

# Every Opinion Matters: Distributional and Long-tail Evaluation for LLMs

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# Impressive Progress in AI

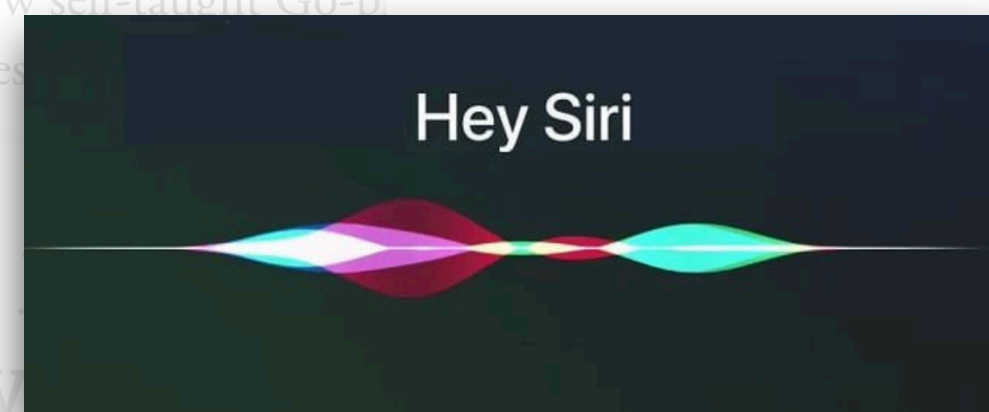


## The AI That Has Nothing to Learn From Humans

DeepMind's new self-taught Go player has defeated other players designed by humans.

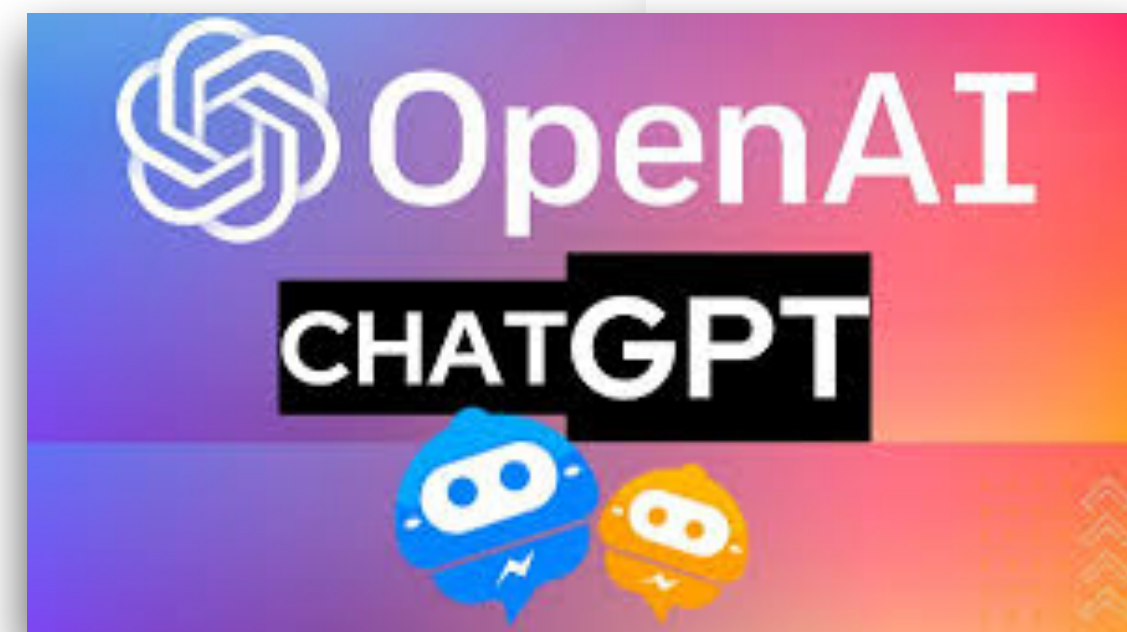
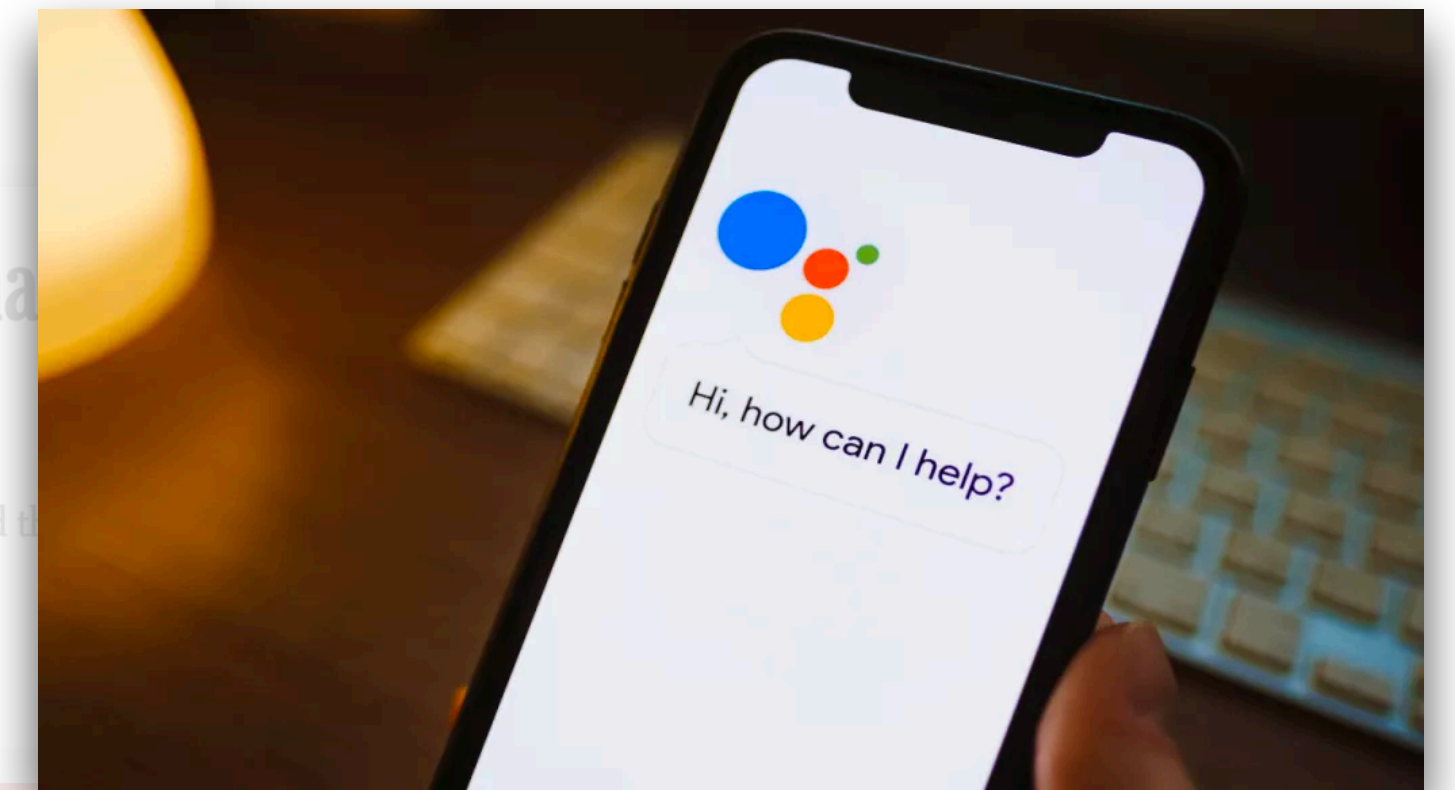
12,764 views

What Is The  
Biggest Achievement

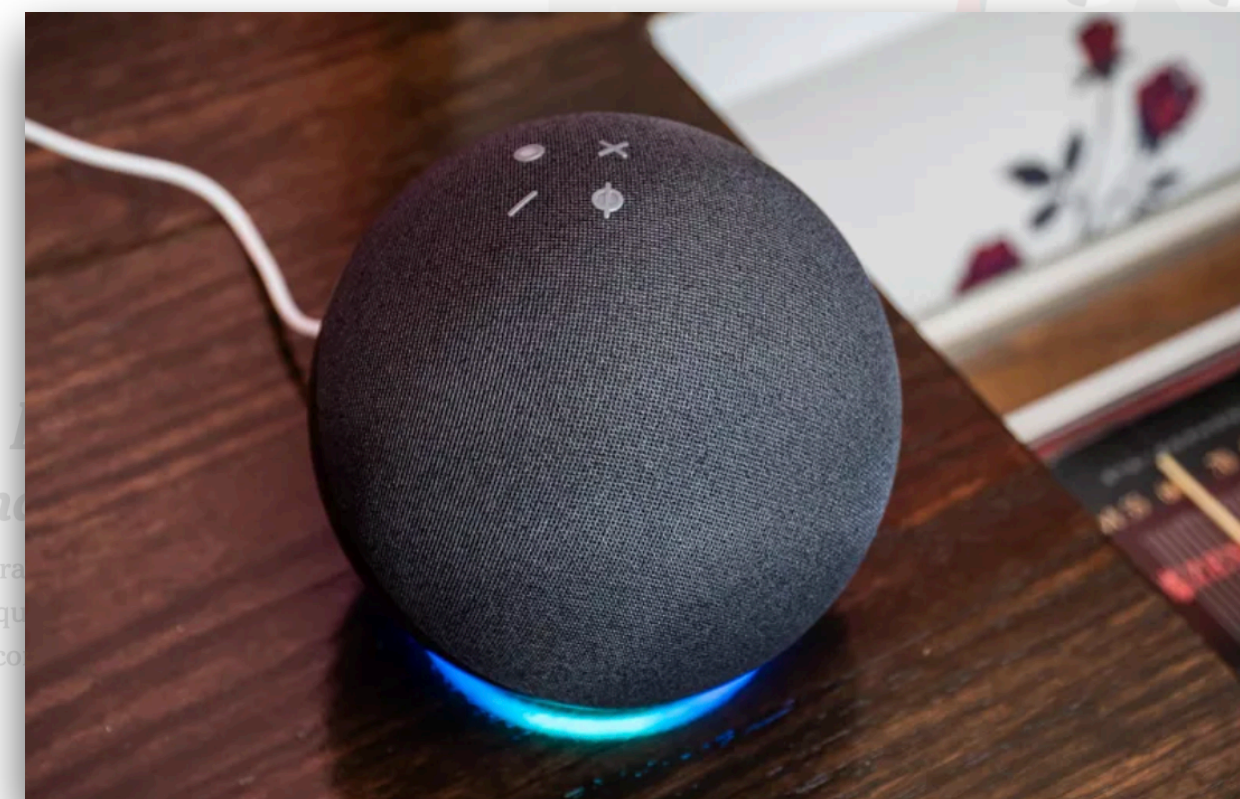


July 29, 2020

The New York Times



3. It Has  
d Blog and  
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s, answers trivia qu  
n writes its own co



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Supercharge your  
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# Impressive Progress in AI

For a traditional Chinese wedding, there are many specific customs, but here are some common ones:

## 1. Women:

- **Traditional Option:** The bride is wearing a *cheongsam* (qipao) with a high collar. It can be embroidered with traditional patterns.
- **Modern Option:** If the bride prefers a more modern look, she can wear a well-tailored suit or a dress. The color red is reserved for the bride.
- **Colors to Consider:** Red is the most popular color, symbolizing love and happiness, so wedding dresses are often red. Gold is also favorable.



Diverse common  
understand and

that truly

**Models Need Diverse Commonsense Knowledge with Different Views!**



# What is Common Sense?

They boiled the water.



# What is Common Sense?

Shared

They boiled the water.



# What is Common Sense?

## Shared

Water is liquid.

Water can be used for cleaning.

Water can be found in river.

Water can be used to wash clothes.

Humans drink water.

Water evaporates.

Water is wet.

They boiled the **water**.

Water needs to be held in a container.

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Heat is needed to boil water.

Boiled water can cook food.

Burner can provide heat.

# What is Common Sense?

**Shared**

Water is liquid.

Water can be found in river.

Humans drink water.

**Implicit**

Water can be used for cleaning.

Water can be used to wash clothes.

Water evaporates.

**Everyday Matters**

Water is wet.

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# Why is Common Sense Challenging?

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# Why is Common Sense Challenging?

Massive

Humans drink water. Boiled water can cook food. Water can be found in river. Water can be used for cleaning. Boiled water can cook food. Water needs to be held in a container.

Water is liquid. Open the jelly jar. Heat is needed to boil water. Sugar can melt in water. There are usually waiter helping you order food. Heat is needed to boil water. When it's cloudy, sometimes there is no sunset. People are walking along the river bank.

Human needs water to live. People who wants to lose weight usually avoid peanut butter. Sweet water tastes good. Sunset time is usually in the afternoon. Sunset can be beautiful.

Humans drink water. Water needs to be held in a container. Sugar water is wet. There is water in the river. River water is not directly drinkable. Water can be used for cleaning.

Heat is needed to boil water. Water can be used for cleaning. Water needs to be held in a container. Human feel satisfied after having sweet stuff. They walked along the river at sunset time. Water needs to be held in a container. People are walking a

Heat is needed to boil water. Water can be used to wash clothes. Most bread is not sweet. Sugar water is also liquid.

Boiled water can cook food. Boiled water is too hot to drink. Water needs to be held in a container. Water needs to be held in a container. Humans drink water.

Water can be used for cleaning. Water can be used to wash clothes. Water can be used for cleaning.

Sweet water tastes good. Boiled water can cook food. They boiled the water.

Water is wet. Human feel satisfied after having sweet stuff. Water needs to be held in a container. Water can be used for cleaning. Humans drink water. There are usually waiter helping you order food.

People needs tools to put peanut butter on the bread. Opening a jar needs tool. Person can open jar, but not dogs. Sometimes the ordering is automatic too. Order food means choosing dishes on the menu.

A knife with peanut butter could be the tool. Human can put peanut butter on the bread. She walked into a restaurant and started ordering. Boiled water can cook food. Sometimes the ordering is automatic

Spread the peanut butter on the bread. Some people love sugar. Human feel satisfied after having sweet stuff. People walk into restaurant through door. Person can open jar, but not cats.

People who wants to lose weight usually avoid peanut butter. Water can be used for cleaning. Ordering food needs menu. Restaurant serves food.

Sweet water tastes good. Peanut butter is high calorie food. Boiled water can cook food. Walking into a restaurant usually at breakfast/lunch/dinner time.

Human feel satisfied after having sweet stuff. Some people hate sugar. Most bread is not sweet. Water is wet. Water needs to be held in a container.

Peanut butter can be spread. Some people are allergic to peanut butter. There is water in the river. People walk into restaurant through door. Boiled water can cook food. Ordering food needs menu. Water is wet. Boiled water can cook food.

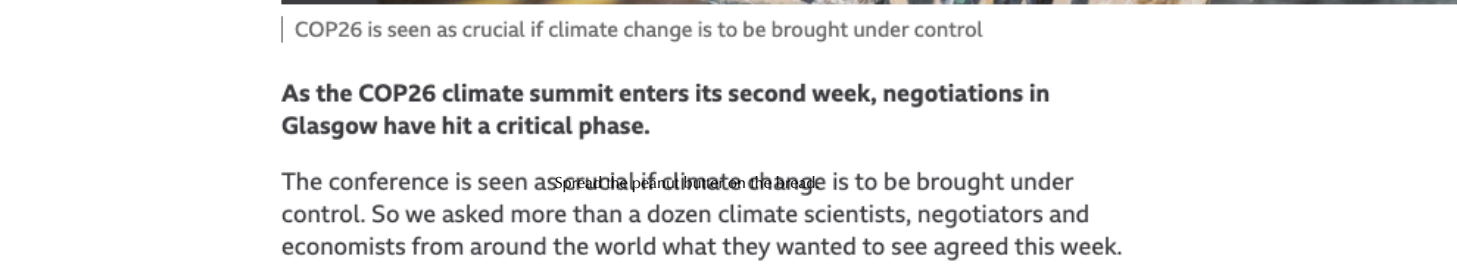
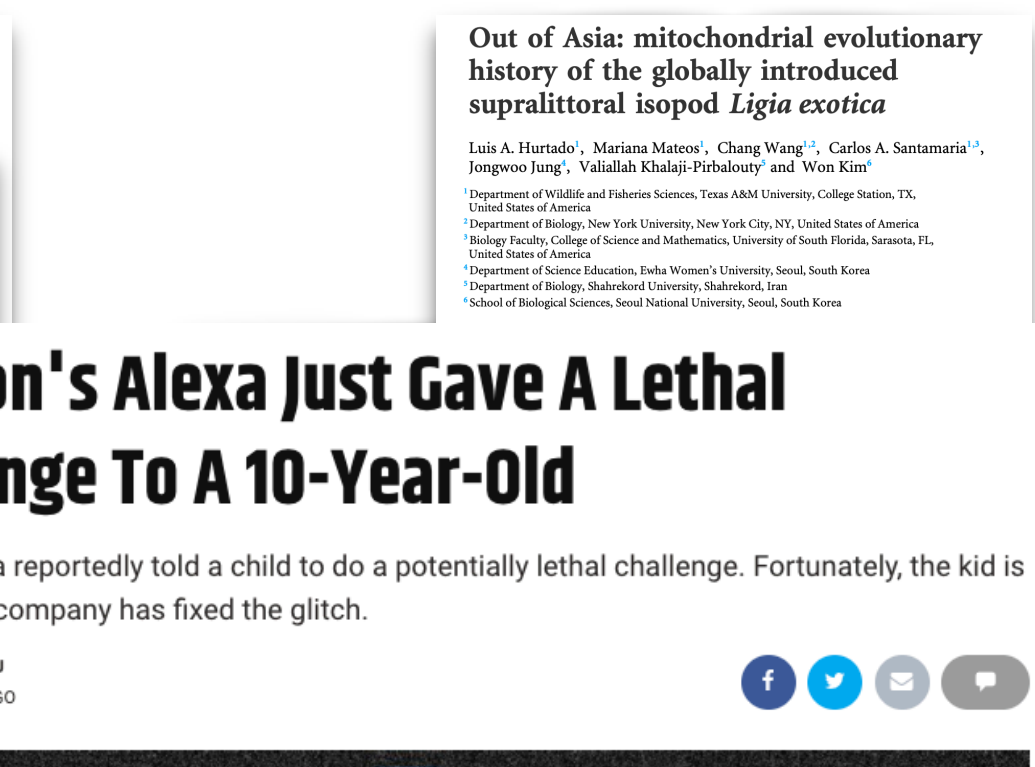
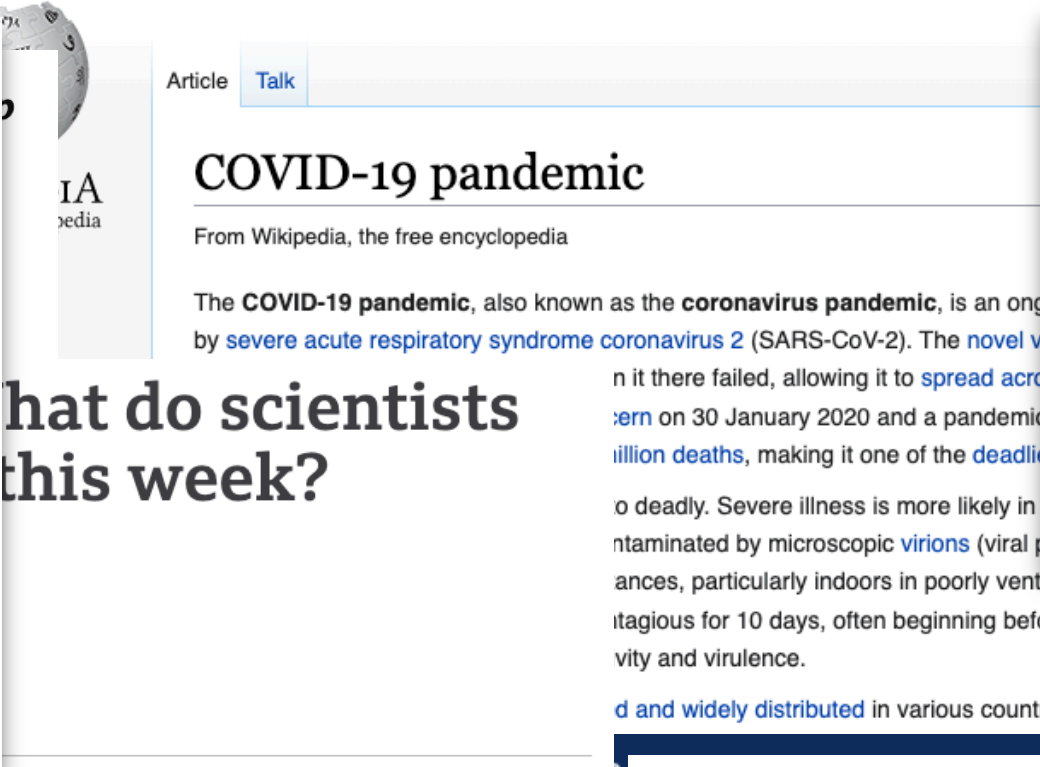
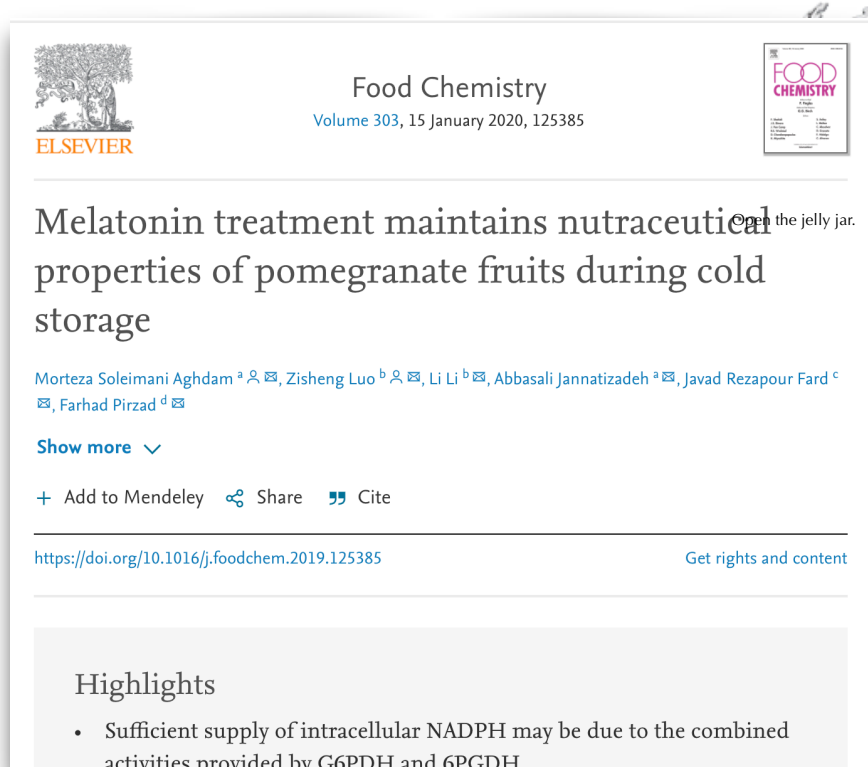
Some people hate peanut butter. The kind of bread that can add peanut butter is flat. Peanut butter is sweet. Tom asked me how to get to the library. Walking into a restaurant usually at breakfast/lunch/dinner time. Water needs to be held in a container.

