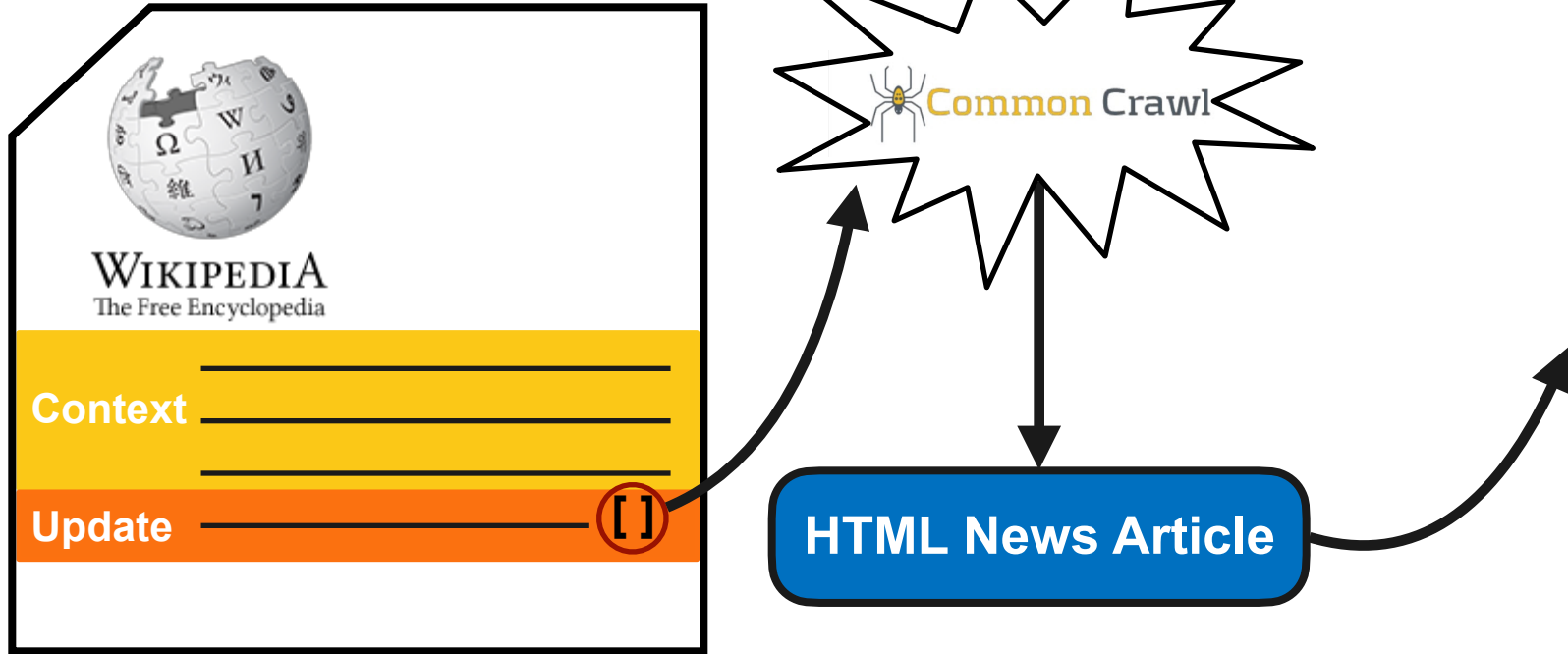
Data Creation Process



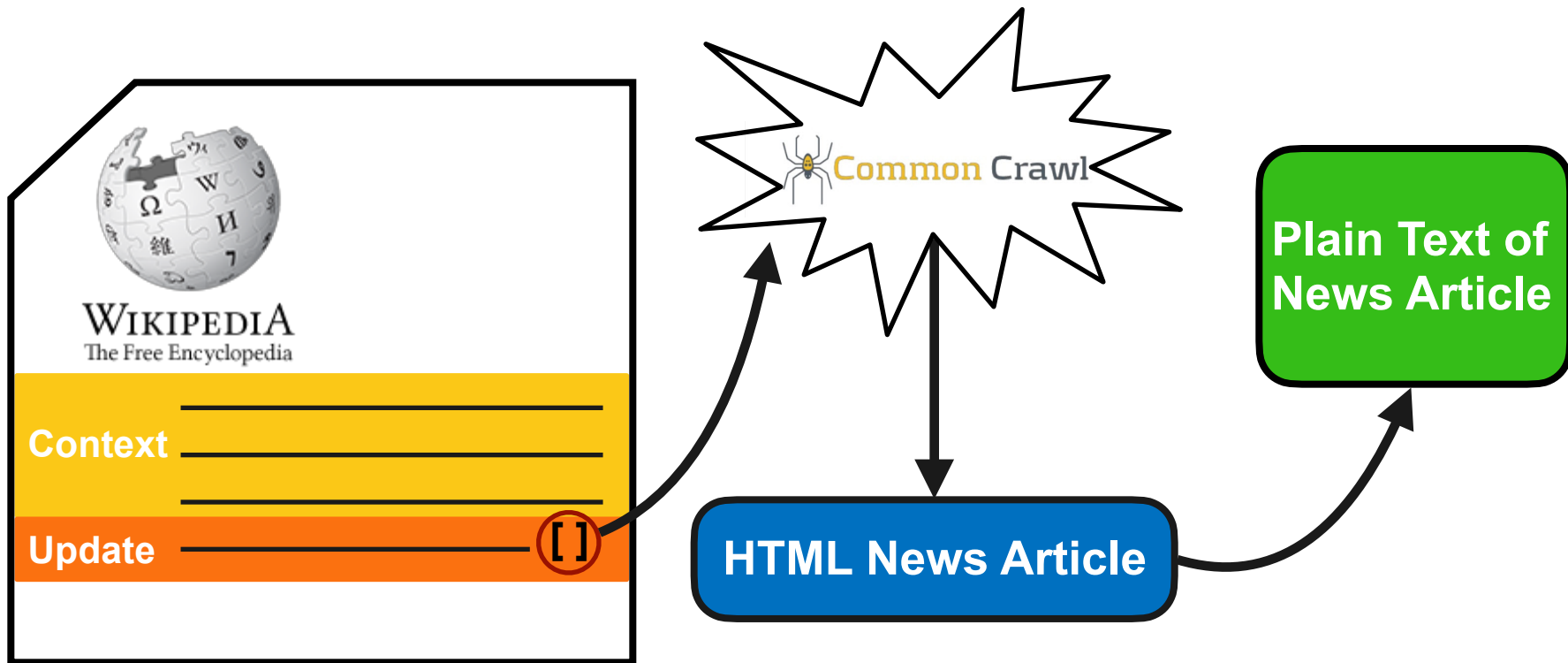
Data Creation Process



Data Creation Process



Data Creation Process



Data Creation Process

Total Data Size: 636K

Plain Text of
News Article

News Article	Wikipedia Context	Update
...
...

Models

Generative Models

- Context Agnostic Generative Model (CAG) — Baseline
- Context Informed Generative Model (CIG)
- Context Responsive Generative Model (CRG)