Allergy reactions can be very serious, life-threatening. Bread with peanut butter can be satisfying.



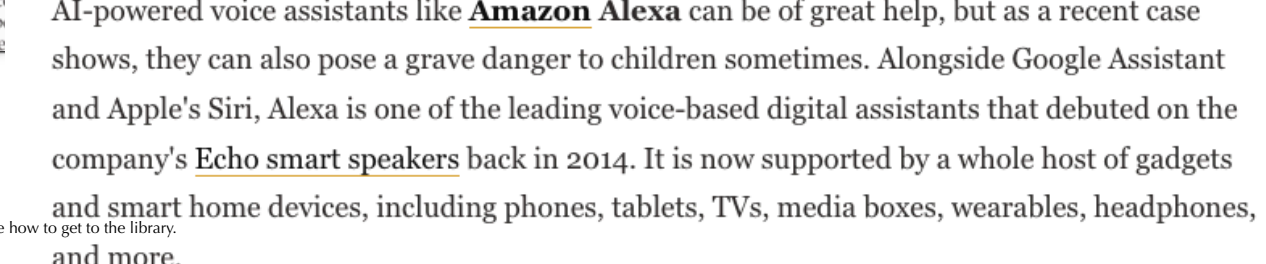
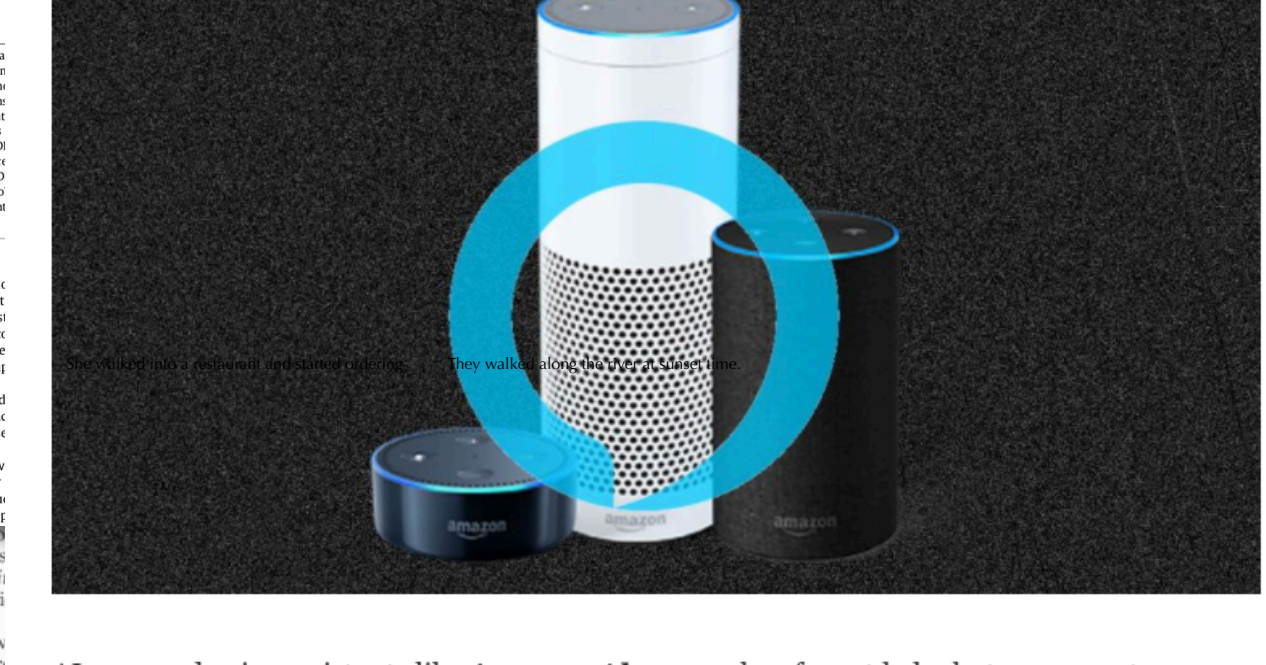
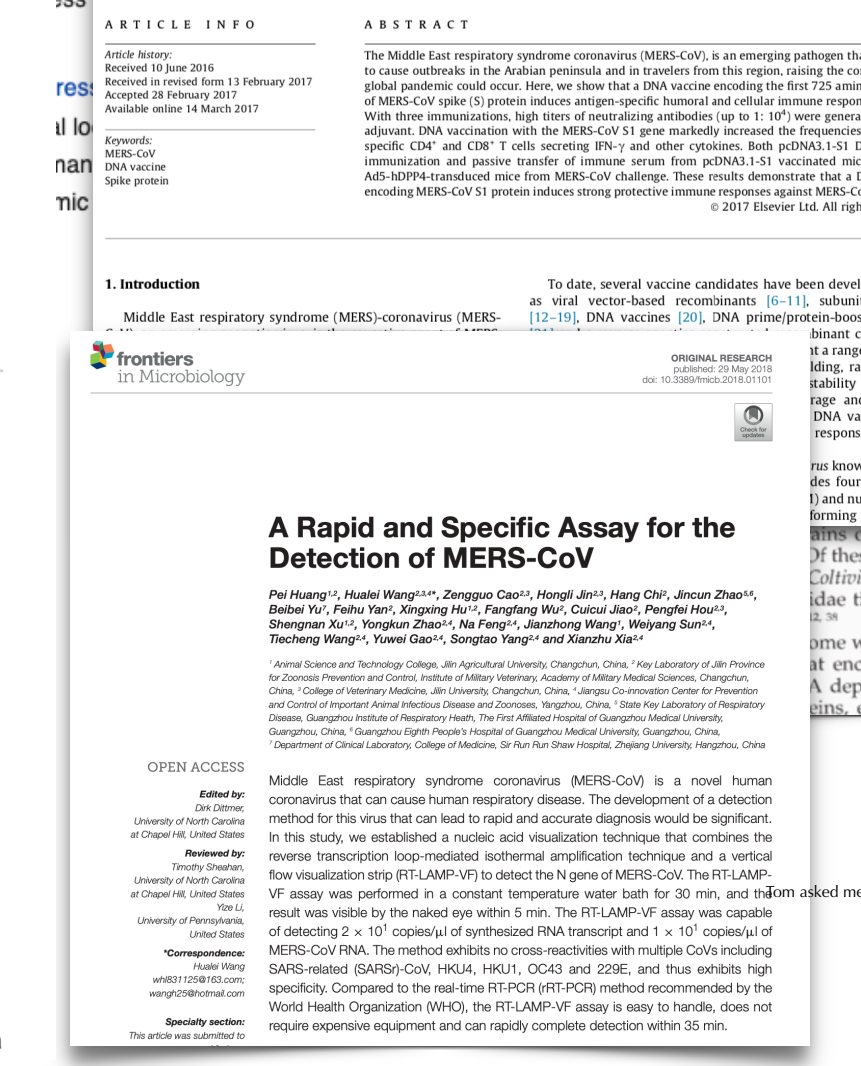
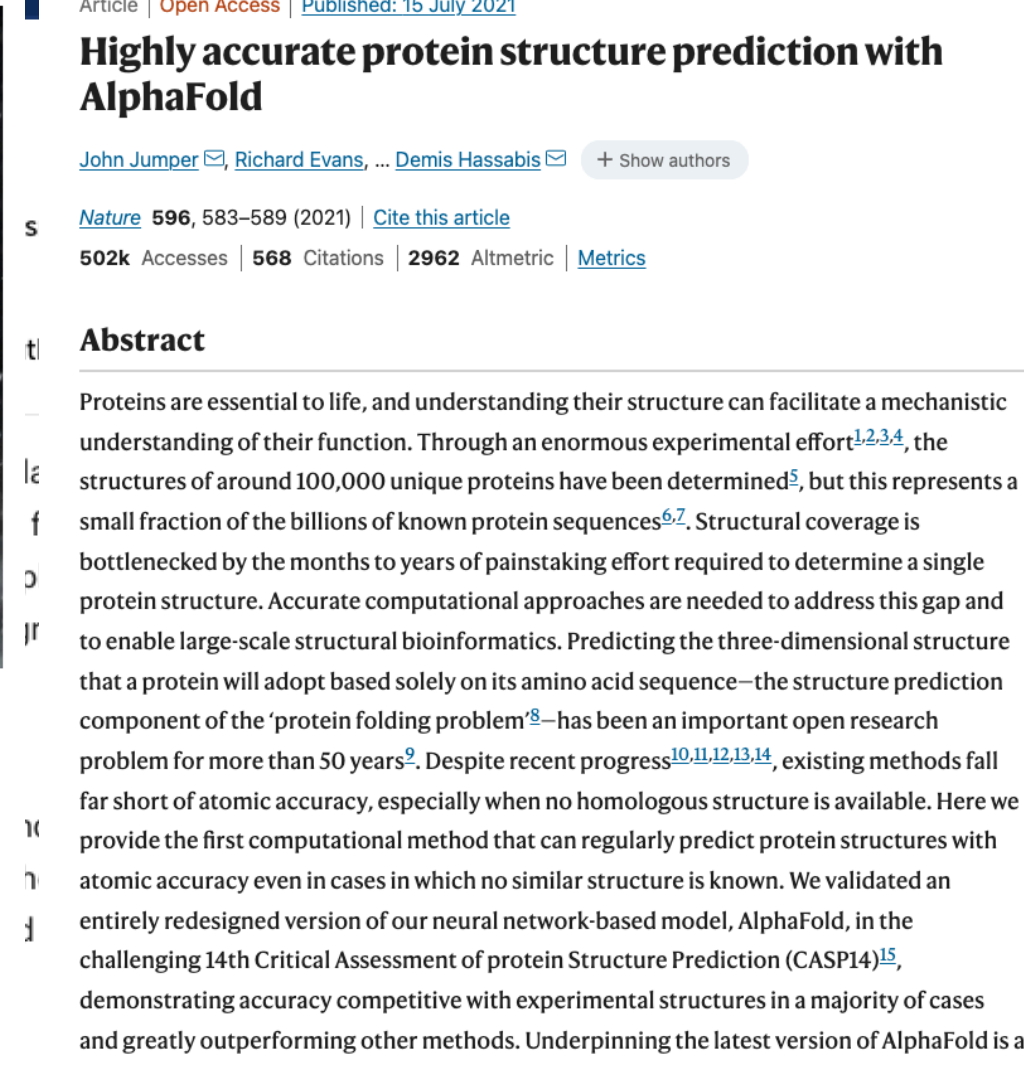
# Why is Common Sense Challenging?

## Massive



## Cut emissions now

The scientists all wanted to see more countries commit to net zero by 2050 at the latest. Yet many said changes in the next decade would be the most impactful.



AI-powered voice assistants like **Amazon Alexa** can be of great help, but as a recent case shows, they can also pose a grave danger to children sometimes. Alongside Google Assistant and Apple's Siri, Alexa is one of the leading voice-based digital assistants that debuted on the company's **Echo smart speakers** back in 2014. It is now supported by a whole host of gadgets and smart home devices, including phones, tablets, TVs, media boxes, wearables, headphones, and more.

Alexa comes with many capabilities with over 100,000 available 'skills.' It can pair with a range of home automation devices, including smart bulbs, doorbells, microwave ovens, etc. Users can also order take-outs using Alexa, stream music on a plethora of **music streaming** services, set reminders, check the weather, and more. However, for all its advantages, it is





# Why is Common Sense Challenging?

## Massive

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Water can be used for cleaning.

Water can be found in ocean.

Water can be used to wash clothes.

Humans drink water.

Water evaporates.

Water is wet.

They boiled the water.

Water needs to be held in a container. Boiled water is too hot to drink.

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# Why is Common Sense Challenging?

**Massive**

They boiled the water.

In what?

Using what?

# Why is Common Sense Challenging?

**Massive**

They boiled the water.

In what?

Kettle

Pot

Glass

Beaker

Etc.

Using what?

Stove

Microwave

Bunsen burner

Etc.



# Why is Common Sense Challenging?

**Massive**

They boiled the water.

In what?

Kettle

Pot

Glass

Beaker

Etc.

Using what?

Stove

Microwave

Bunsen burner

Etc.

# Why is Common Sense Challenging?

**Massive**

**Probabilistic**

They boiled the water.

In what?

Kettle

Pot

Glass

Beaker

Etc.

Using what?

Stove

Microwave

Bunsen burner

Etc.



# Why is Common Sense Challenging?

**Massive**

**Probabilistic**

They boiled the water  
and added spaghetti.

In what?

Kettle

Pot

Glass

Beaker

Etc.

Using what?

Stove

Microwave

Bunsen burner

Etc.

# Why is Common Sense Challenging?

**Massive**

**Probabilistic**

They boiled the water  
and added spaghetti.

In what?

Pot

Glass

Etc.

Using what?

Stove

Etc.



# Why is Common Sense Challenging?

**Massive**

**Probabilistic**

**Contextual**

They boiled the water  
and added spaghetti.

In what?

Pot

Glass

Etc.

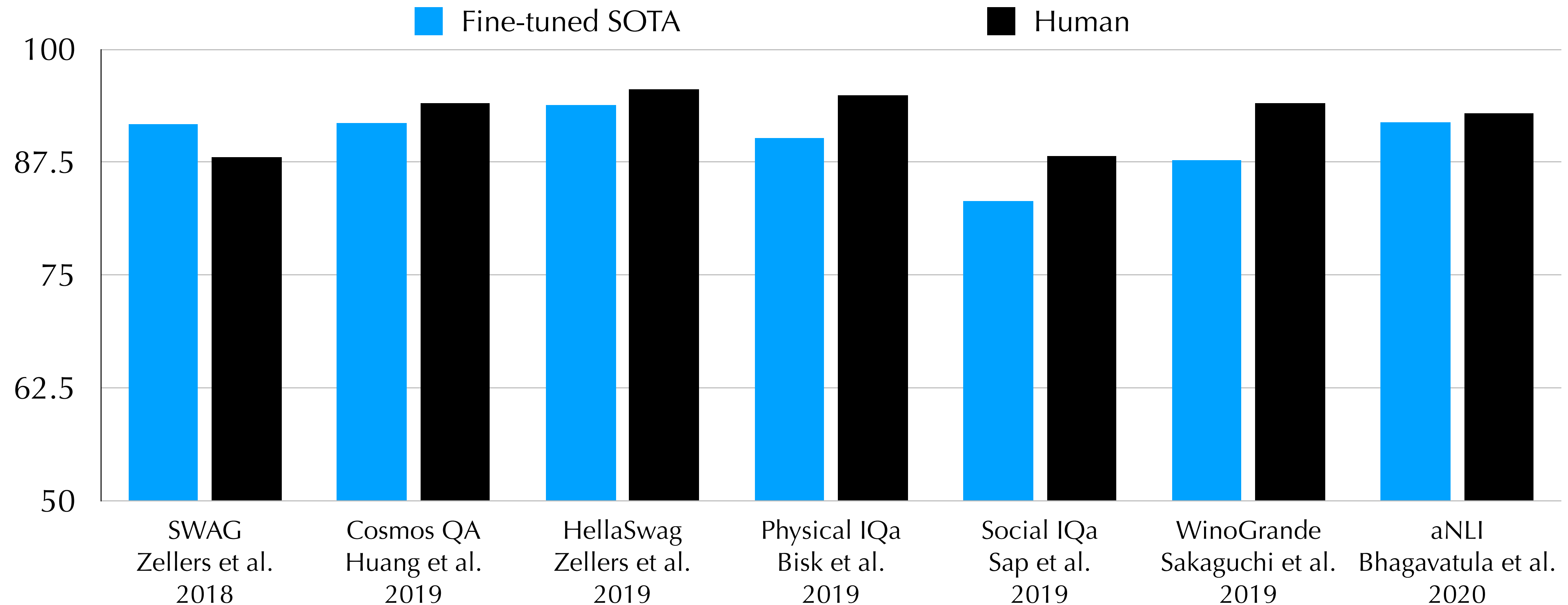
Using what?

Stove

Etc.

# Common Sense in Language Model

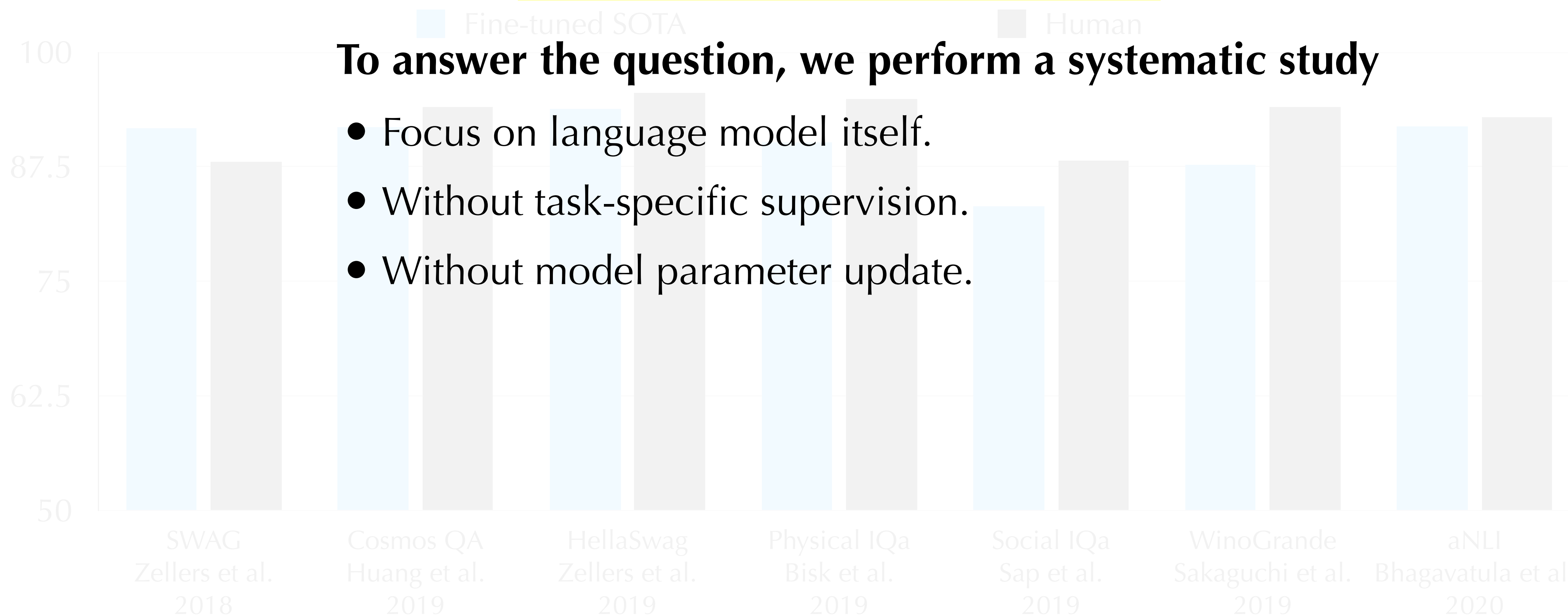
Models based on large language models show impressive performance on many **commonsense question answering** tasks.



# Do language models learn common sense?

Models based on large language models show impressive performance on many commonsense question answering tasks.

Zero-shot evaluation on language models





# Do language models learn common sense?

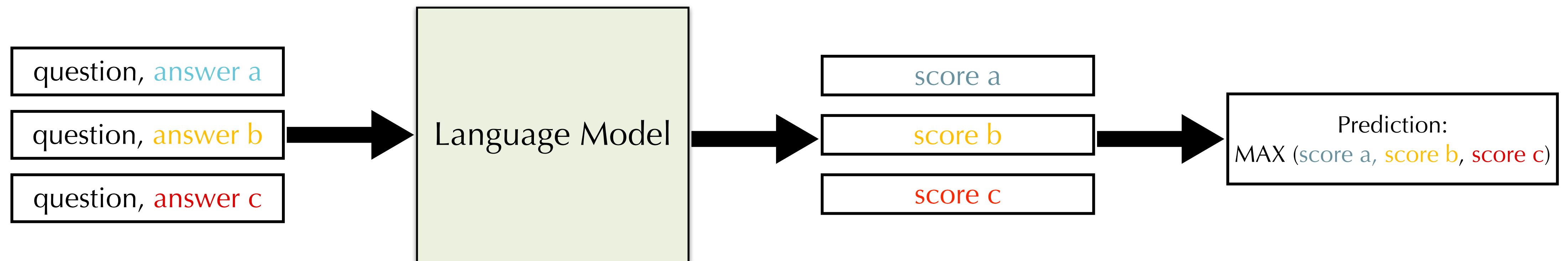
| Dataset                                      | Example                                                                                                                                                                  | Number of Choices | Reasoning Type            |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------|
| <b>Physical IQa</b><br>(Bisk et al. 2019)    | <b>Question:</b> To apply eyeshadow without a brush, should I use a cotton swag or a toothpick?<br><b>Answer:</b> Cotton swab.                                           | 2                 | Physical                  |
| <b>Social IQa</b><br>(Sap et al. 2019)       | <b>Question:</b> Tracy had accidentally pressed upon Austin in the small elevator and it was awkward. Why did Tracy do this?<br><b>Answer:</b> Squeeze into the elevator | 3                 | Social                    |
| <b>WinoGrande</b><br>(Sakaguchi et al. 2019) | <b>Question:</b> The trophy didn't fit the suitcase, because it is too big. What does it refers to?<br><b>Answer:</b> The trophy                                         | 2                 | Physical,<br>Social etc   |
| <b>HellaSwag</b><br>(Zellers et al. 2019)    | <b>Question:</b> Four sentence short story.<br><b>Answer:</b> the possible ending.                                                                                       | 4                 | Temporal,<br>Physical etc |

Four multiple choice selection QA datasets.

# Do language models learn common sense?

**Question:** Tracy had accidentally pressed upon Austin in the small elevator and it was awkward. Why did Tracy do this?

- **Answer a:** get very close to Austin.
- **Answer b:** squeeze into the elevator.
- **Answer c:** get flirty with Austin.



# Zero-shot Performance: random baseline

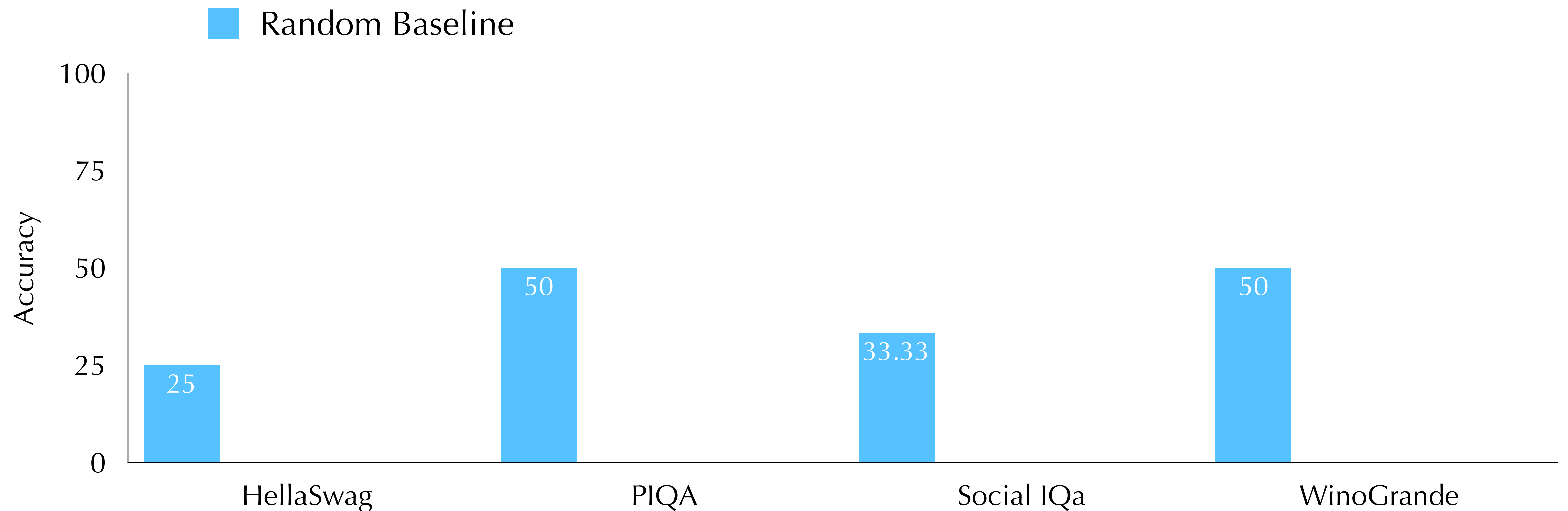


Figure: the dev accuracy for each dataset evaluated on Gopher.



# Zero-Shot is not bad, especially for HellaSwag and PIQA

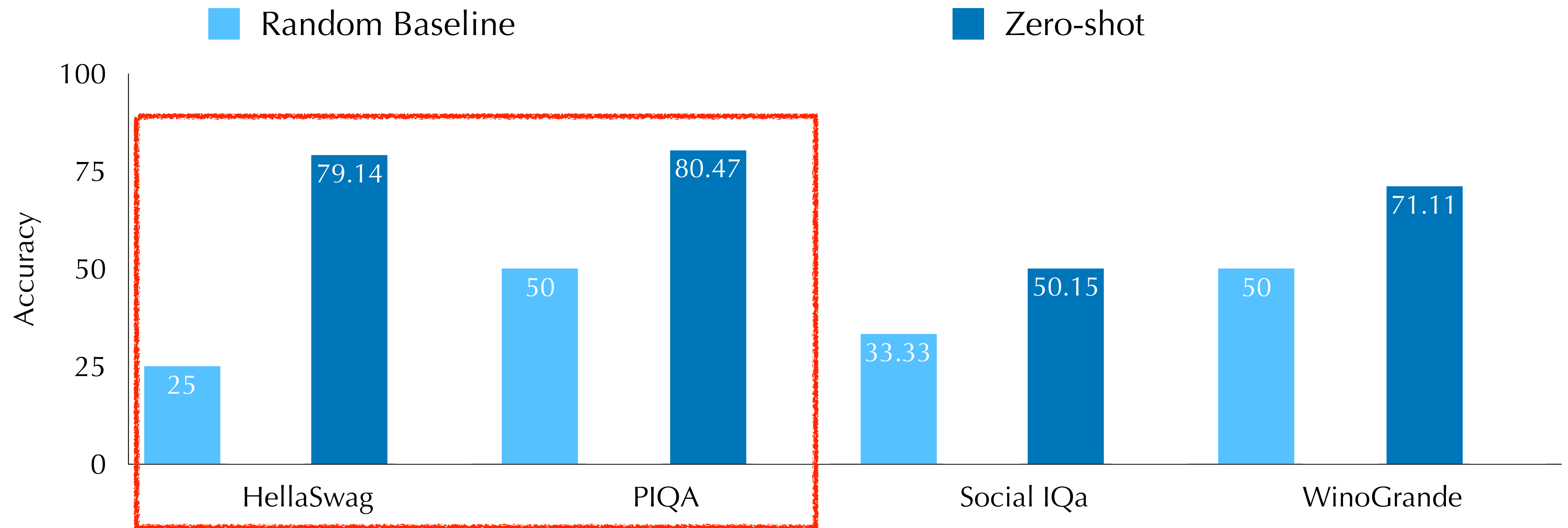


Figure: the dev accuracy for each dataset evaluated on Gopher.

# How much of the performance comes **only** from **answers**?

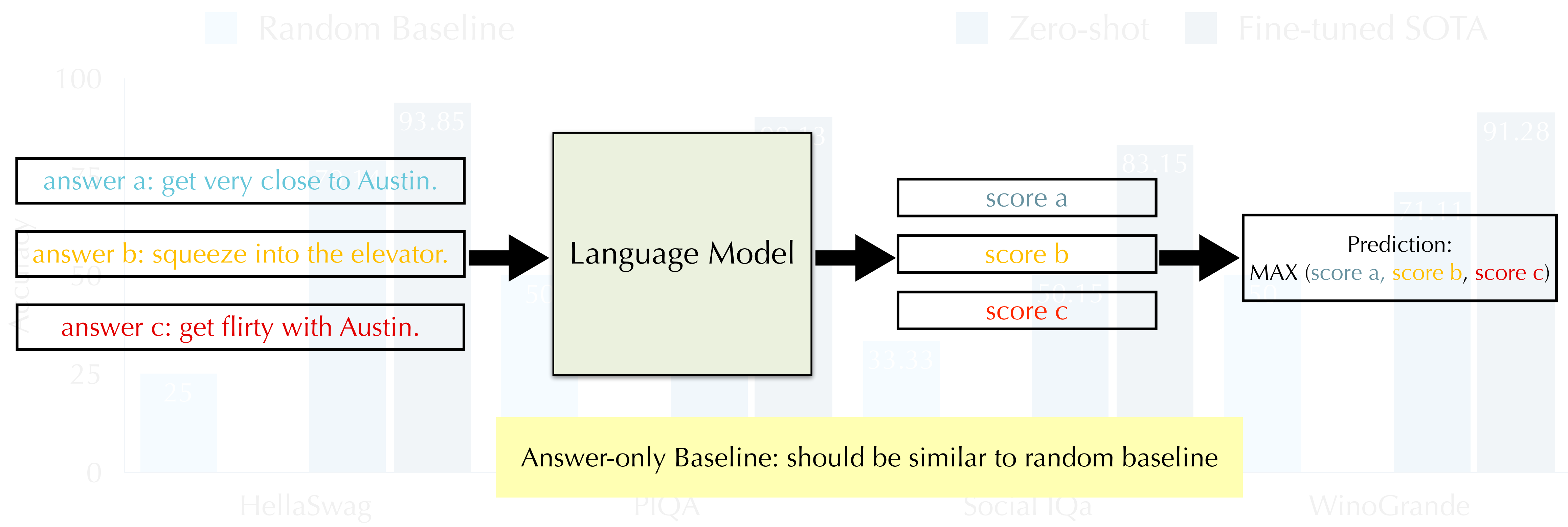


Figure: the dev accuracy for each dataset evaluated on Gopher.

# Models pick the correct answer without seeing the question

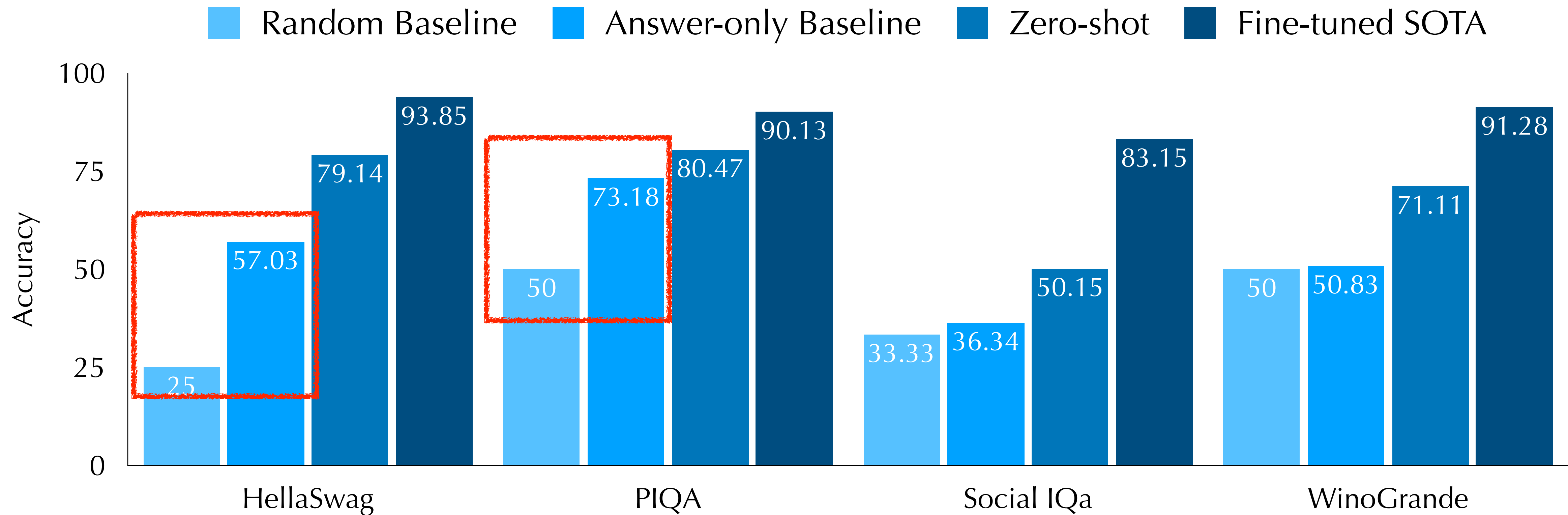


Figure: the dev accuracy for each dataset evaluated on Gopher.



# We need better commonsense evaluation!

Dataset Bias!

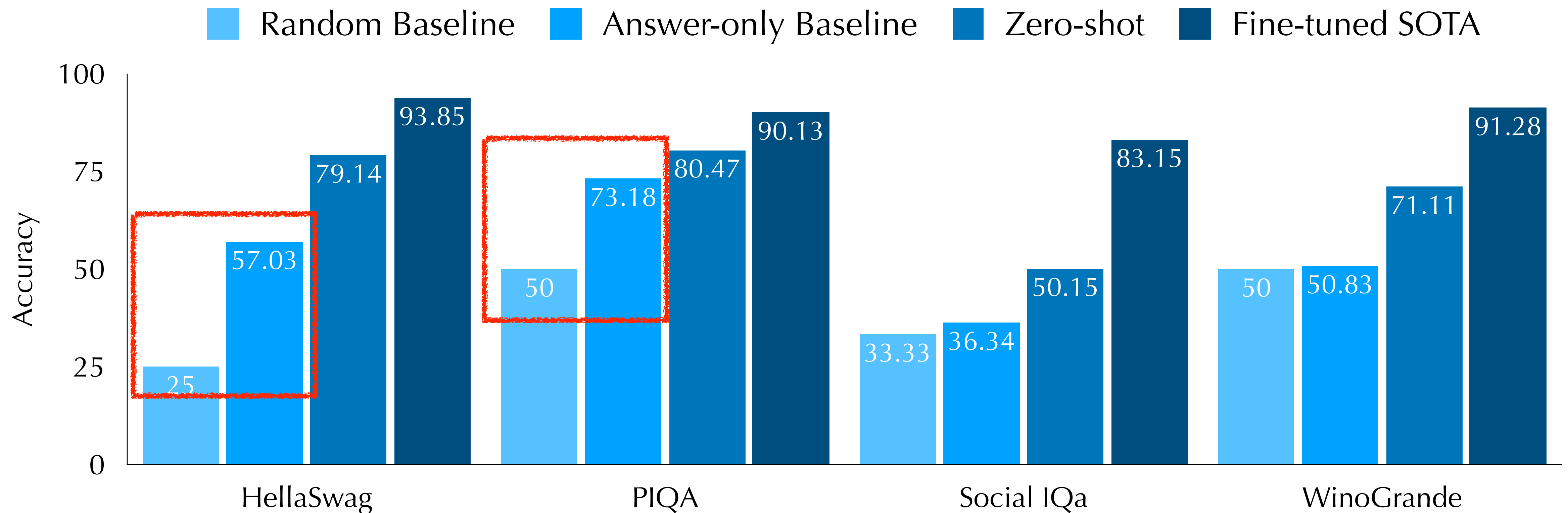


Figure: the dev accuracy for each dataset evaluated on Gopher.