all models have global attention

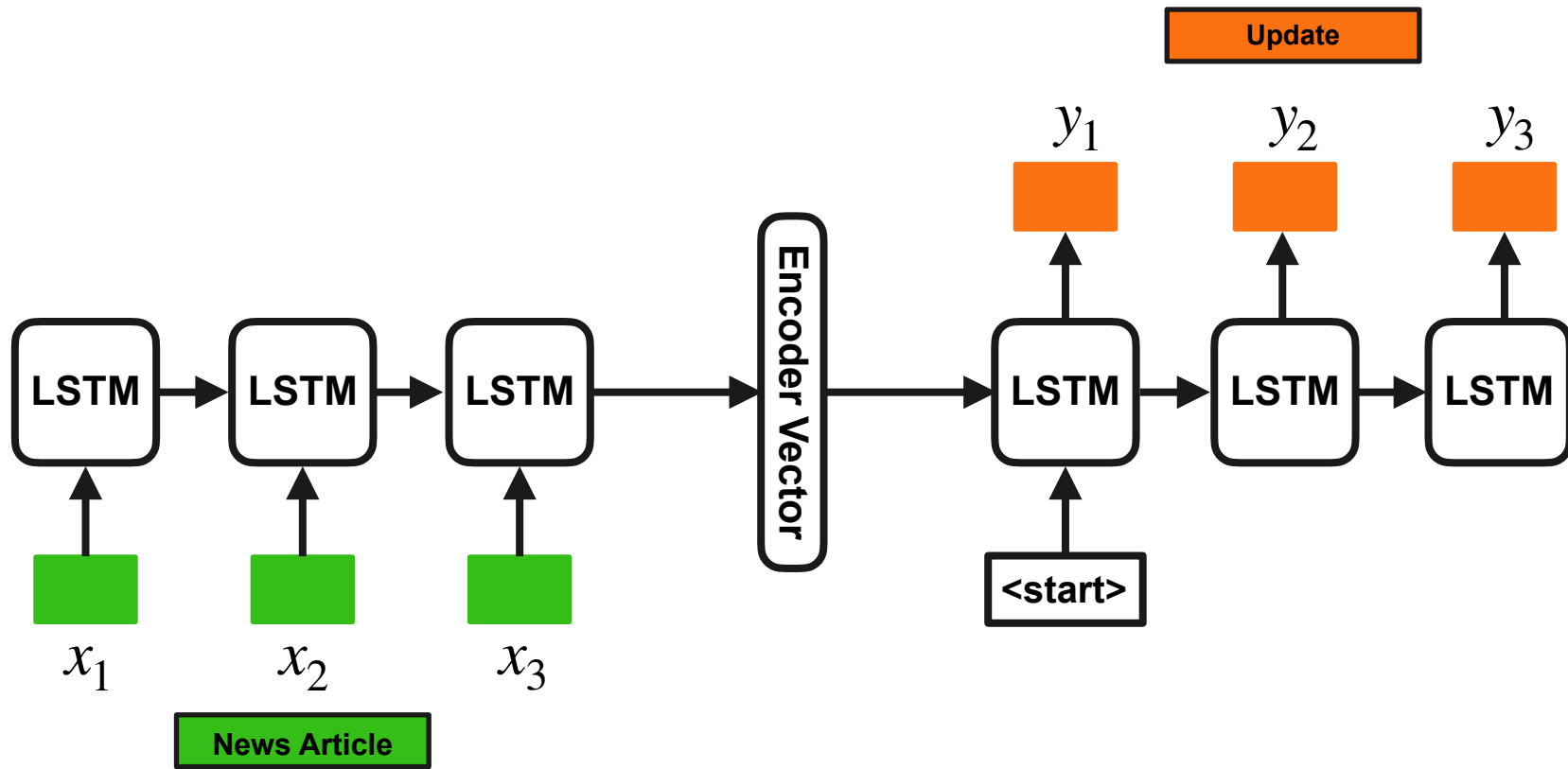
Extractive Models

- SumBasic
- Context Informed SumBasic
- Oracle

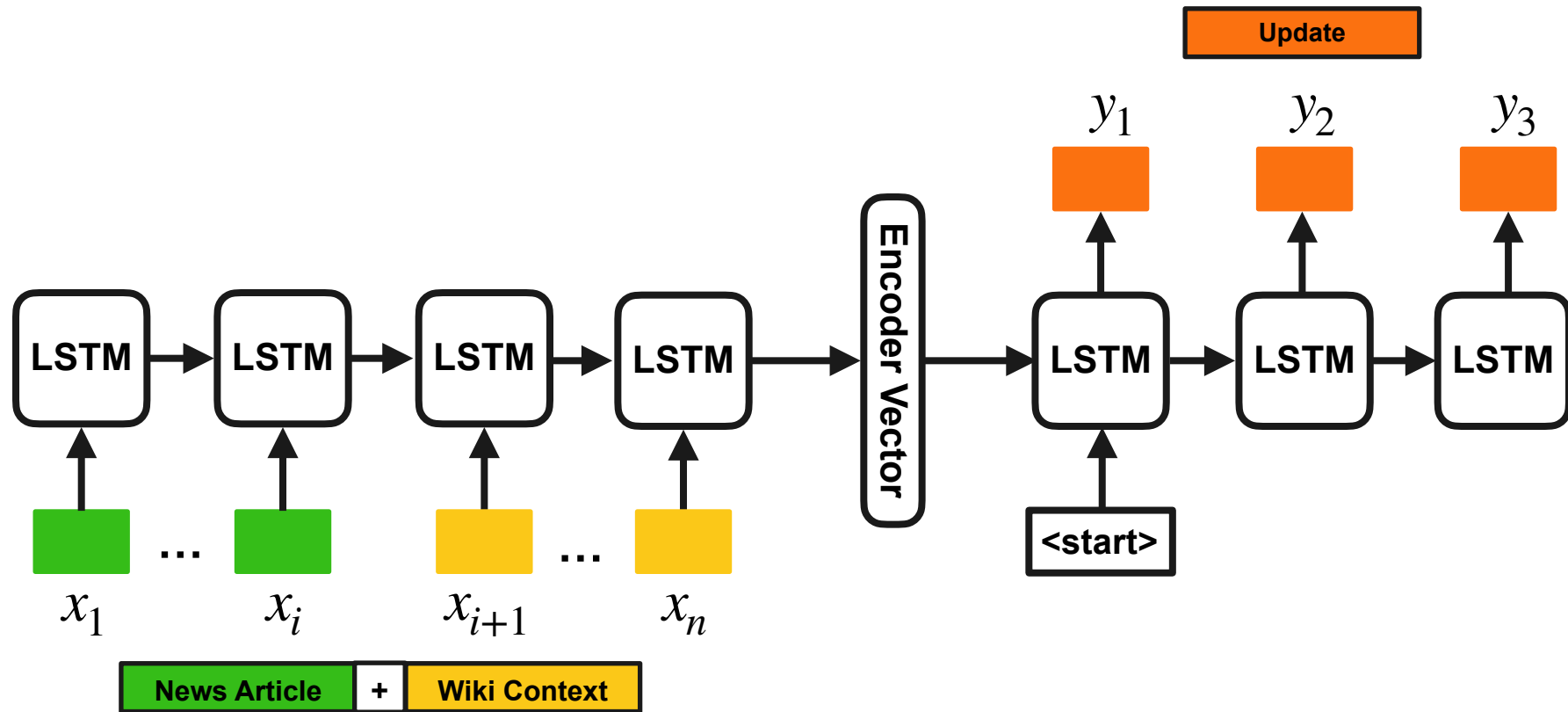
all models are simplistic to infer if

context helps in generation

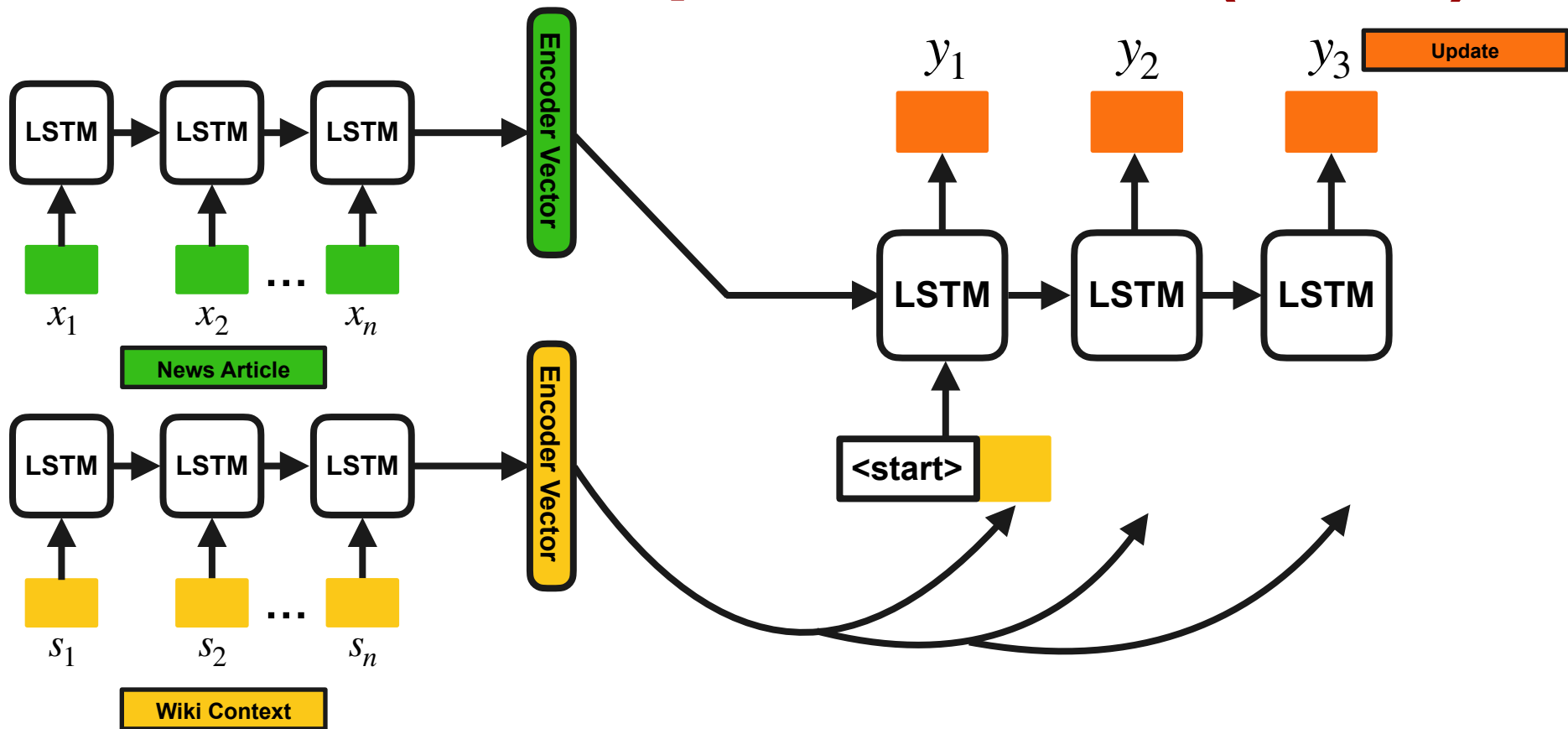
Context Agnostic Model (CAG) - Baseline



Context Informed Model (CIG)