# Outline

## Benchmark: **Probabilistic** Evaluation for Common Sense Question with **Multiple-answers**

- Every Answer Matters: Evaluating Commonsense with Probabilistic Measures. [ACL 2024]
- Leveraging Large Models for Evaluating Novel Content: A Case Study on Advertisement Creativity. [EMNLP 2025]

## Benchmark: **Long-tail Question:** Commonsense Reasoning Evaluation

- UNcommonsense Reasoning: Abductive Reasoning about Uncommon Situations. [NAACL 2024]
- In search of the long-tail: systematic generation of long-tail knowledge via logical rule guided search [EMNLP 2024]
- Think Globally, Group Locally: Evaluating LLMs Using Multi-Lingual Word Grouping Games. [EMNLP 2025]

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# Every Answer Matters: Evaluating Commonsense with Probabilistic Measures

Qi Cheng



Michael Boratko



Pranay Yelugam



Tim O' Gorman



Nalini Singh



Andrew  
McCallum



Xiang Lorraine Li



# Probabilistic Evaluation of Commonsense

They boiled the water.



In what?

Kettle

Pot

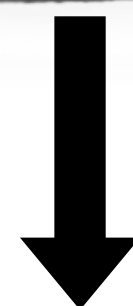
Glass

Beaker

Etc.

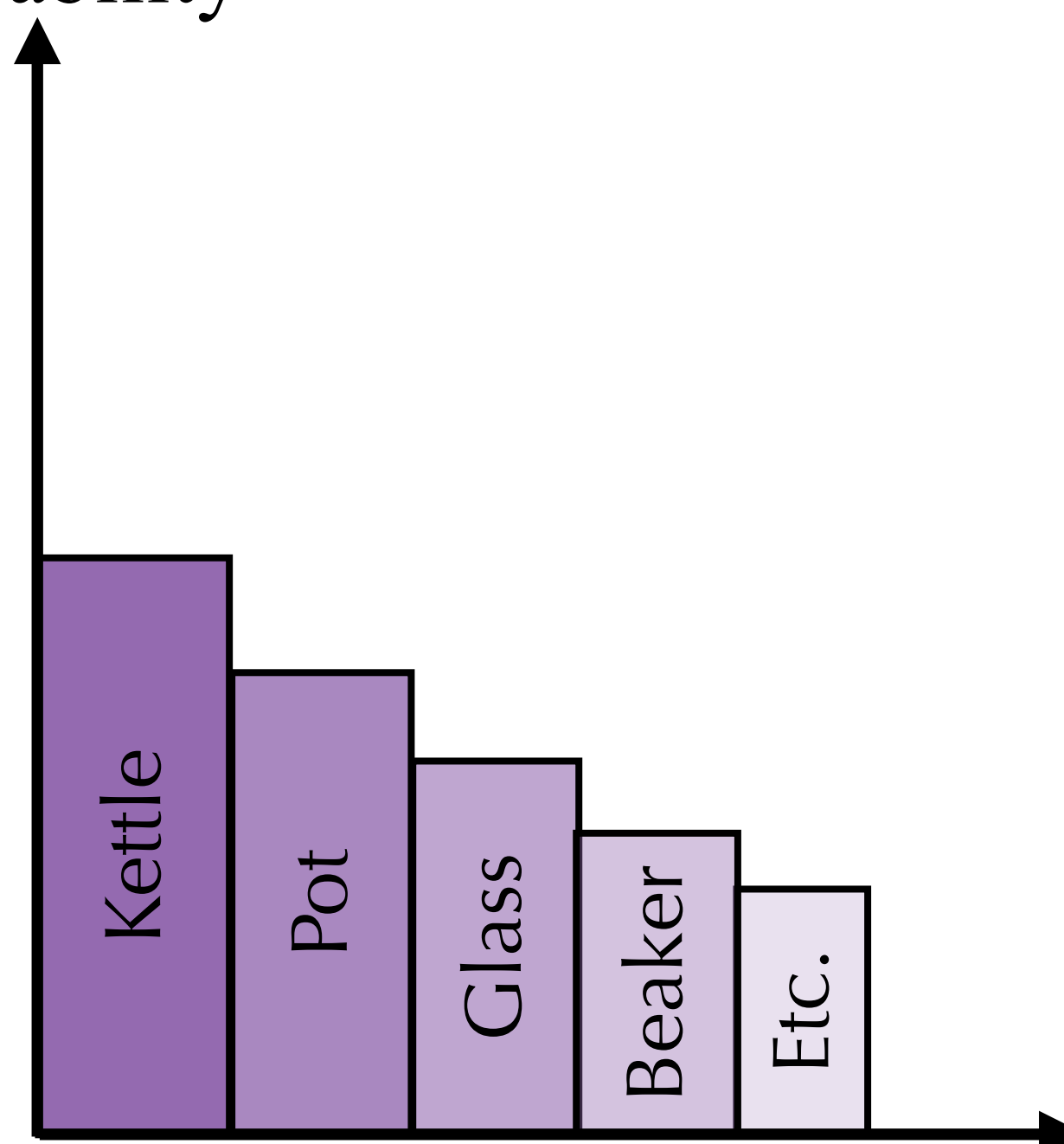
# Probabilistic Evaluation of Commonsense

They boiled the water.



In what?

Probability



Answers

Question Answering

Dialogue

Any language tasks!



# CFC Data Collection

We crowd-source high-quality evaluation data

Context  
Sentence

“Dog catches the  
thrown frisbee.”

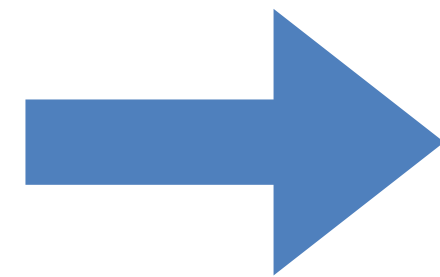
CommonGen (Image Captions)



# CFC Data Collection

We crowd-source high-quality evaluation data

Context  
Sentence



Semantic  
Parsing

“Dog catches the  
thrown frisbee.”



CommonGen (Image Captions)

AMR Parsing

# CFC Data Collection

We crowd-source high-quality evaluation data



“Dog catches the thrown frisbee.”



“Who throws the frisbee?”

CommonGen (Image Captions)

AMR Parsing

AMR-unknown

# CFC Data Collection

We crowd-sourced high-quality **101 questions (manual filtering)**



| Missing Slot | Definition                                                                 | Examples                                                                                     |
|--------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Arg0         | Who/what does the event?                                                   | Sentence: putting cheese on the pizza. Arg0?<br>Answers: person, cook                        |
| Purpose      | What is the goal for doing the event?                                      | Sentence: putting cheese on the pizza. Purpose?<br>Answers: get nutrition, stop being hungry |
| Instrument   | What kind of tools are used to accomplish the event?                       | Sentence: putting cheese on the pizza. Instrument?<br>Answers: hands, spoon                  |
| Time         | What is a particular time (time of day, season, etc.) for doing the event? | Sentence: putting cheese on the pizza. Time?<br>Answers: lunch time, dinner time             |
| Location     | Where would the event usually happen?                                      | Sentence: putting cheese on the pizza. Location?<br>Answers: kitchen, restaurant             |

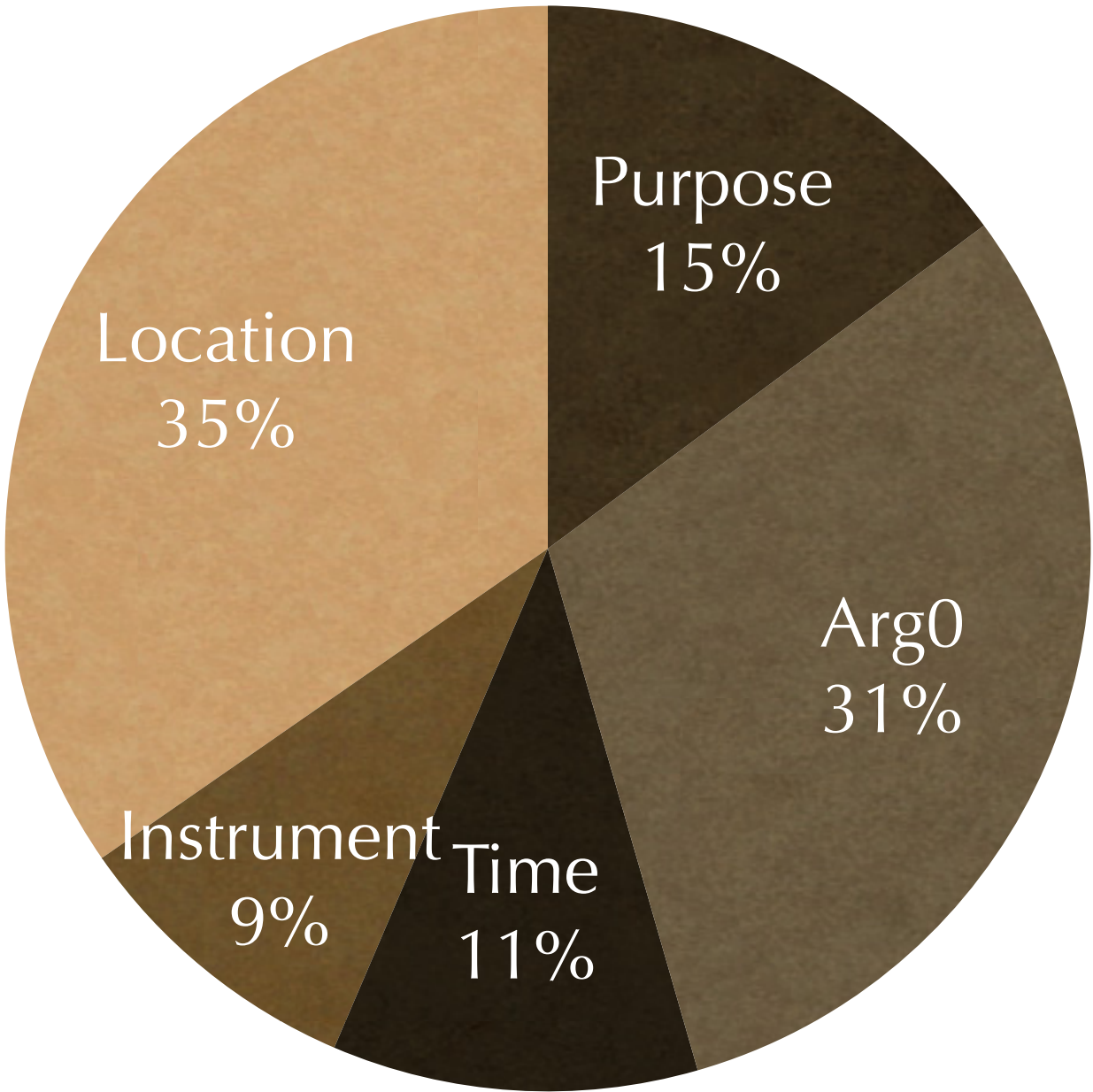


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# CFC Data Collection

“They boiled the water” Purpose?

cooking                      clean  
cook    make tea            disinfect            disinfecting  
                 making dinner  
                 for making tea                      cleaning  
to cook    cook food    for a hot drink            cleaning tools  
cooking spaghetti                      making pasta            kill bacteria  
                 steaming vegetables            purify            purification  
boiling potatoes                      make safe to drink  
                 boiling chicken  
                                         sterilization            for an experiment

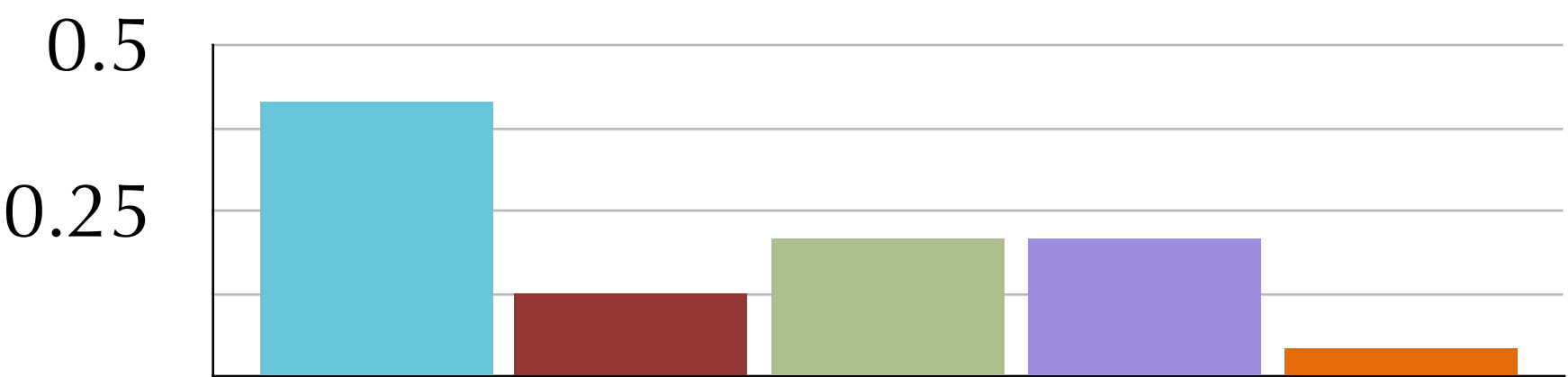


# CFC Data Collection

“They boiled the water” Purpose?

for making tea  
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make safe to drink  
cook food  
making dinner  
sterilization  
cooking  
for an experiment

How many answers are enough to approximate the true human answer distribution?



# CFC Data Collection

How many answers are enough to approximate the true human answer distribution?

- Classic problem in statistics.
  - KL divergence between [Neyman-Pearson lemma]  
➡ true distribution  $f$  and empirical sample distribution  $g$ .
  - The approximated error rate is bounded by [1]

$$\Rightarrow \mathbb{P}(D_{KL}(g_{n,k}||f) \geq \epsilon) \leq e^{-n\epsilon} \left[ \frac{3c_1}{c_2} \sum_{i=0}^{k-2} K_{i-1} \left( \frac{e\sqrt{n}}{2\pi} \right)^i \right]$$



# CFC Data Collection

- Classic problem in statistics.
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$$\Rightarrow \mathbb{P}(D_{KL}(g_{n,k} || f) \geq \epsilon) \leq e^{-n\epsilon} \left[ \frac{3c_1}{c_2} \sum_{i=0}^{k-2} K_{i-1} \left( \frac{e\sqrt{n}}{2\pi} \right)^i \right]$$

- $n$ : number of samples
- $k$ : number of category in the categorical distribution
- $\epsilon$ : KL error rate

How many answers are enough to approximate the true human answer distribution?



# CFC Data Collection

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- $n$ : number of samples
- $k$ : number of category in the categorical distribution = 8
- $\epsilon$ : KL error rate = 0.2

How many answers are enough to approximate the true human answer distribution?

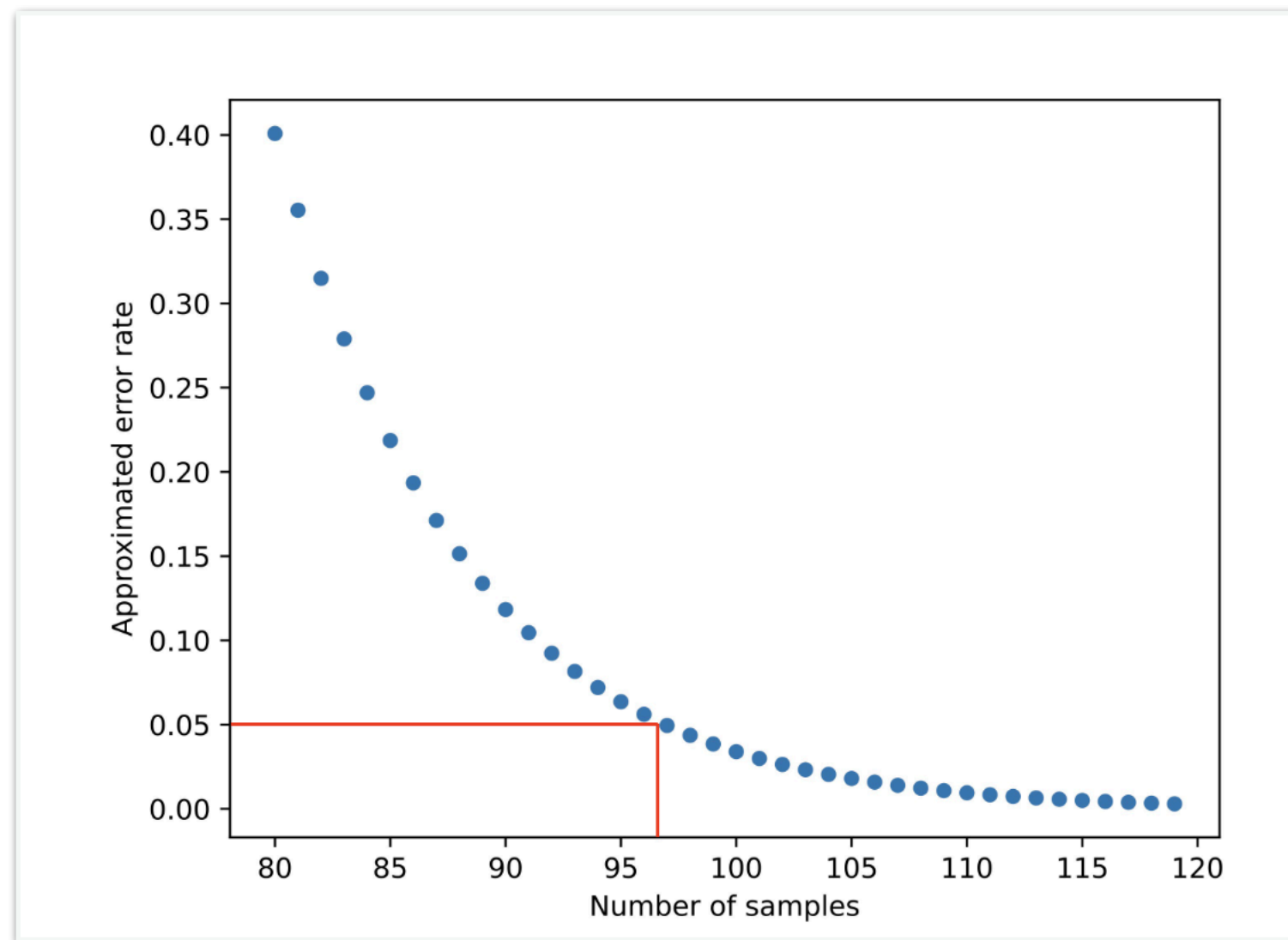
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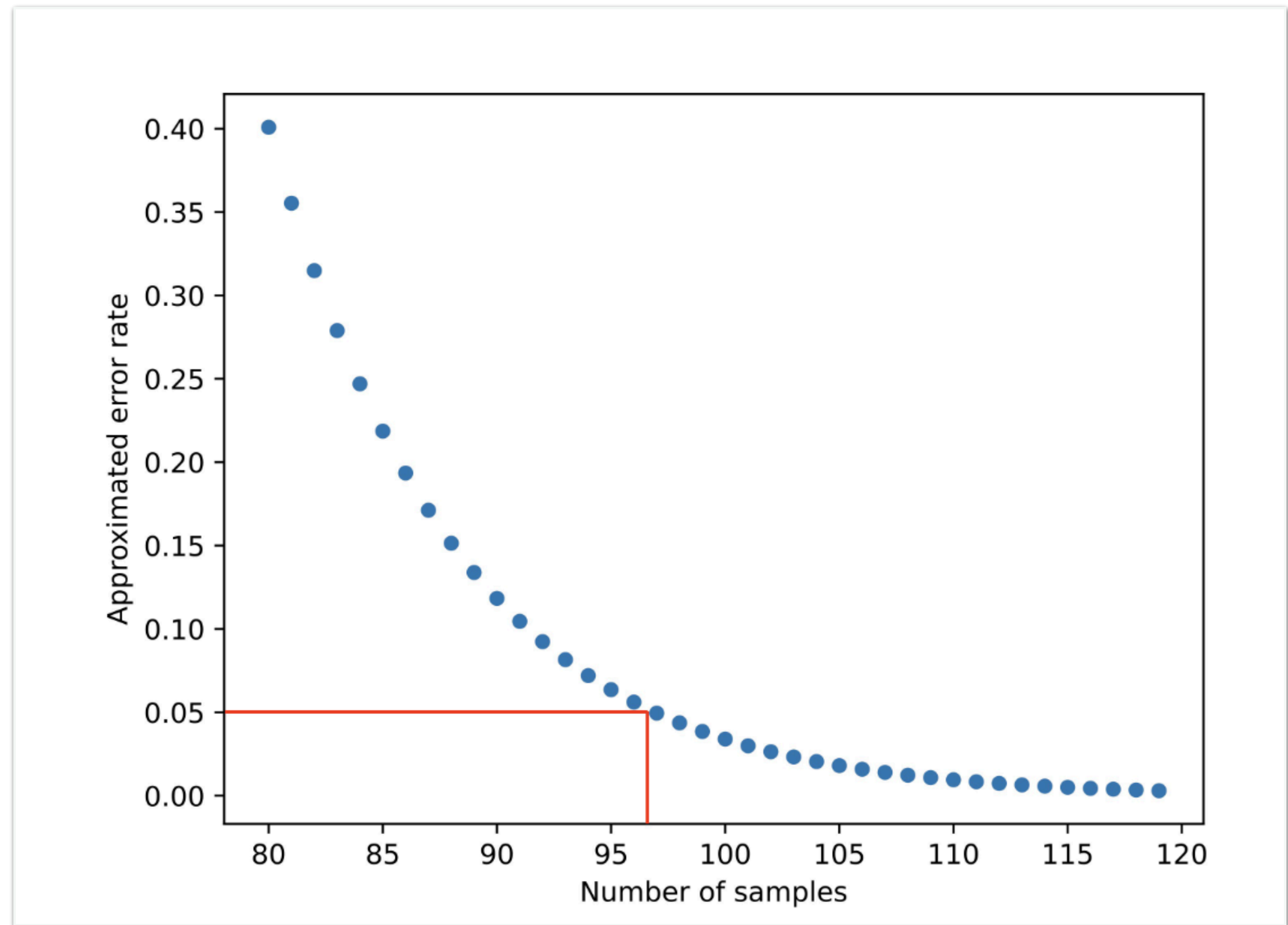
[1] Mardia, Jay, Jiantao Jiao, Ervin Tanczos, Robert D. Nowak, and Tsachy Weissman. "Concentration inequalities for the empirical distribution of discrete distributions: beyond the method of types." *Information and Inference: A Journal of the IMA* 9, no. 4 (2020): 813-850.

Qi, Boratko, Yelugam, O’Gorman, Singh, McCallum, Li. "Every Answer Matters: Evaluating Commonsense with Probabilistic Measures" ACL 2024

# CFC Data Collection

How many answers are enough to approximate the true human answer distribution?

~97. we collect 100 answers for each question.





# CFC Data Statistics

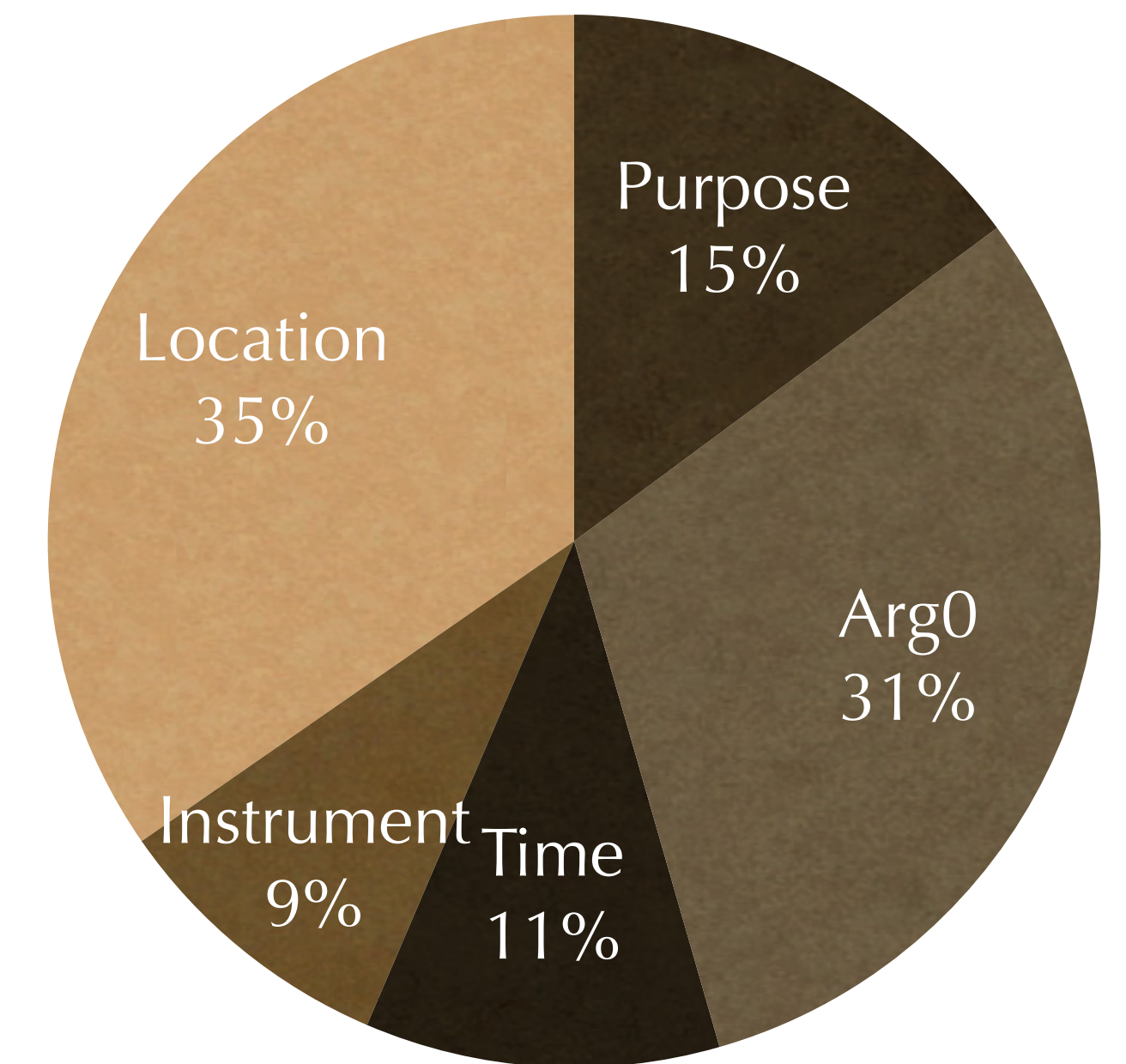
We crowd-sourced high-quality **101 questions (manual filtering)**

- 55 Dev Questions
- 46 Test Questions

Each question have 100 answers to **accurately** approximate human distribution.

- **Questions:** They boiled the water. Purpose?
- **Answers:**

cook, cook noodles, cook pasta, bake cake, boil eggs, pasta, make pasta, cook meal, to make tea, coffee, make coffee, to make it safe to drink, to sterilize it, to remove germs and make it safe to drink ...

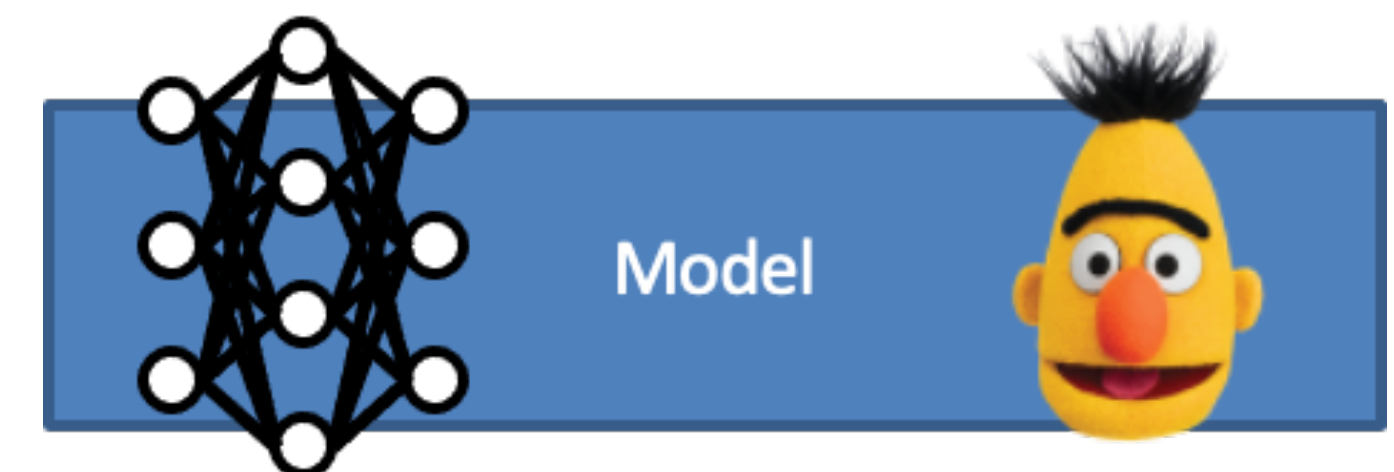


Question Slot Type



# CFC Probabilistic Evaluation

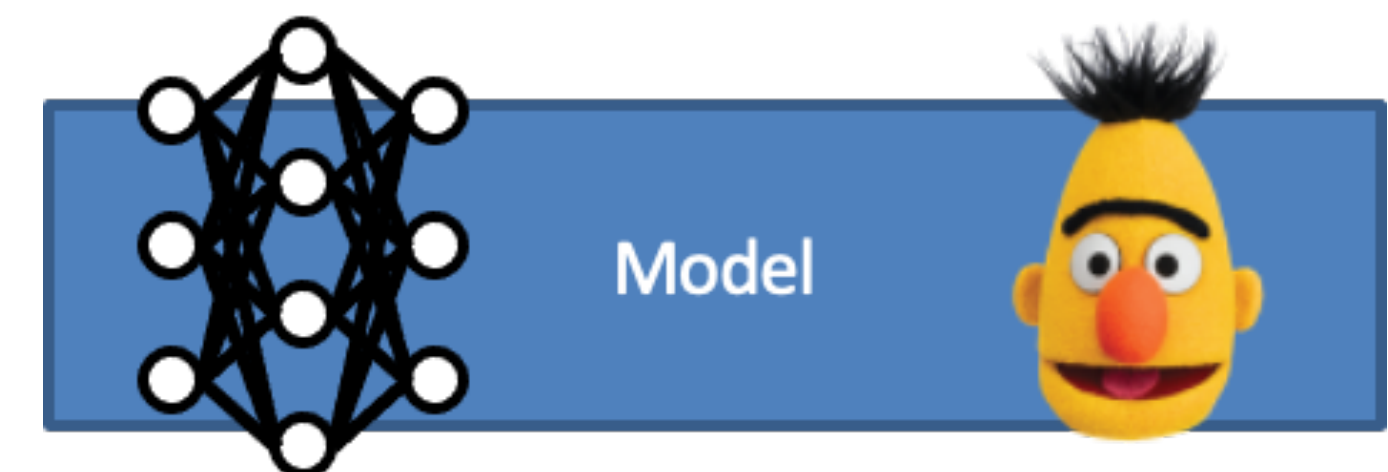
“They boiled the water” Purpose?



# CFC Probabilistic Evaluation

“They boiled the water” Purpose?

cooking                      clean  
cook    make tea            disinfect            disinfecting  
                 making dinner            cleaning  
for making tea            for a hot drink            cleaning tools  
to cook            cook food            making pasta            kill bacteria  
cooking spaghetti            purify            purification  
                 steaming vegetables            make safe to drink  
boiling potatoes            sterilization            for an experiment  
boiling chicken

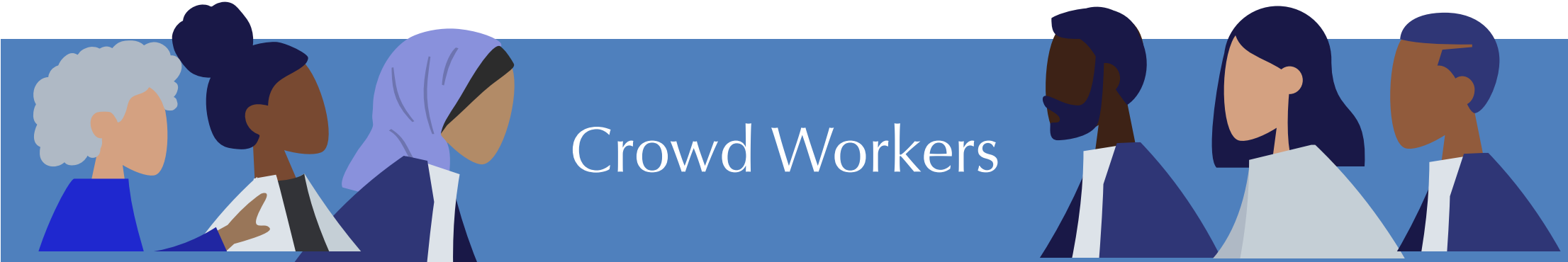


# CFC Probabilistic Evaluation

“They boiled the water” Purpose?

cooking  
cook make tea  
for making tea  
to cook cook food  
cooking spaghetti  
steaming vegetables  
boiling potatoes  
boiling chicken  
sterilization  
disinfect  
making dinner  
for a hot drink  
making pasta  
purify  
make safe to drink  
clean  
disinfecting  
cleaning  
cleaning tools  
kill bacteria  
purification  
for an experiment

make a cup of tea  
making coffee  
for tea  
cleaning  
cooking  
to sanitize  
kill parasites  
cook dinner  
to make hard boiled eggs  
making food  
steriliza instruments





# CFC Probabilistic Evaluation

“They boiled the water” Cause?

cooking clean make a cup of tea  
disinfect disinfecting making coffee  
cook make tea for tea  
making dinner cleaning  
for making tea cleaning tools  
to cook cook food for a hot drink  
cooking spaghetti making pasta kill bacteria  
steaming vegetables purify purification  
boiling potatoes to make hard boiled eggs  
boiling chicken make safe to drink  
sterilization for an experiment  
making food steriliza instruments





# CFC Probabilistic Evaluation

“They boiled the water” Purpose?

for making tea  
for a hot drink  
make tea  
clean  
disinfect  
disinfecting  
cleaning  
cleaning tools  
make a cup of tea  
making coffee  
for tea  
cooking  
to cook  
steaming vegetables  
boiling potatoes  
kill bacteria  
purify  
purification  
make safe to drink  
sterilization  
cooking spaghetti  
making pasta  
cook  
boiling chicken  
cook food  
making dinner  
cooking  
for an experiment  
to make hard boiled eggs  
making food  
steriliza instruments  
kill parasites  
to sanitize  
cleaning  
cook dinner



# CFC Probabilistic Evaluation

“They boiled the water” Purpose?