Context Receptive Model (CRG)

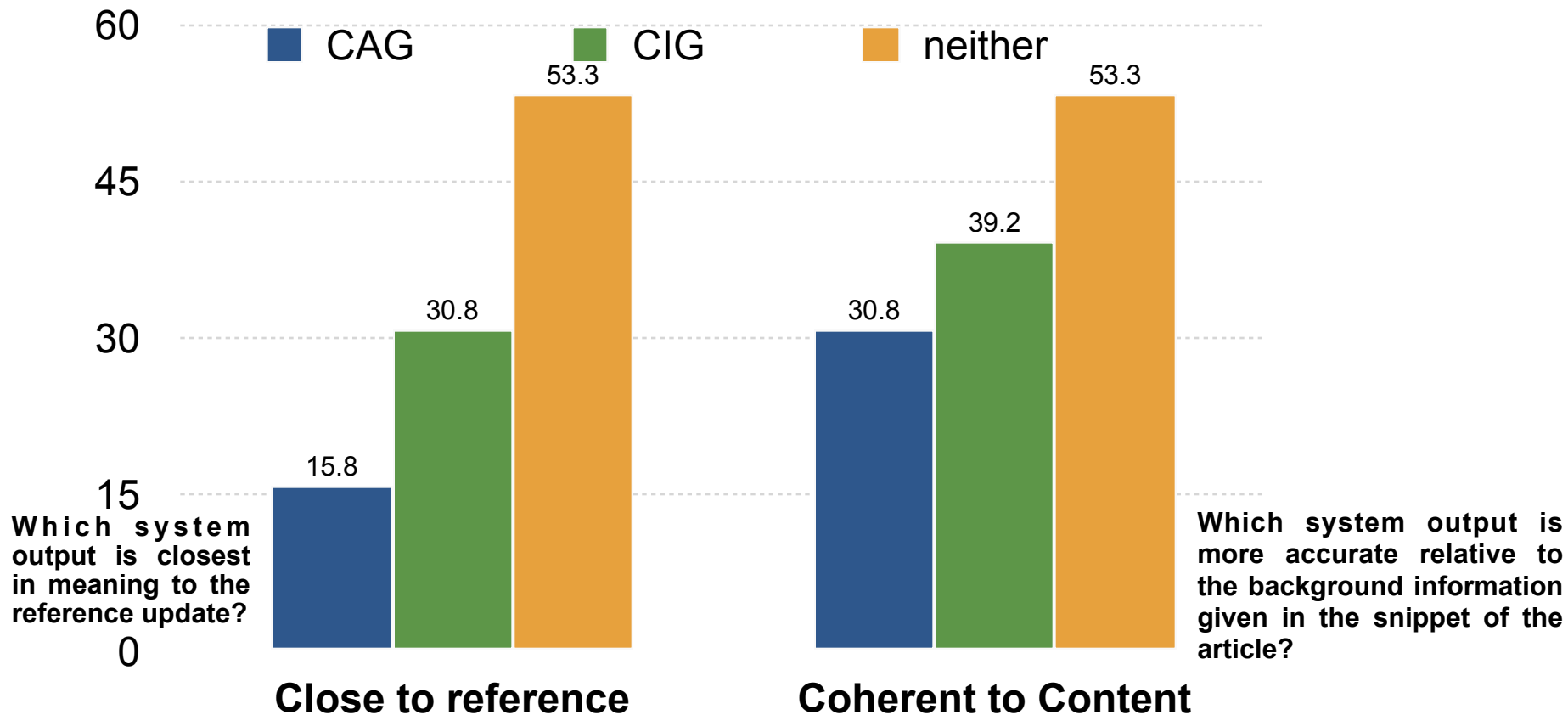


Automated Evaluation

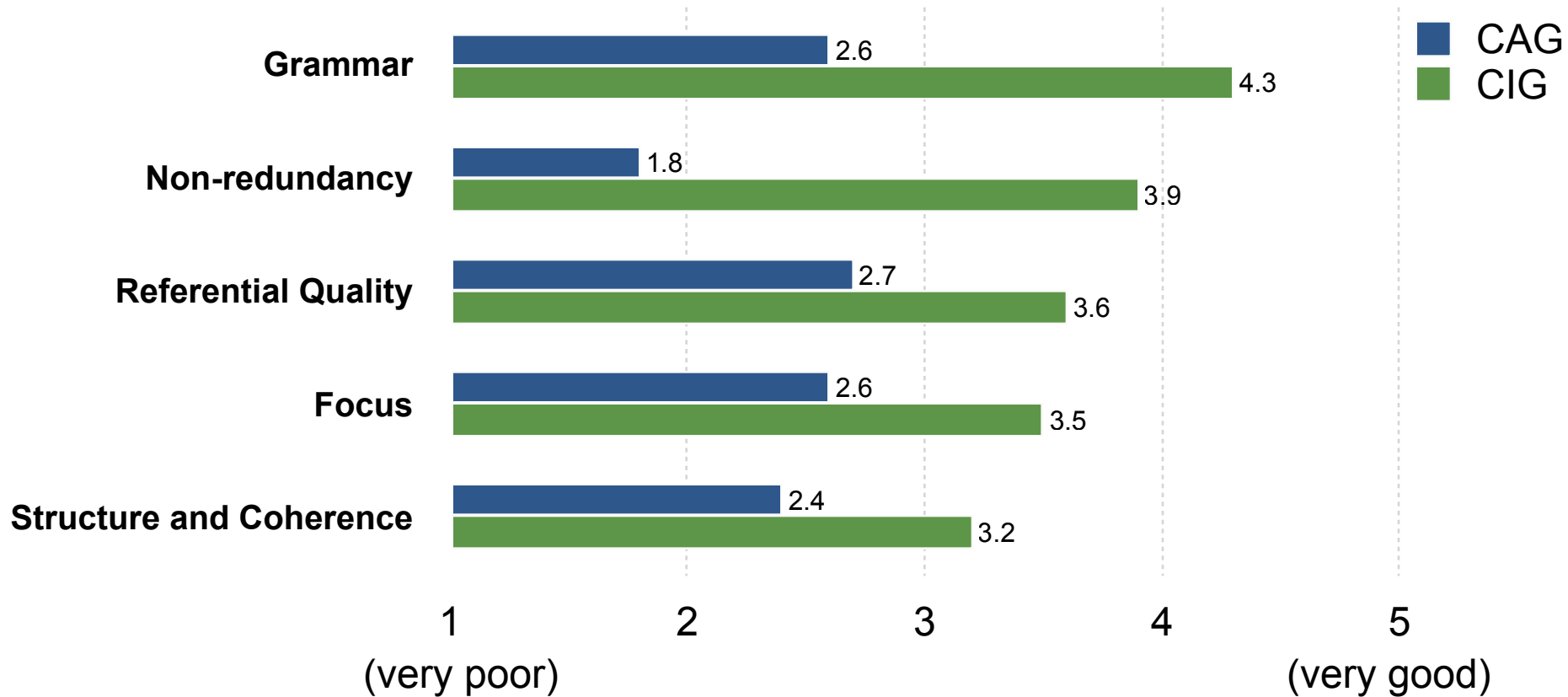
Model	ROUGE-L
SumBasic	5.6 (5.6-5.7)
Context Informed SumBasic	7.0 (7.0-7.1)
Context Agnostic Generative Model	9.1 (9.0-9.2)
Context Informed Generative Model	16.0 (15.9-16.1)
Context Receptive Generative Model	14.7 (14.6-14.8)
Oracle	28.8 (28.7-29.0)

* METEOR and BLEU numbers are consistent with ROUGE-L

Relative Human Evaluation

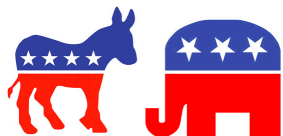


Absolute Quality Evaluation



Overview

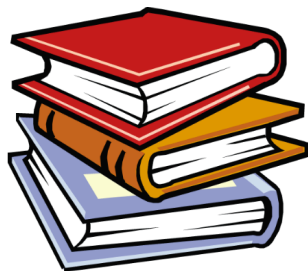
Style



ACL '20
Storytelling '19
ACL '18



Content



NAACL '19
EMNLP '18

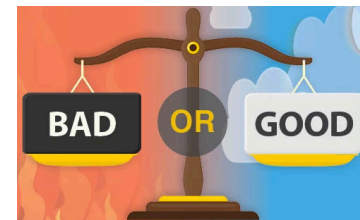


Structure



ACL '20
draft EMNLP '20

Ethical Considerations

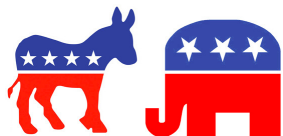


WiNLP '19

The key to human-like generation is
Style, Content and Structure

Overview

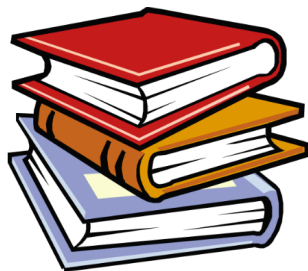
Style



ACL '20
Storytelling '19
ACL '18



Content



NAACL '19
EMNLP '18

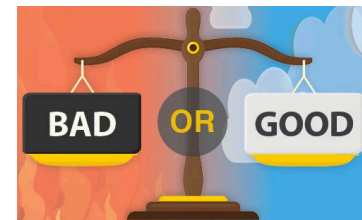


Structure



ACL '20
draft EMNLP '20

Ethical Considerations



WiNLP '19

The key to human-like generation is
Style, Content and Structure

Sentence Ordering Task

Sentence Ordering Task

Before

Ironman steals the Infinity Stones back from Thanos and uses them to disintegrate Thanos and his army, at the cost of his life.

Hulk travels to New York City in 2012 and convinces the Ancient One to give him the Time Stone.

Thor decapitates Thanos.

Five years later, AntMan escapes from the quantum realm.

Ironman builds a time machine to save the world.

Sentence Ordering Task

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Ironman builds a time machine to save the world.

Hulk travels to New York City in 2012 and convinces the Ancient One to give him the Time Stone.

Ironman steals the Infinity Stones back from Thanos and uses them to disintegrate Thanos and his army, at the cost of his life.

Methodology

- Constraint Solving Problem vs Sequence Prediction Task
- For a document with n sentences ($\{s_1 \dots s_n\}$)
 - $|\mathcal{C}| = \binom{n}{2}$ constraints
 - Predicted constraints of the form $s_1 < s_2$
 - 4 sentences in a document then 6 constraints
 - $\{s_1 < s_2, s_1 < s_3, s_1 < s_4, s_2 < s_3, s_2 < s_4, s_3 < s_4\}$
 - Topological sort to find an order given \mathcal{C}
 - Graph: $s_1 \rightarrow s_2$ if $s_1 < s_2$

Constraint Learning

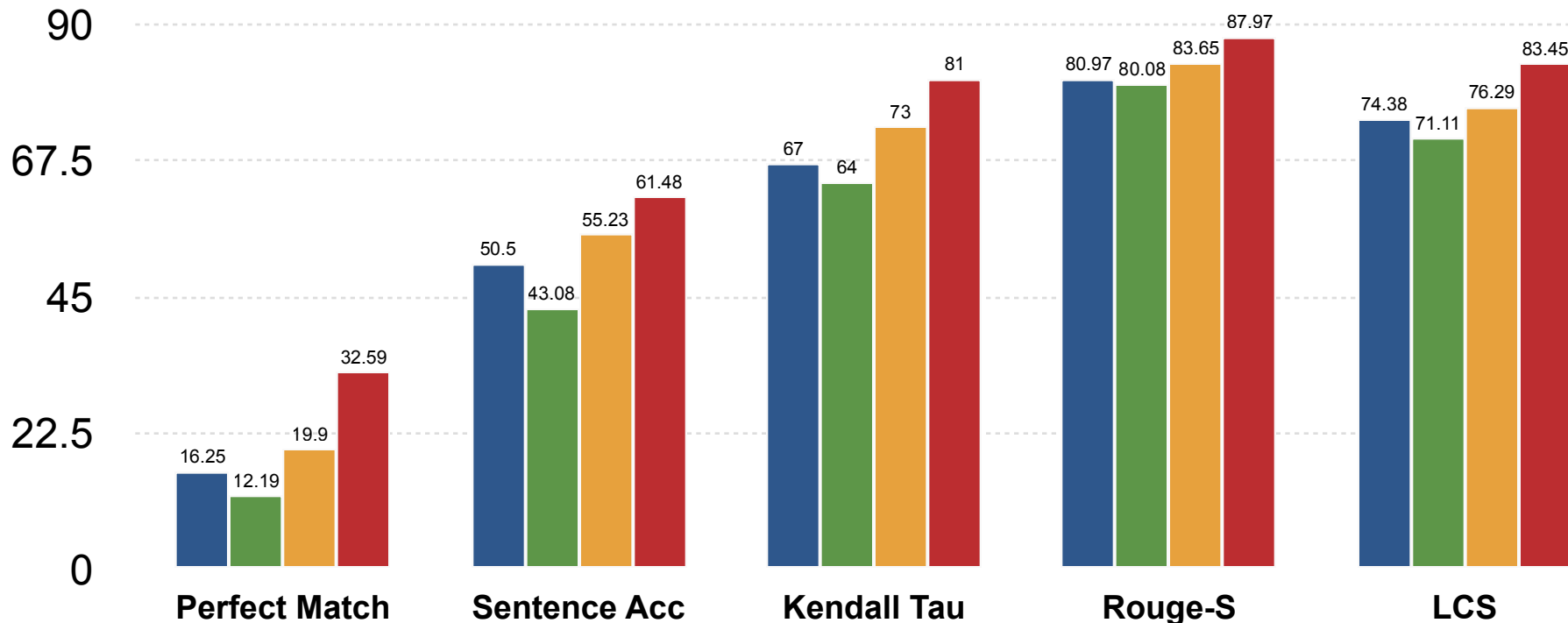
- ***BERT based Representation (B-TSort)***
 - Next Sentence Prediction
 - $\text{MLP}(\text{BERT}(s_1[\text{SEP}]s_2))$
- ***LSTM based Representation (L-TSort)***
 - $\mathbf{h}_1 = \text{LSTM}(s_1); \mathbf{h}_2 = \text{LSTM}(s_2)$
 - $\text{MLP}([\mathbf{h}_1; \mathbf{h}_2])$

Baselines

- ***Attention Order Network (AON)***
 - LSTM: sentence representation
 - Transformer: document representation
 - LSTM decoder: generate order
- ***BERT Attention Order Network (B-AON)***
 - BERT: sentence representation