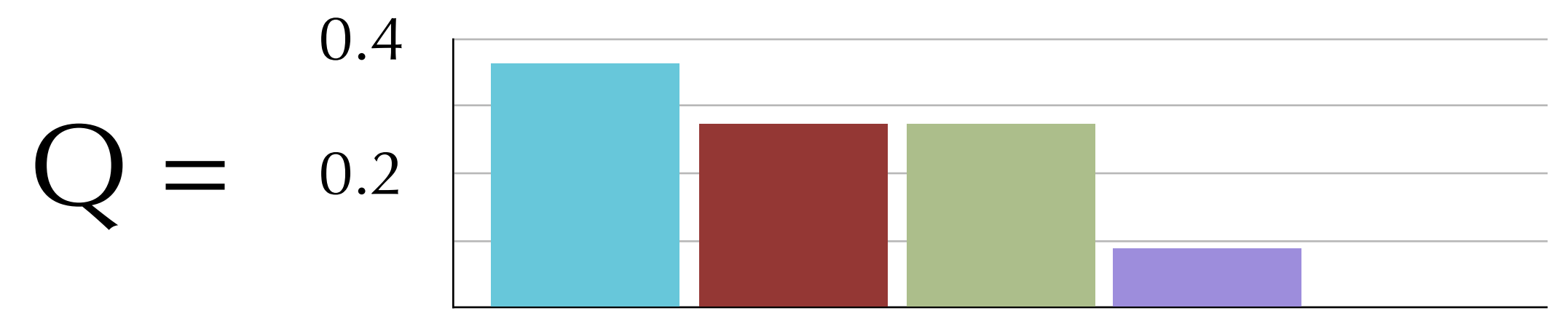
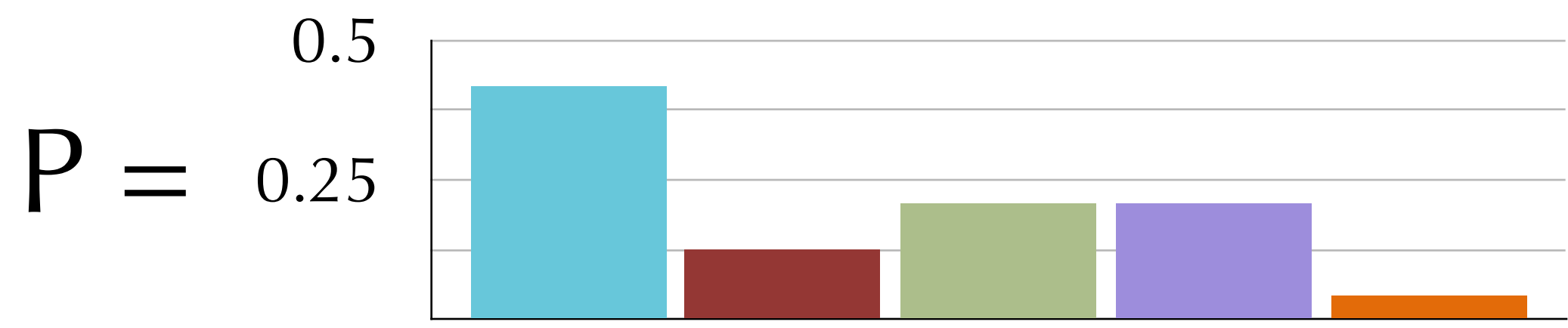
for making tea  
for a hot drink  
make tea  
clean  
disinfect  
disinfecting  
cleaning  
cleaning tools  
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to sanitize



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# CFC Probabilistic Evaluation

“They boiled the water” Purpose?

for making tea  
for a hot drink  
make tea

clean  
disinfecting  
cleaning  
cleaning tools

make a cup of tea  
for tea  
making coffee

cooking spaghetti  
making pasta  
to cook  
steaming vegetables  
boiling potatoes

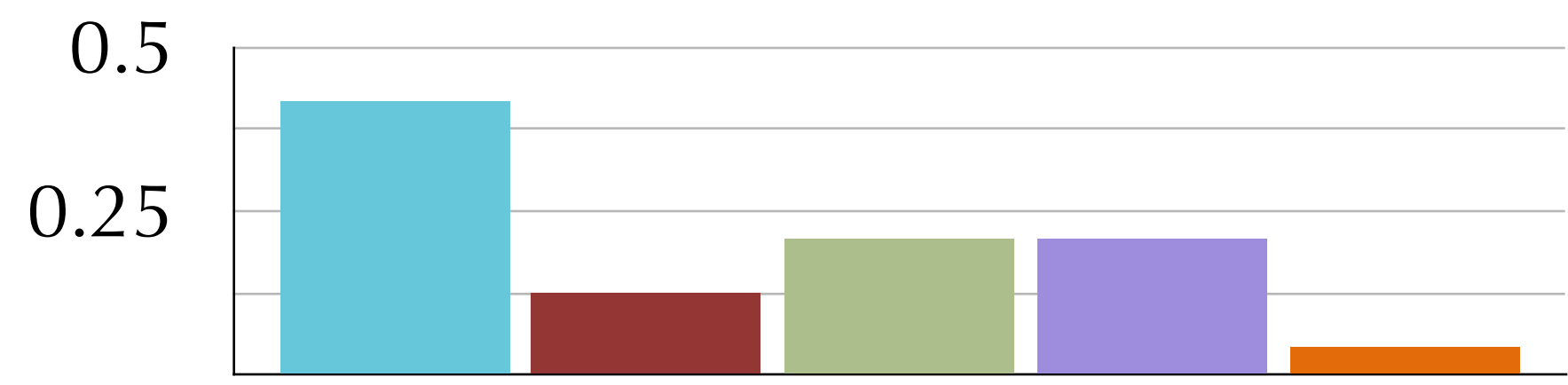
kill bacteria  
purify  
purification  
make safe to drink  
sterilization

cleaning  
to sanitize  
steriliza instruments

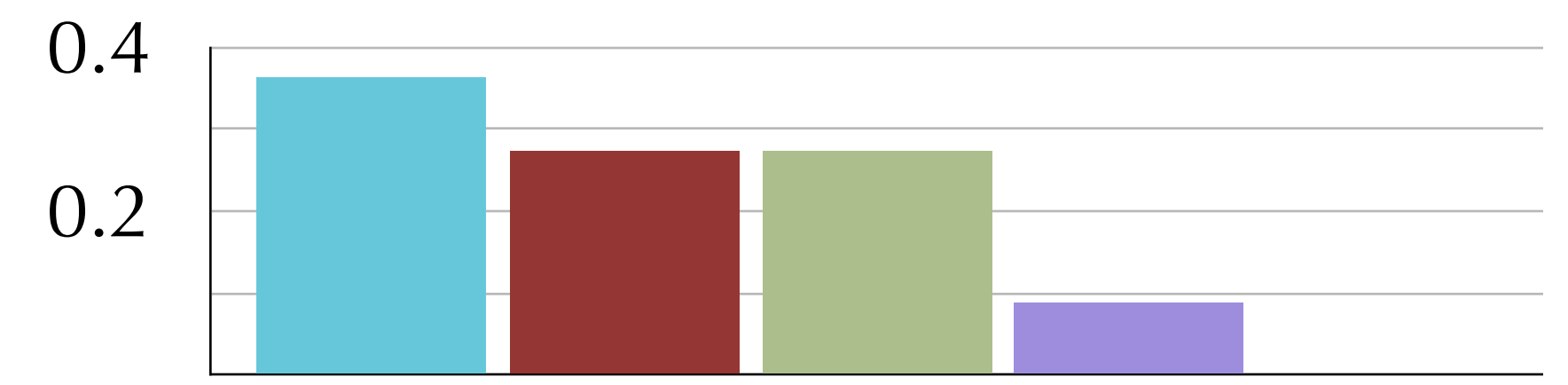
cook  
boiling chicken  
cook food  
making dinner  
cooking

cooking  
to make hard boiled eggs  
making food  
cook dinner  
kill parasites

for an experiment



KL (P || Q)





# CFC Automatic Evaluation

*For each question:*

$G \leftarrow$  ground-truth answers (crowd-sourced)

$H \leftarrow$  evaluation answers (model)

For each human scorer:

Cluster  $G$

Match  $H$  to clusters of  $G$

Calculate score

$\text{Score}(G, H) \leftarrow$  average of scores

# CFC Automatic Evaluation

*For each question:*

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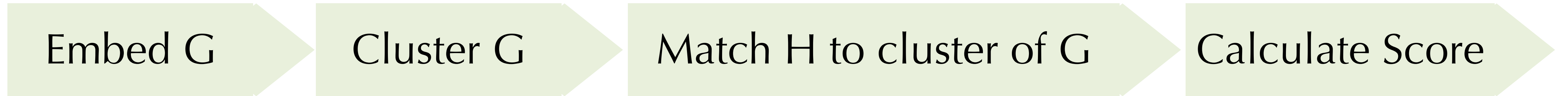
Cluster  $G$

Match  $H$  to clusters of  $G$

Calculate score

$\text{Score}(G, H) \leftarrow$  average of scores

# CFC Automatic Evaluation





# CFC Automatic Evaluation



Ground truth: G

cooking  
clean  
disinfect  
make tea  
disinfecting  
cook  
making dinner  
cleaning  
cook food  
cleaning tools  
to cook  
purification  
cooking spaghetti  
kill bacteria  
steaming vegetables  
for a hot drink  
boiling potatoes  
boiling chicken  
purify  
sterilization  
make safe to drink  
for an experiment  
for making tea  
making pasta

**make a cup of tea  
making coffee  
for tea  
cleaning  
cooking  
to sanitize  
cook dinner  
kill parasites  
to make hard boiled eggs  
making food  
steriliza instruments**

**Model prediction: H**



# CFC Automatic Evaluation

Embed G

Cluster G

Match H to cluster of G

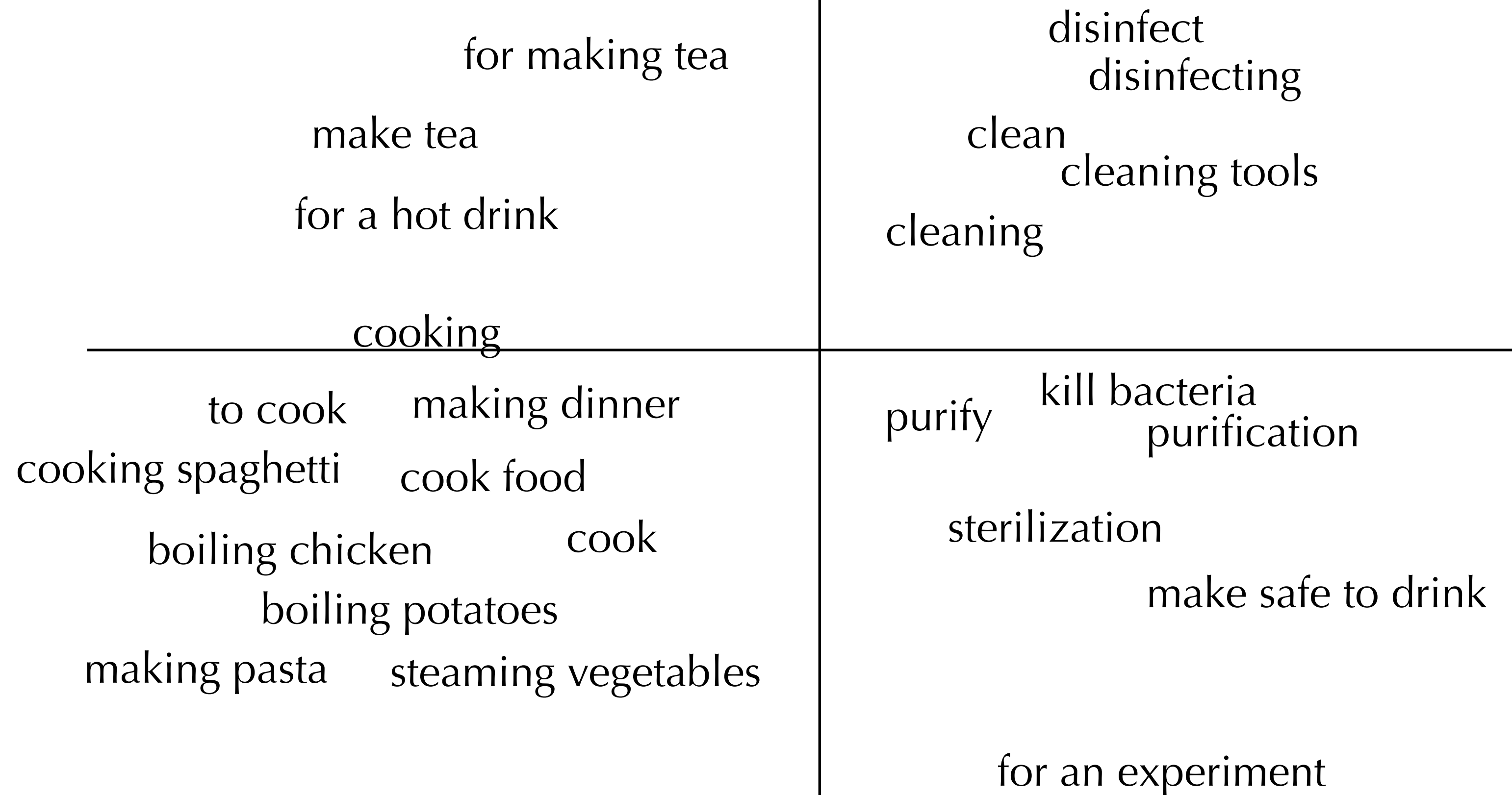
Calculate Score

With Context

- BERT
- RoBERTa

Without Context

- word2vec
- GloVe
- **FastText**



# CFC Automatic Evaluation

Embed G

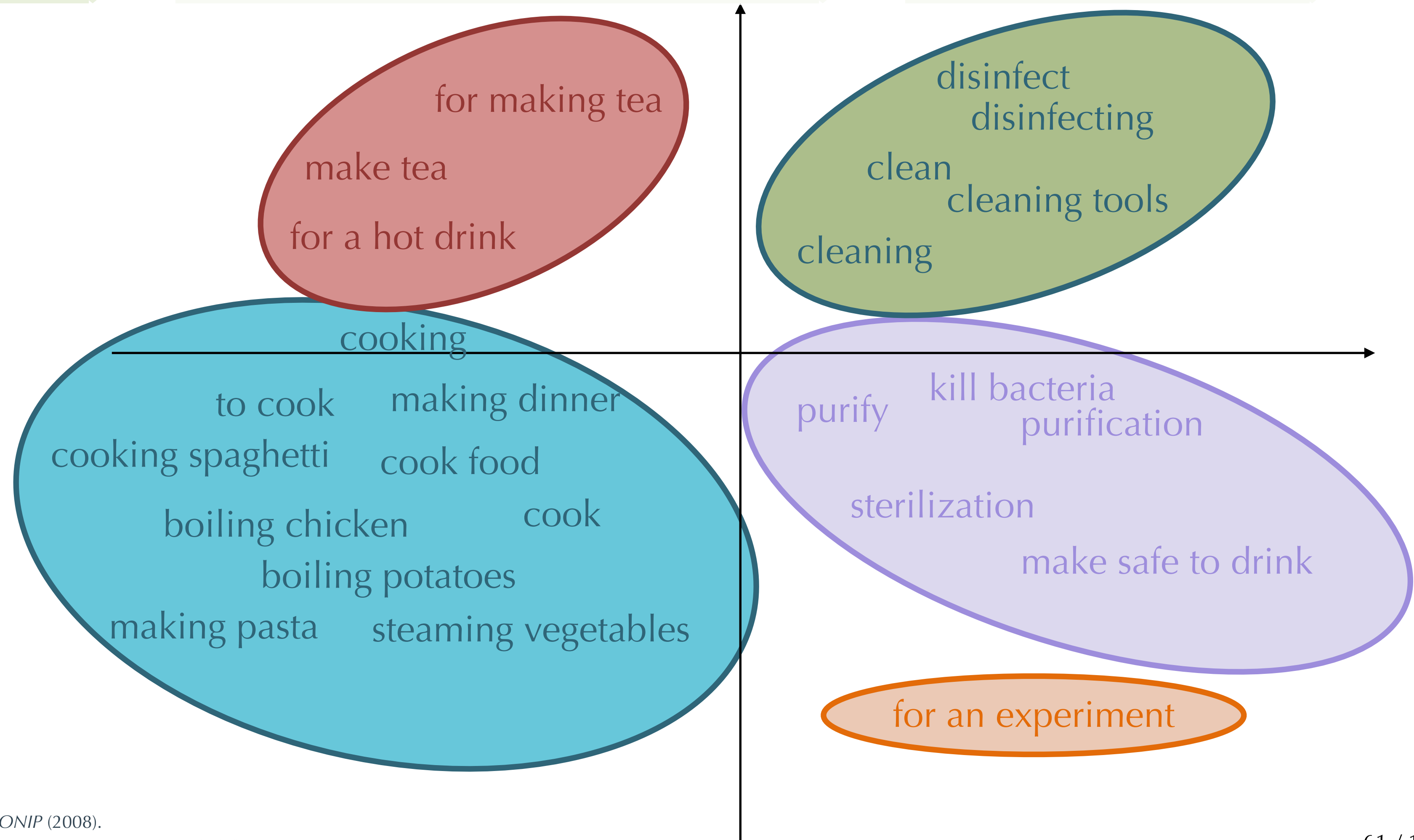
Cluster G

Match H to cluster of G

Calculate Score

## Clustering Algorithm

- K-Means
- G-Means [1]
- **Hierarchical agglomerative clustering**



[1] Zhao, Zhonghua et al. "G-Means: A Clustering Algorithm for Intrusion Detection." *ICONIP* (2008).

Qi, Boratko, Yelugam, O’Gorman, Singh, McCallum, Li. "Every Answer Matters: Evaluating Commonsense with Probabilistic Measures" *ACL* 2024

# CFC Automatic Evaluation

Embed G

Cluster G

Match H to cluster of G

Calculate Score

make tea for a hot drink  
for making tea

clean cleaning disinfect  
disinfecting cleaning tools

purify kill bacteria  
make safe to drink  
purification sterilization

for an experiment

cooking making dinner  
to cook cook food  
cook boiling chicken  
boiling potatoes  
steaming vegetables  
making pasta  
cooking spaghetti

**make a cup of tea  
making coffee  
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to sanitize  
cook dinner  
kill parasites  
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steriliza instruments**



# CFC Automatic Evaluation

Embed G

Cluster G

Match H to cluster of G

Calculate Score

Embeddings Based

- FastText

Lexical Token Based

- WordNet

make tea for a hot drink  
for making tea

make a cup of tea  
making coffee for tea

clean cleaning disinfect  
disinfecting cleaning tools

cleaning to sanitize

purify kill bacteria  
make safe to drink  
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kill parasites  
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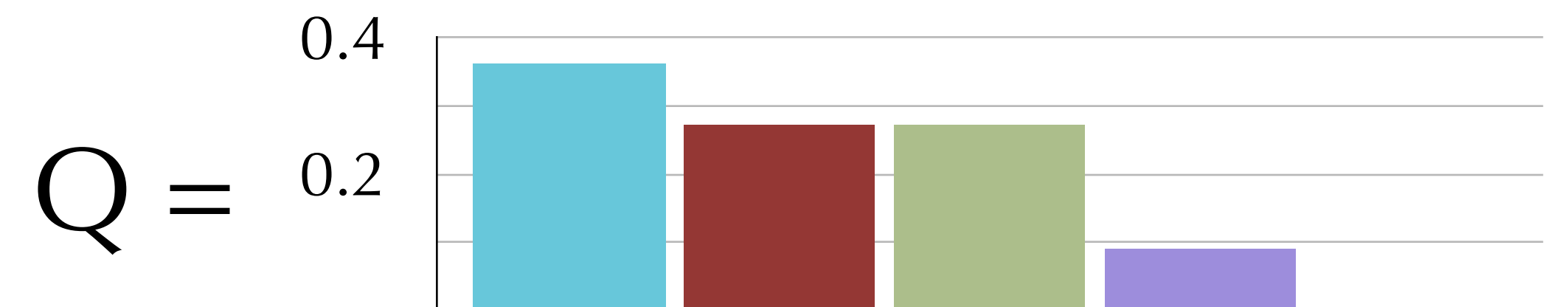
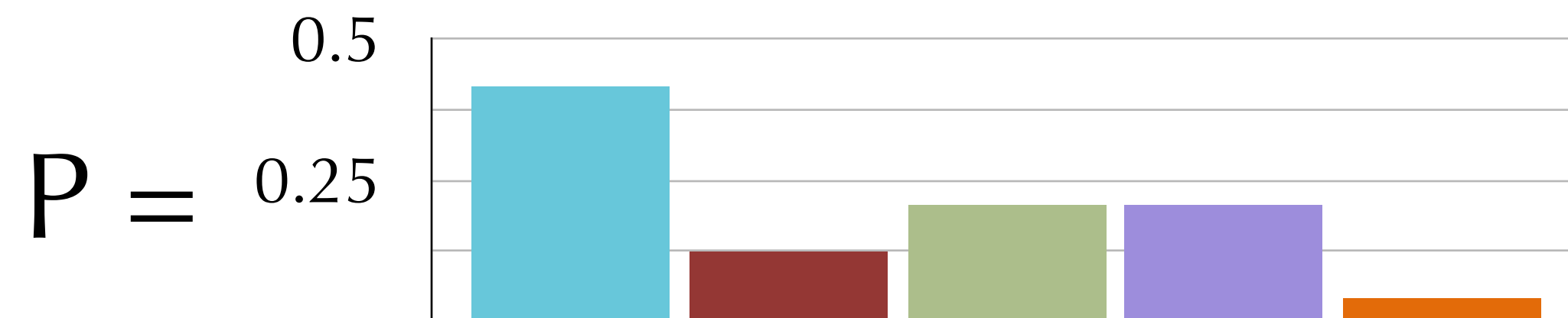
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cooking making dinner  
to cook cook food  
cook boiling chicken  
boiling potatoes  
steaming vegetables  
making pasta  
cooking spaghetti

cooking  
cook dinner  
making food  
to make hard boiled eggs



# CFC Automatic Evaluation



$$\text{Score (G, H)} = \text{KL (P || Q)}$$

# Evaluating Automatic Metric

Given a question, and a large prediction set

- Sample **n** predicted answer sets.