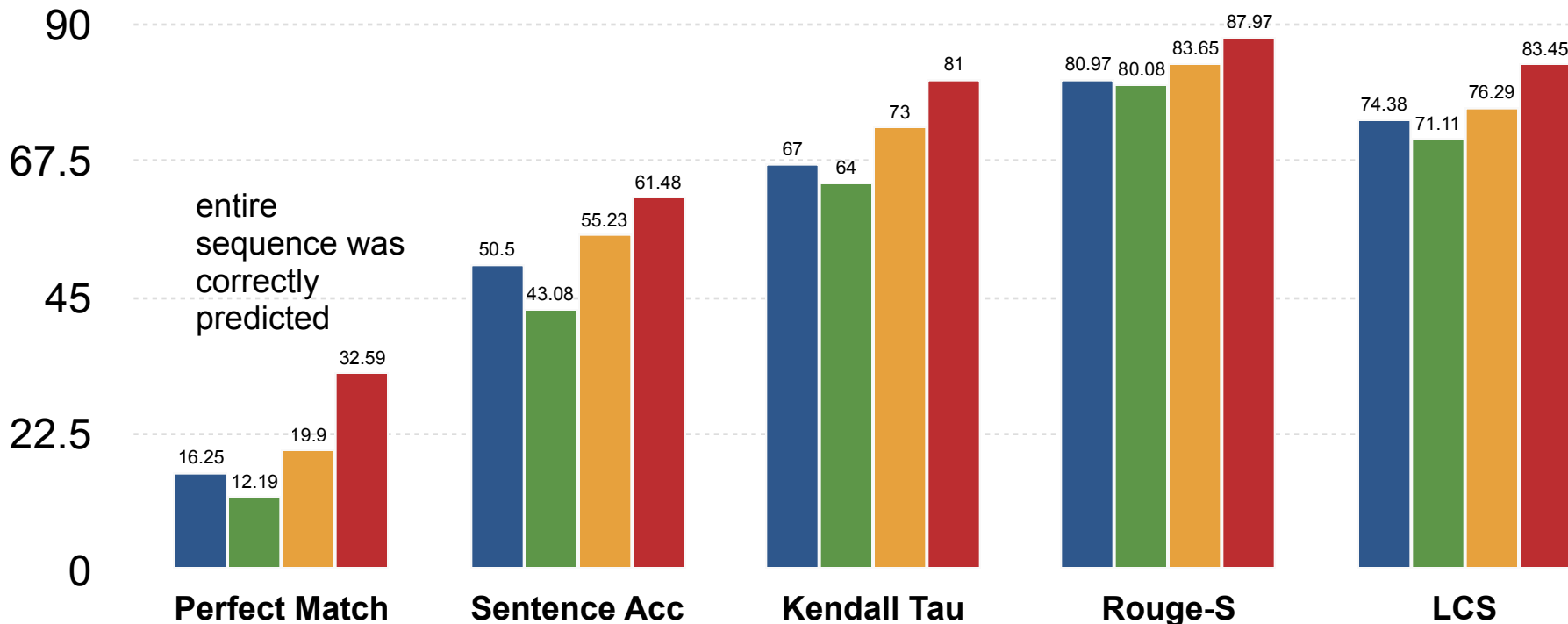
Results for NIPS abstracts

AON L-TSort B-AON B-TSort



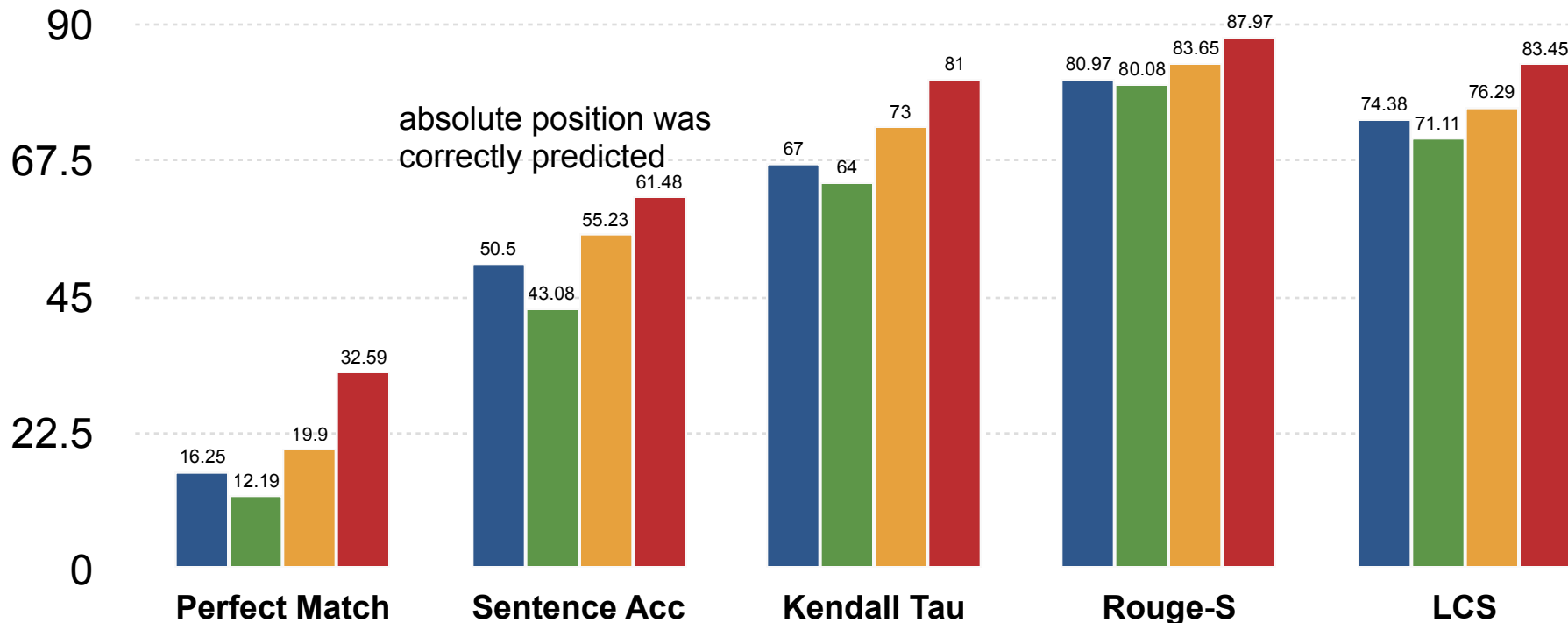
Results for NIPS abstracts

AON L-TSort B-AON B-TSort



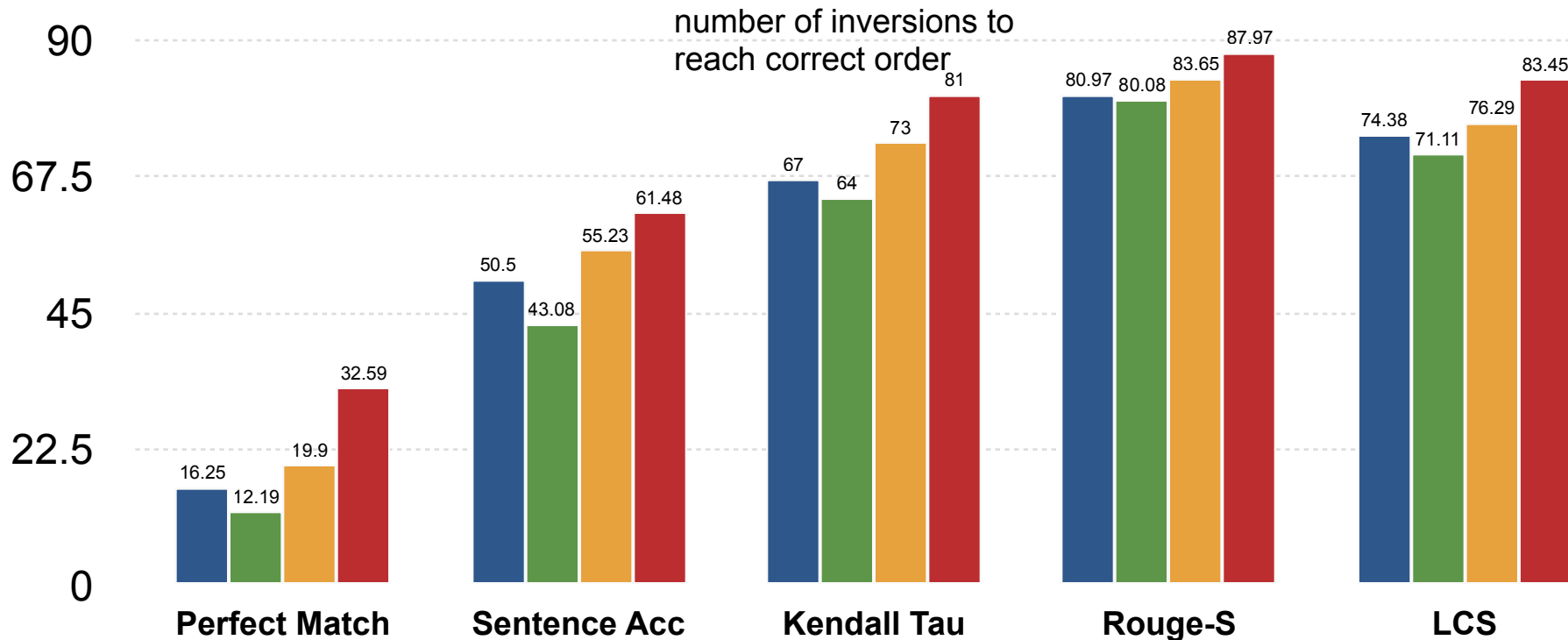
Results for NIPS abstracts

AON L-TSort B-AON B-TSort



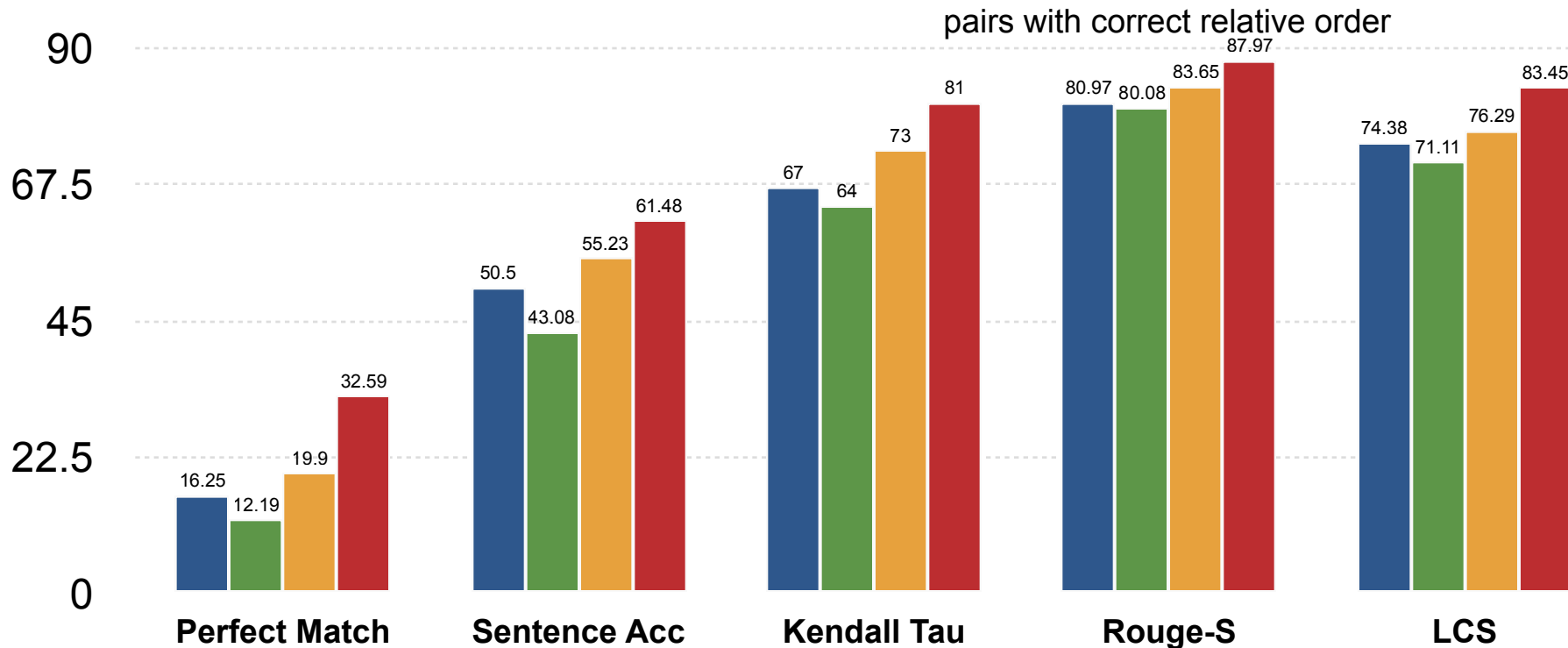
Results for NIPS abstracts

AON L-TSort B-AON B-TSort



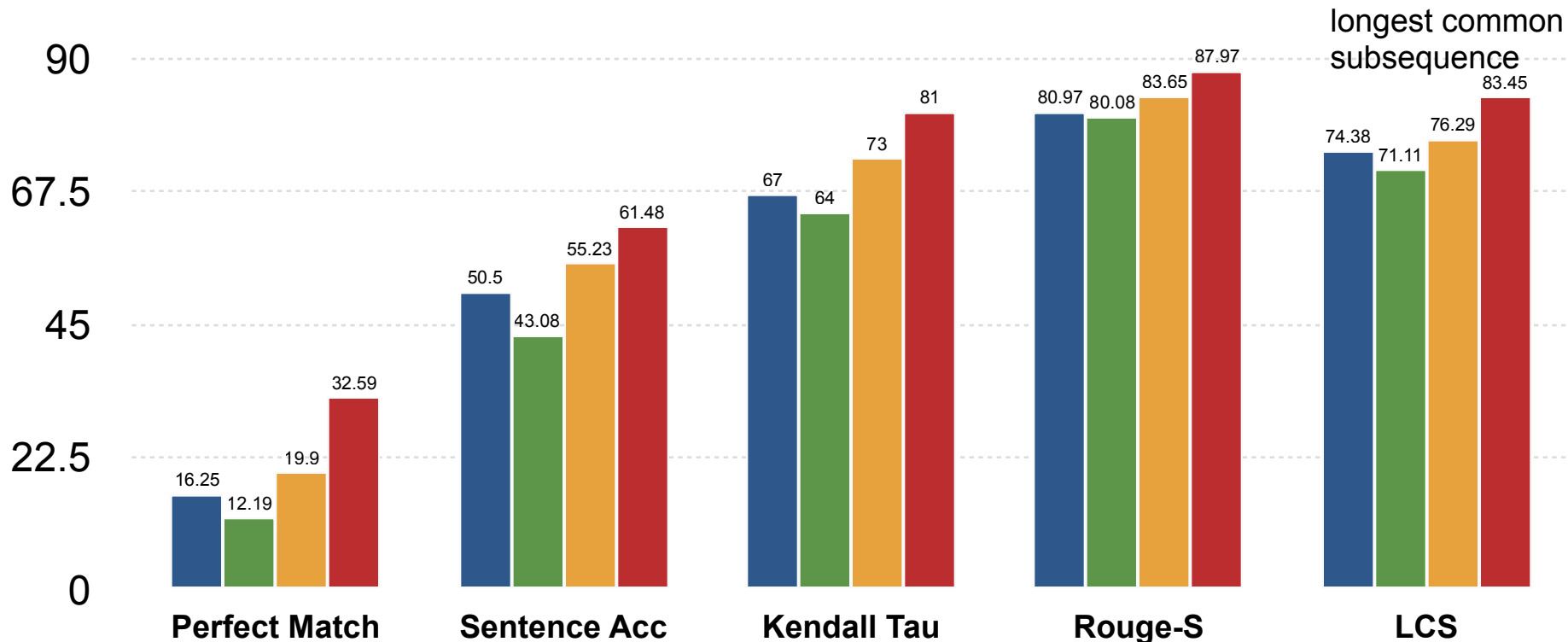
Results for NIPS abstracts

AON L-TSort B-AON B-TSort



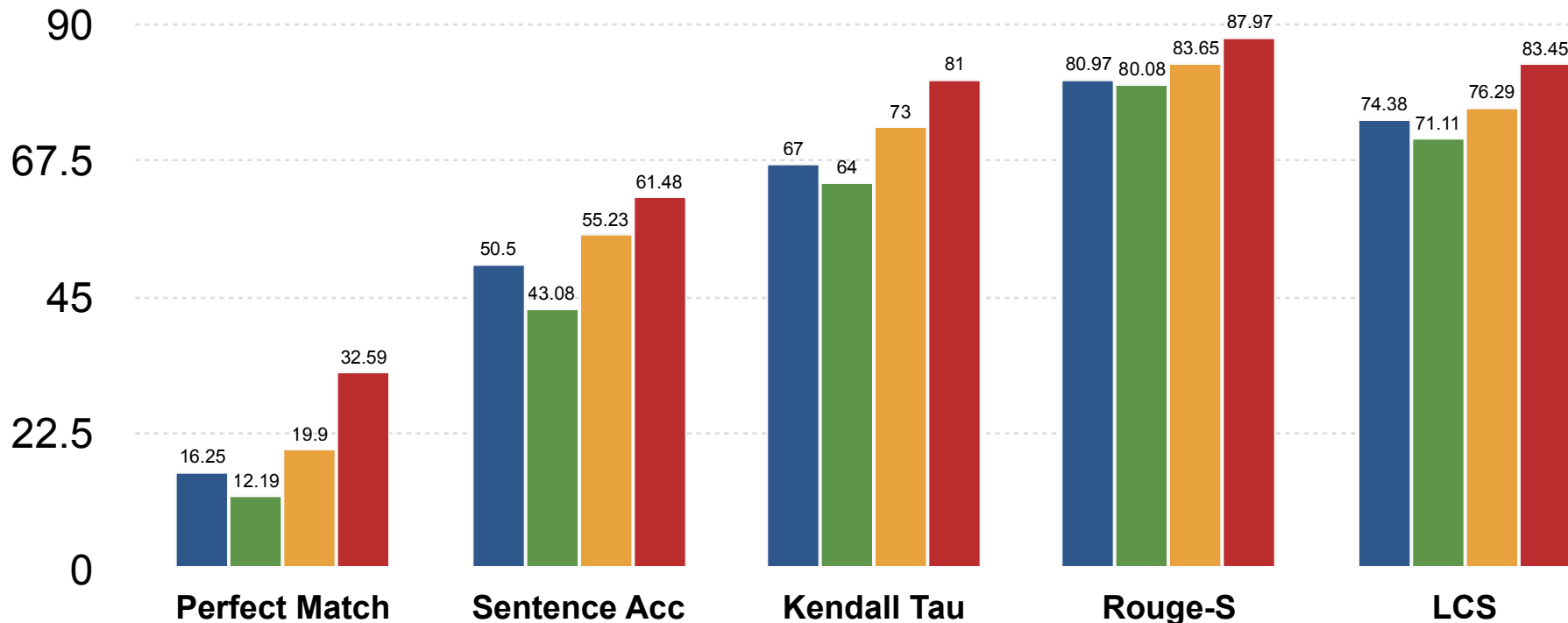
Results for NIPS abstracts

AON L-TSort B-AON B-TSort



Results for NIPS abstracts

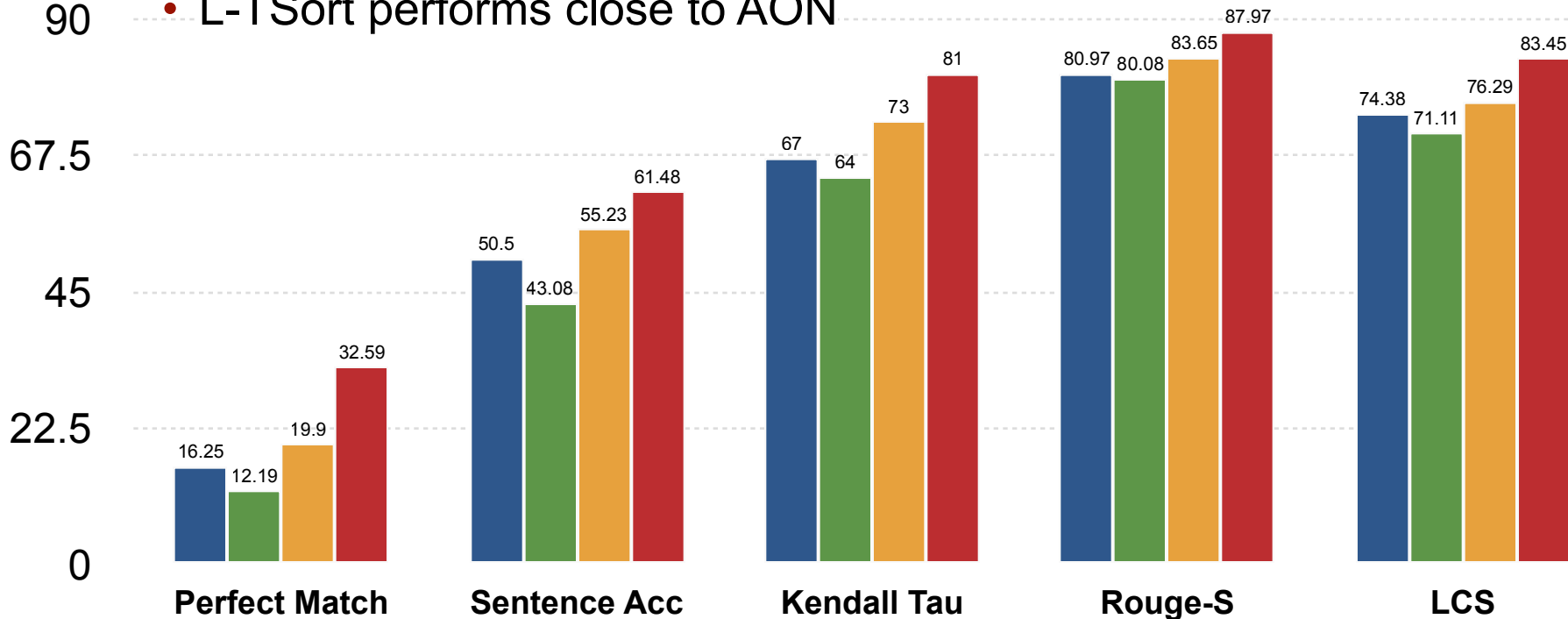
AON L-TSort B-AON B-TSort



Results for NIPS abstracts

■ AON ■ L-TSort ■ B-AON ■ B-TSort

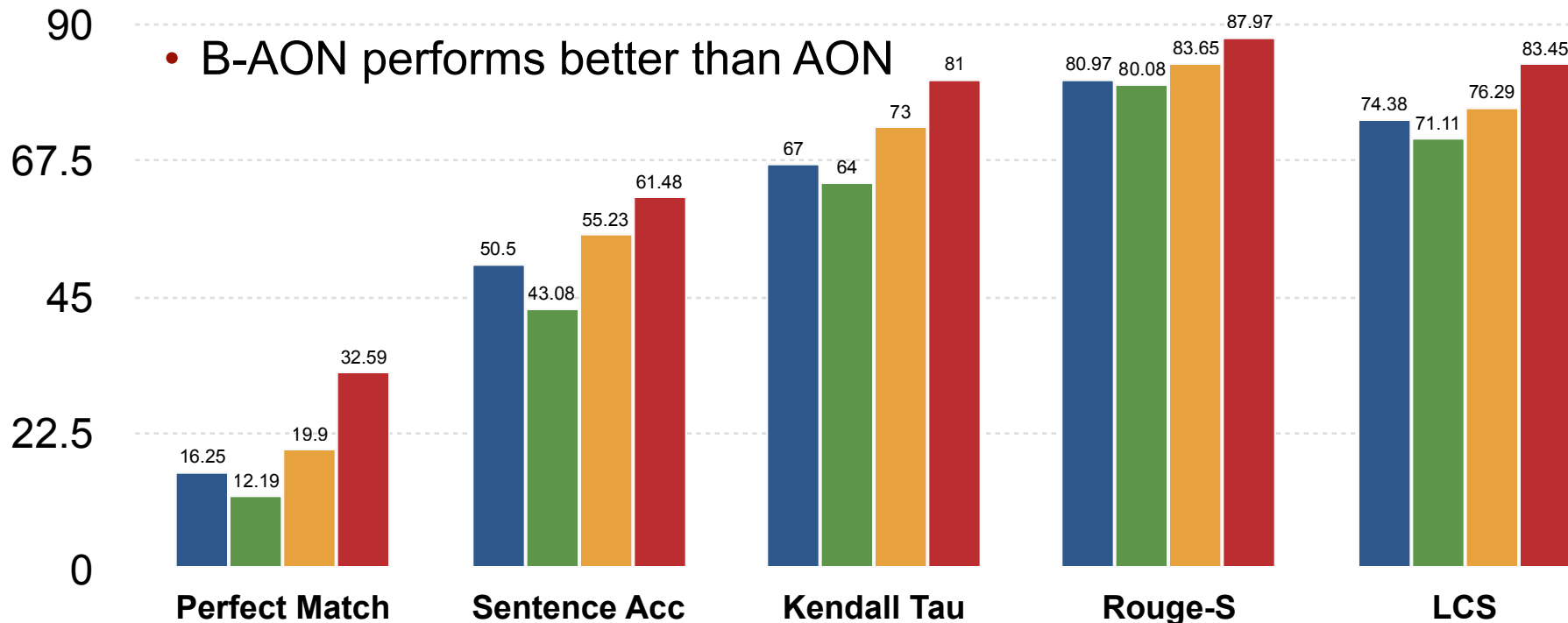
• L-TSort performs close to AON



Results for NIPS abstracts

AON L-TSort B-AON B-TSort

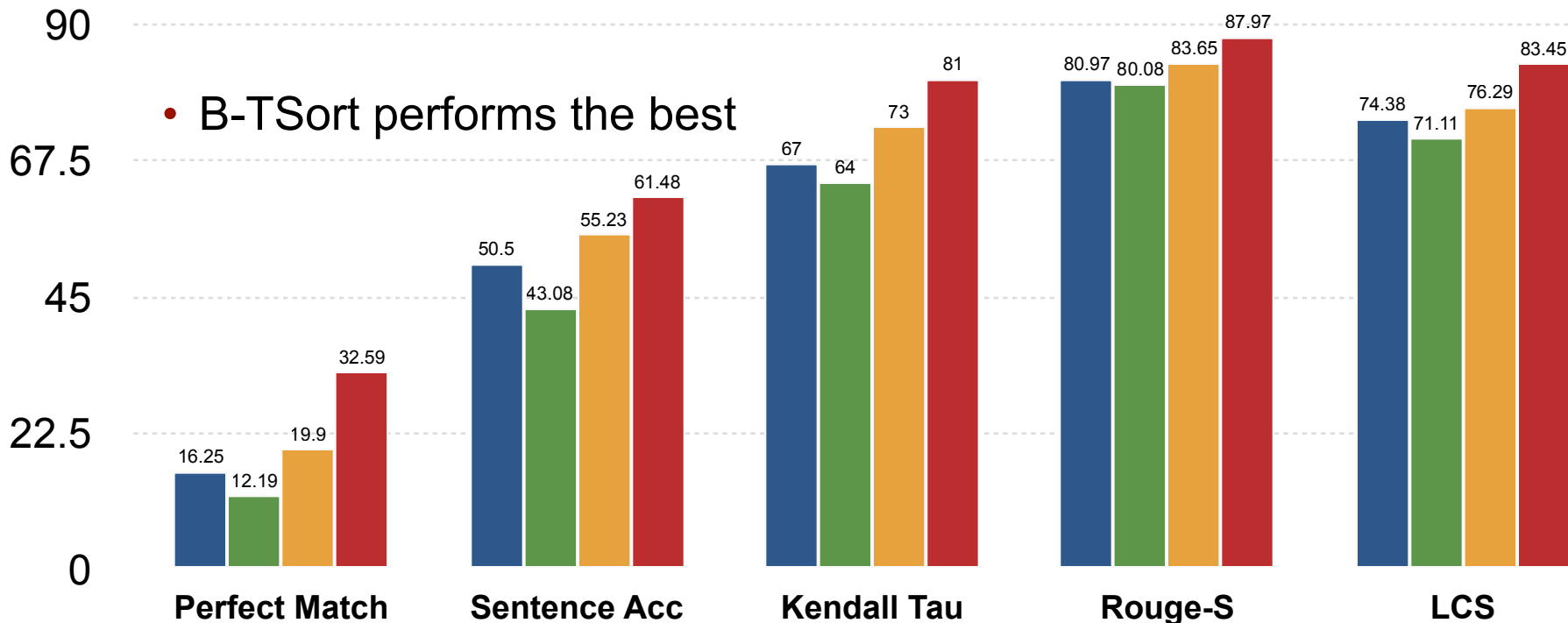
• B-AON performs better than AON



Results for NIPS abstracts

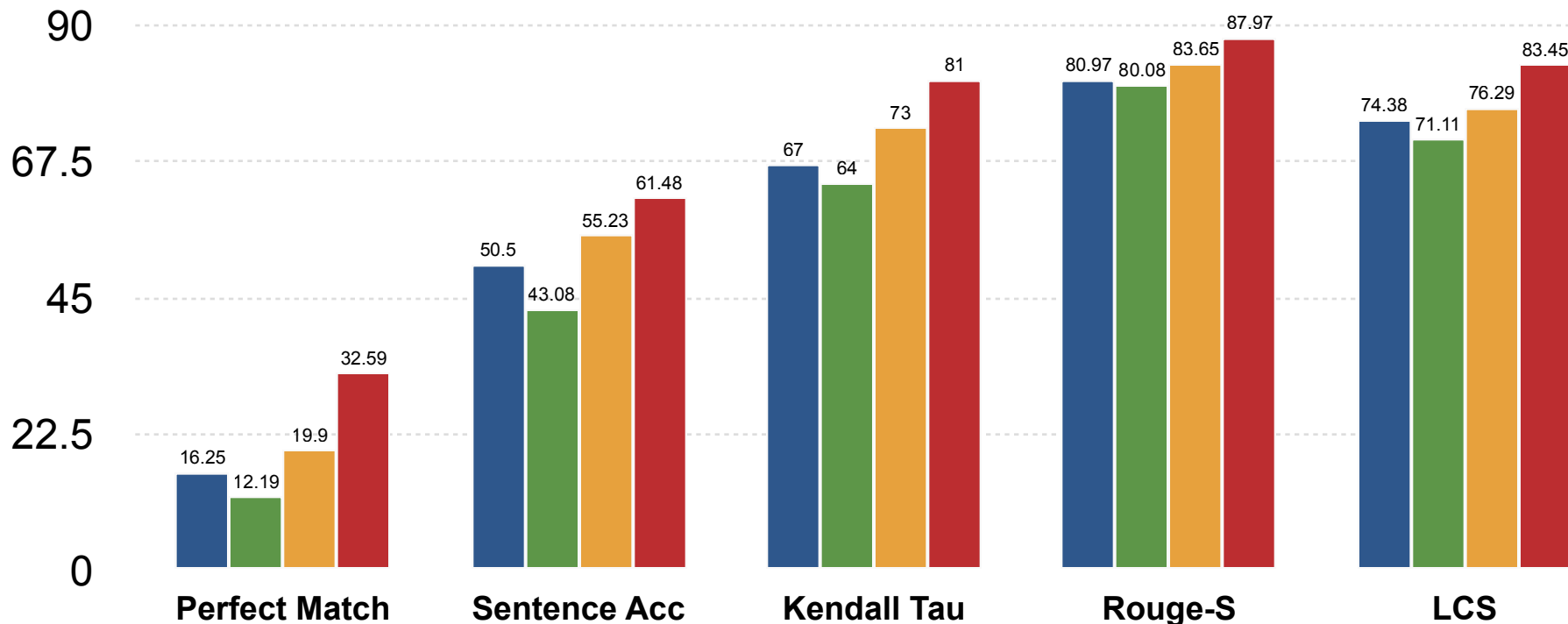
AON L-TSort B-AON B-TSort

• B-TSort performs the best



Results for NIPS abstracts

AON L-TSort B-AON B-TSort



Results for Human Evaluation

■ B-TSort ■ No Preference ■ B-AON ■ Gold

B-TSort vs B-AON



B-TSort vs Gold



B-AON vs Gold



0

25

50

75

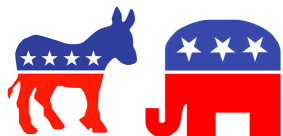
100

Results

- B-TSort performs best in all metrics for SIND captions, NSF abstract, AAN abstract datasets
- Analysis of *displaced sentences*
 - distance between the predicted position and the actual position of a sentence.
 - B-TSort displaces less sentences.
- Analysis of documents with more than 10 sentences
 - B-TSort also performs better for longer sentences
- Percentage of *mismatch* in input and output for AON
 - Order generation can have a mismatch between the input sentences and the generated orders.
 - This problem does not arise for our models.

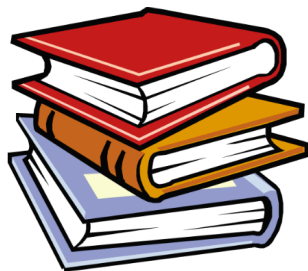
Overview

Style



ACL '20
Storytelling '19
ACL '18

Content



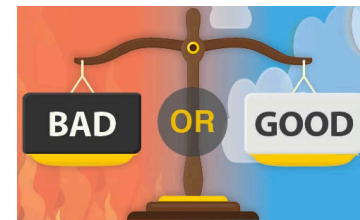
NAACL '19
EMNLP '18

Structure



ACL '20
draft EMNLP '20

Ethical Considerations

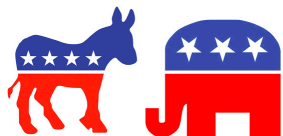


WiNLP '19

The key to human-like generation is