*s1, s2, s3, s4, s5...*

- Using **human** annotations, score answer sets:

**H:** [s2, s5, s4, s3, s1...]

- Using **automatic** evaluation, score answer sets:

**A:** [s2, s4, s3, s1, s5]

- Calculate Spearman correlation between **H** and **A**

# Evaluating Automatic Metric

| Clustering          | Gmeans   |         | Xmeans   |         | Hierarchical agglomerative clustering (HAC) |         |
|---------------------|----------|---------|----------|---------|---------------------------------------------|---------|
| Matching            | FastText | WordNet | FastText | WordNet | FastText                                    | WordNet |
| ProtoQA Correlation | 0.528    | 0.681   | 0.525    | 0.668   | 0.593                                       | 0.698   |
| CFC Correlation     | 0.561    | 0.721   | 0.503    | 0.728   | 0.564                                       | 0.728   |

Table: Spearman correlation between human KL score and automatic KL score



# Evaluating Automatic Metric

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Table: Spearman correlation between human KL score and automatic KL score

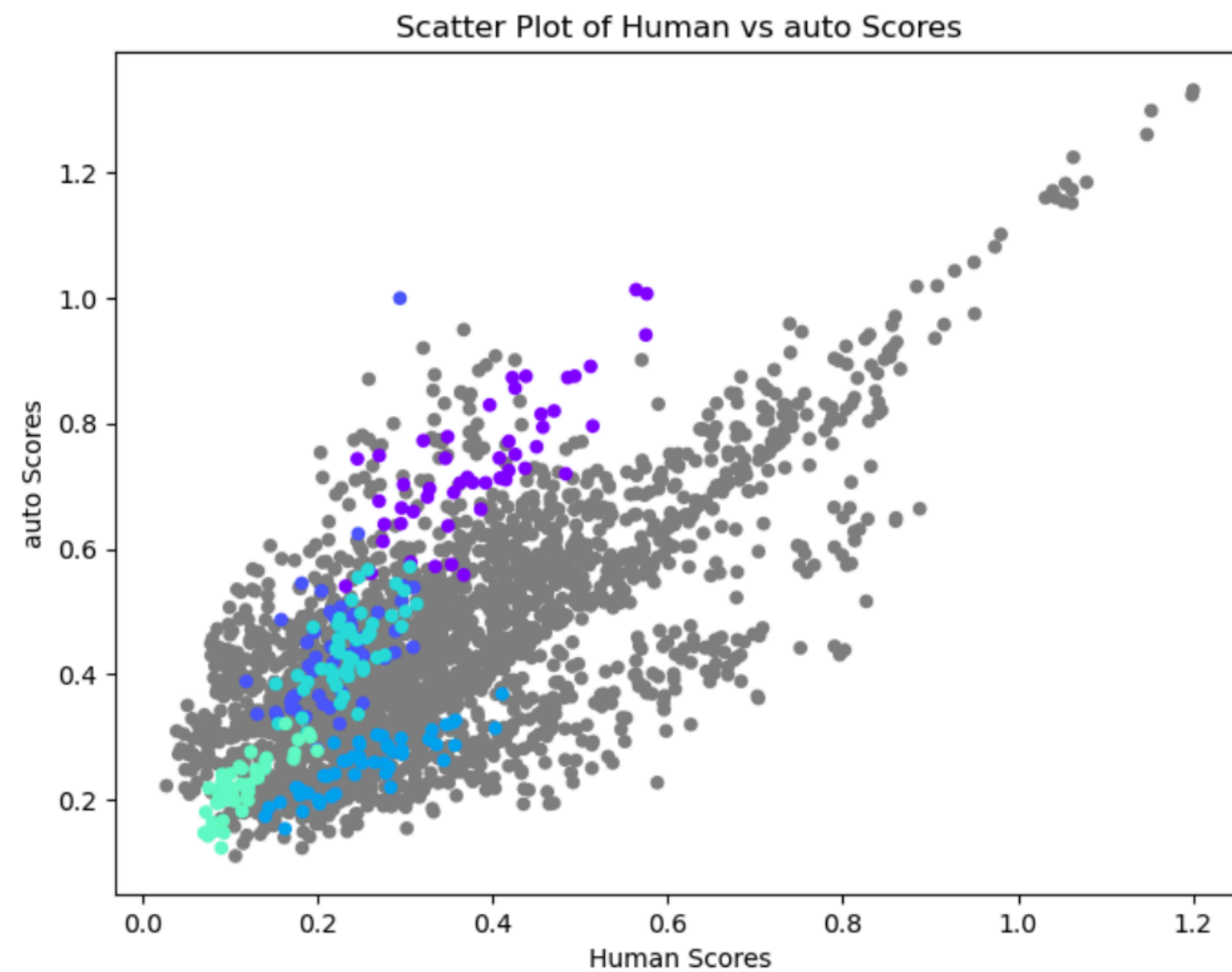


# Evaluating Automatic Metric

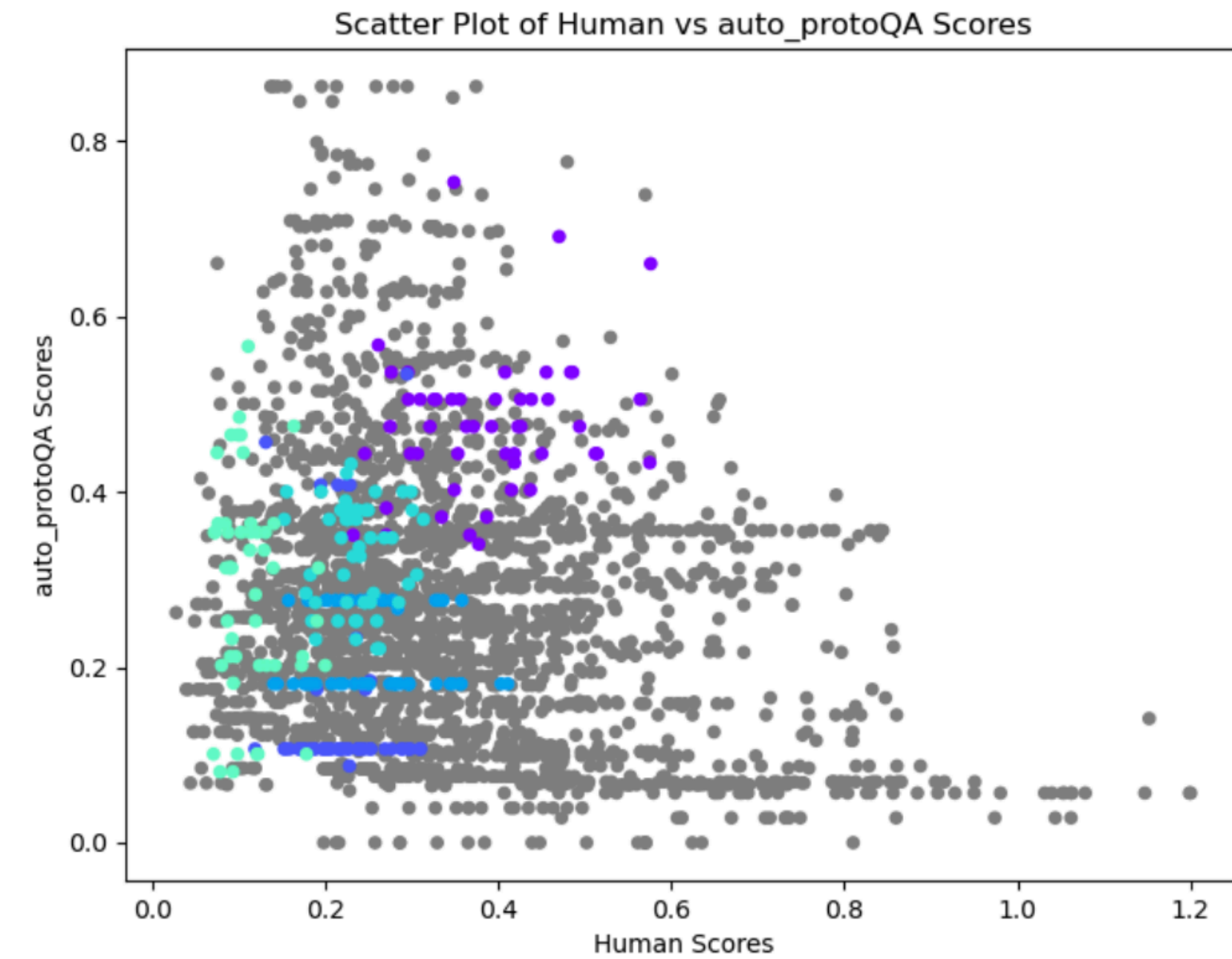
| Clustering          | Gmeans   |         | Xmeans   |         | Hierarchical agglomerative clustering (HAC) |              |
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| ProtoQA Correlation | 0.528    | 0.681   | 0.525    | 0.668   | 0.593                                       | <b>0.698</b> |
| CFC Correlation     | 0.561    | 0.721   | 0.503    | 0.728   | 0.564                                       | <b>0.728</b> |

# Evaluating Automatic Metric - PROBEVAL

X-axis: KL with human cluster and matching  
Y-axis: automatic evaluator score (kl or 1-protoqa score)  
Five random questions are annotated with different colors



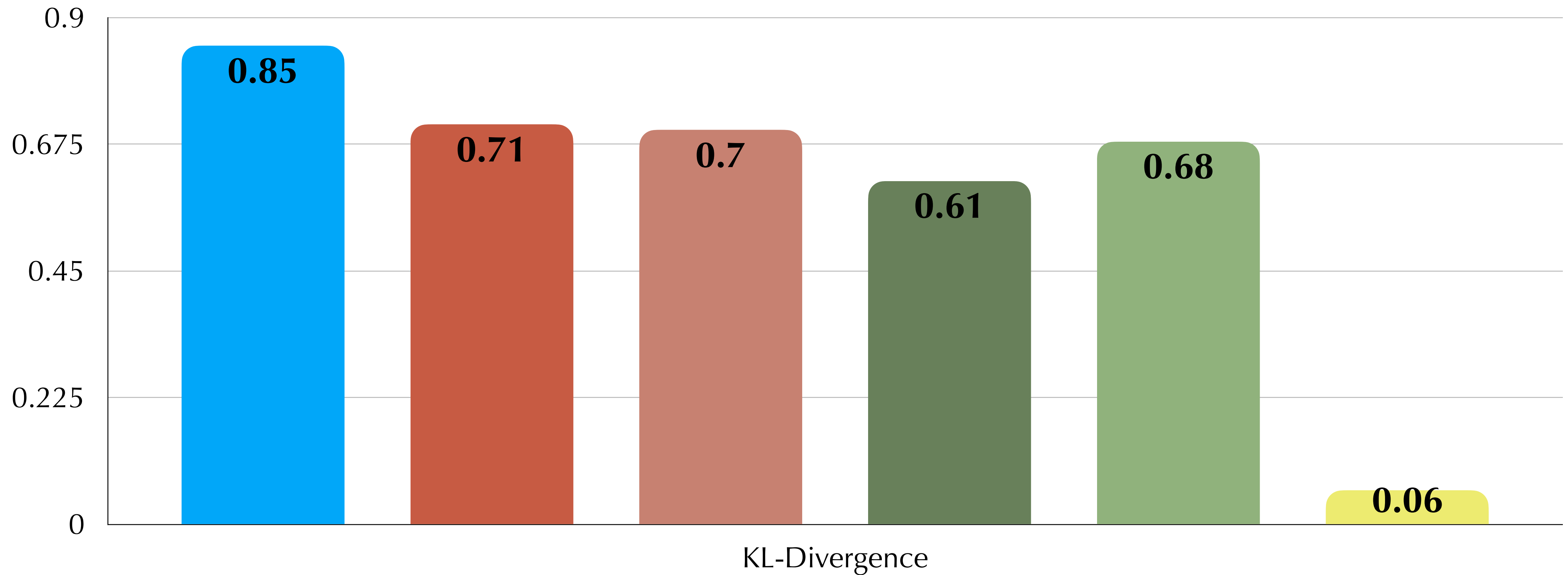
Ours



ProtoQA Evaluator

# Model Performance

Llama2 Few-Shot   GPT2 Large FT   GPT2 Large FT with ProtoQA   GPT-3.5 Few-Shot  
GPT4 Few-Shot   Human





# Leveraging Large Models to Evaluate Novel Content A Case Study on Advertisement Creativity

**Joey Hou**



**Adriana Kovashka**



**Xiang Lorraine Li**

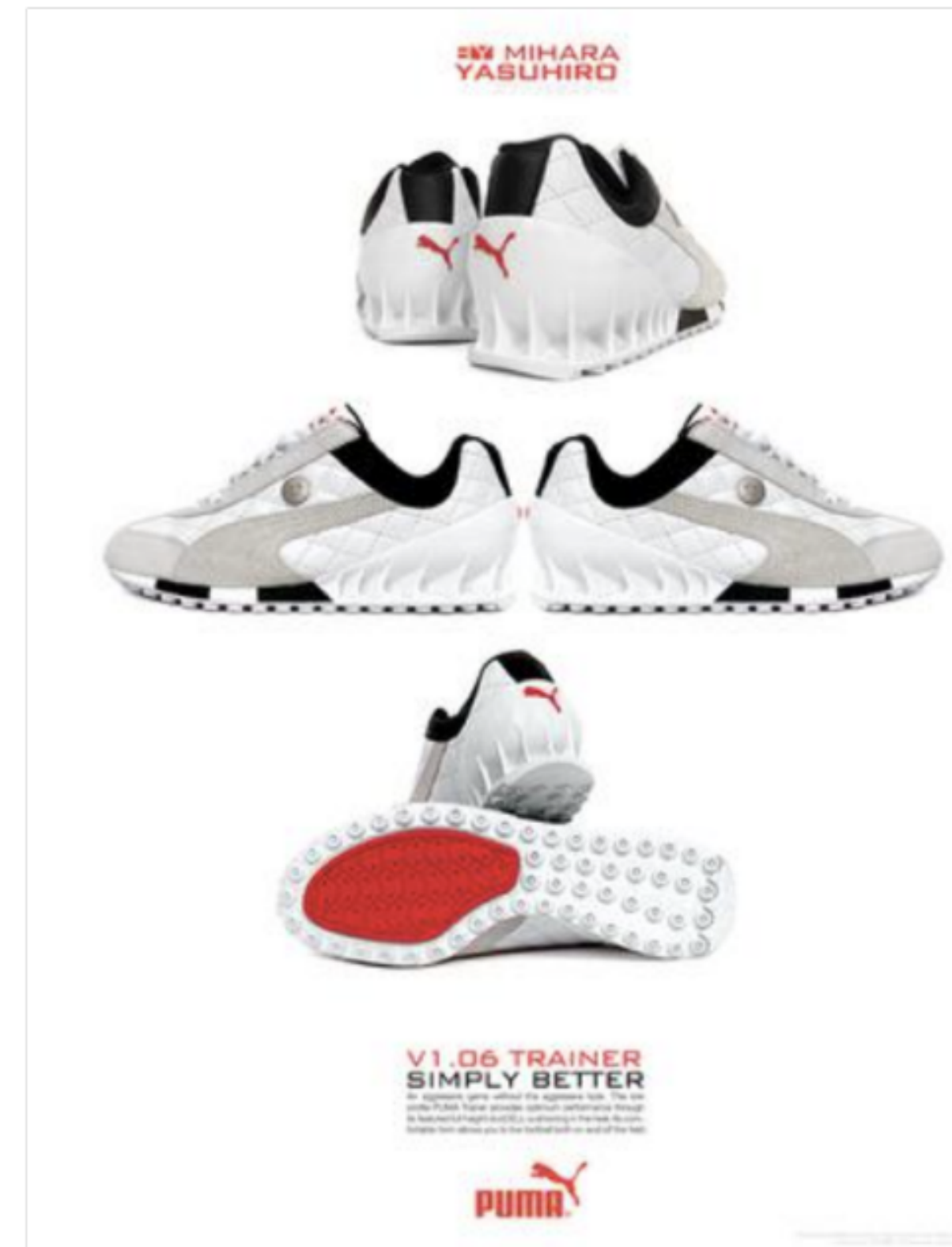




# Which image ads is more creative



A

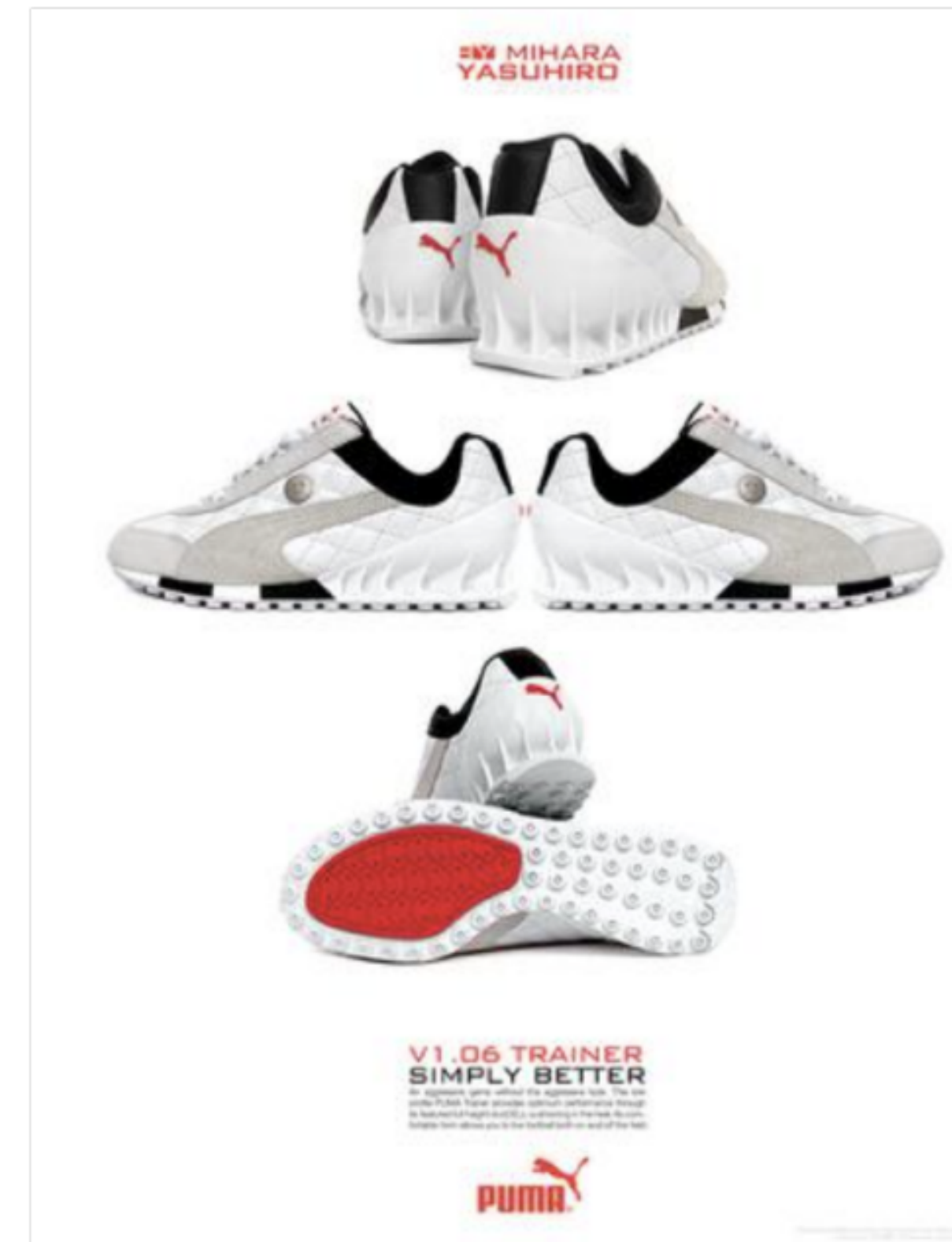


B

On the scale from 1 to 3,  
What's their creativity level?