Style, Content and Structure

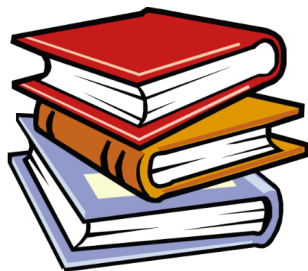
Overview

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EMNLP '18

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ACL '20
draft EMNLP '20

Ethical Considerations



WiNLP '19

The key to human-like generation is
Style, Content and Structure

Ethical Considerations

- Swear words, obscenity, bias, hate speech
- Broader Impact of controllable text generation
- Social good and bad applications
 - Generate persuasive tweets to spread awareness about climate change
 - Generate persuasive social media content to keep people away from vaccines

Ethical Frameworks

- Understanding ethics and the techniques designed to make systems ethical should be well-grounded in the relevant literature outside AI.

- Generalization principle

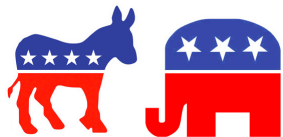
[An ethical decision-maker] must be rational in believing that the reasons for action are consistent with the assumption that everyone with the same reasons will take the same action.

- Interactional Fairness
- Respect for Autonomy

An agent should not adopt an action plan that the agent is rationally constrained to believe is inconsistent with an ethical action plan of another agent, without informed consent.

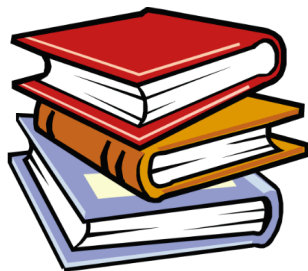
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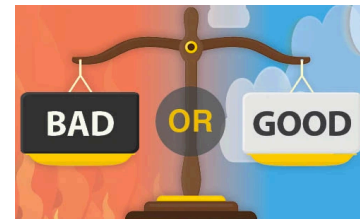
NAACL '19
EMNLP '18

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ACL '20
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WiNLP '19

**The key to human-like generation is
Style, Content and Structure**

The key to human-like generation is Style, Content and Structure

Style: new model for style transfer and new styles like politeness, political slant, and gender.

Content: define new tasks to perform content grounded generation from unstructured data.

Structure: new framing of the sentence ordering task and the model is the new state-of-the art.

Thank You!

- Alan W Black (co-advisor)
- Ruslan Salakhutdinov (co-advisor)
- Yulia Tsvetkov (committee member)
- Jason Weson (committee member)
- Michel Galley (collaborator)
- Chris Quirk (collaborator)