A



B

# Advertisement Creativity

It's a subjective task

How will VLMs perform on subjective tasks like this?



# Ads Creativity Dataset Construction

- **Ads Images**

- Subsets: *Creative-100* and *Atypical-300*
- Topics: clothing, food, automobile, beauty, leisure, electronics, drinks, service, non-commercial, and healthcare

- **Fine-grained Annotation (*Creative-100*)**

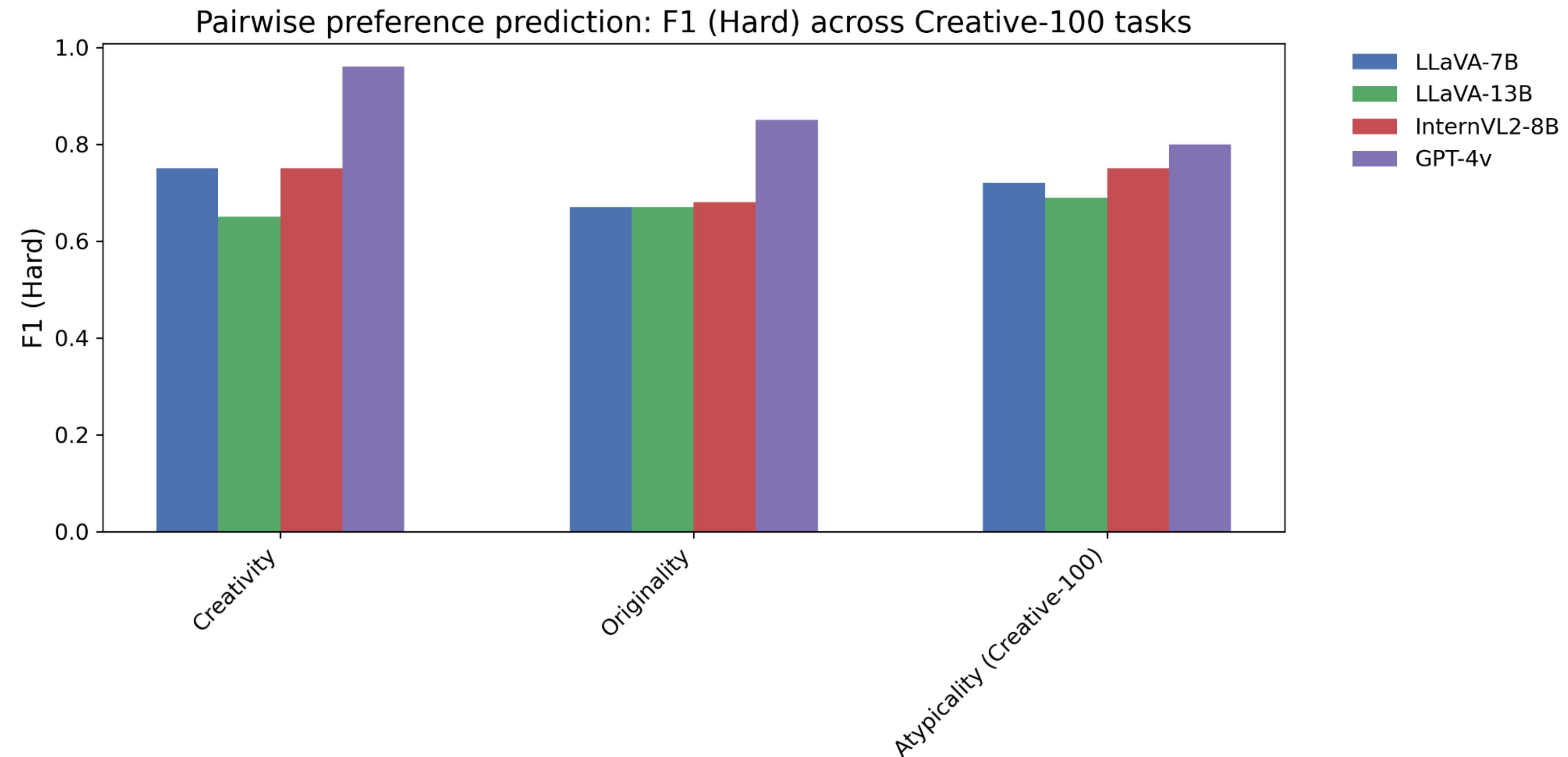
- **Atypicality, Originality, Overall Creativity [3]**
- Annotators: Amazon Mechanical Turk
- 25 annotations per data point



# Ads Creativity Tasks

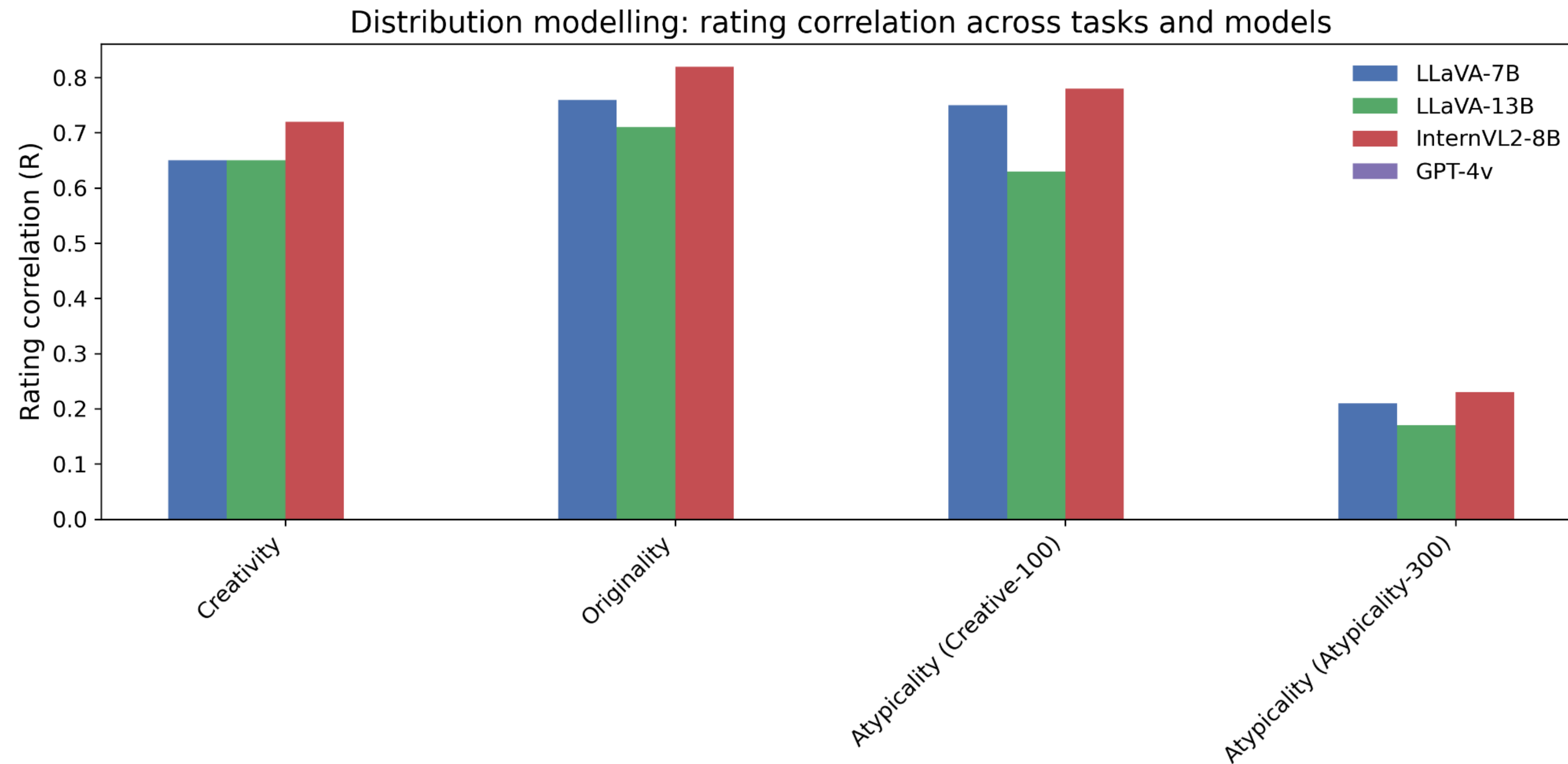
- **Distribution Modeling:** Simulate human group behavior
  - Task Setup: VLM simulates scores distribution by repeated prompting (for creativity, atypicality, originality)
  - Metrics
    - KL Divergence (human scores V.S. VLM scores)
    - Spearman's Correlation (human scores V.S. VLM scores)
- **Pairwise Evaluation**
  - Task Setup: VLM predicts which advertisement is more creative/atypical/original
  - Metric: Accuracy (binary)
- **Disagreement Prediction:** estimate the level of disagreement and ambiguity
  - Task Setup: VLM directly predicts disagreement level (3 scale)
  - Metric: Spearman's Correlation (human std. V.S. VLM prediction)

# Ads Creativity: Findings



- Great performance for the pair-wise task.

# Ads Creativity: Findings



- Okay results for distributional modeling tasks, similar to CFC.



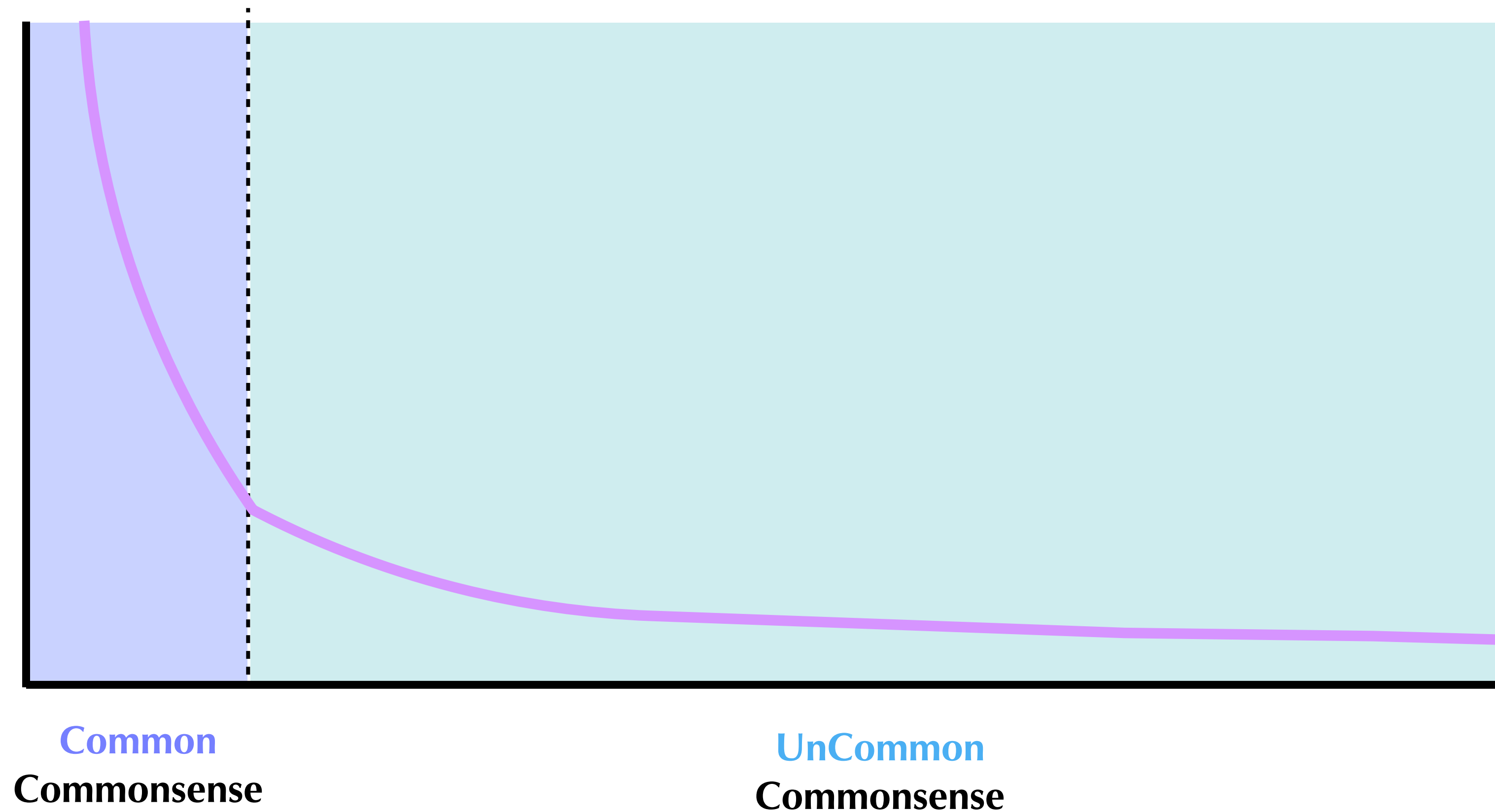
# Ads Creativity: Findings

- The disagreement task is the hardest.
- The model can't predict when there is greater disagreement/subjectivity for specific instances.

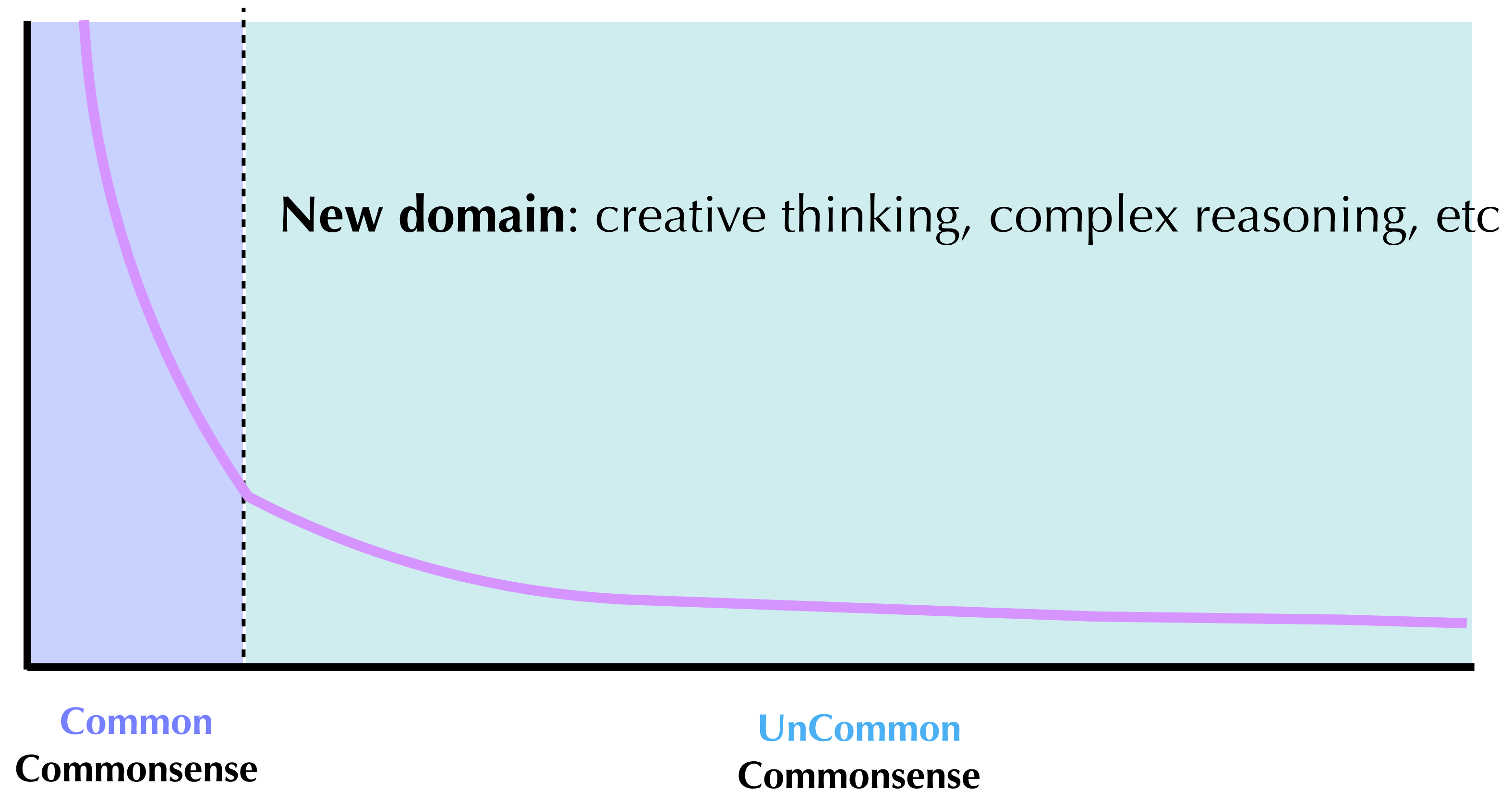
| Dimension                               | Model        | Disagreement<br>$\uparrow R$ ( $p$ -value) |
|-----------------------------------------|--------------|--------------------------------------------|
| <b>Creativity</b><br>(Creative-100)     | LLaVA-7B     | 0.06 (.52)                                 |
|                                         | LLaVA-13B    | <i>nan</i>                                 |
|                                         | InternVL2-8B | <b>0.20 (.05)</b>                          |
|                                         | GPT-4v       | -0.04 (.72)                                |
| <b>Originality</b><br>(Creative-100)    | LLaVA-7B     | 0.07 (.49)                                 |
|                                         | LLaVA-13B    | <i>nan</i>                                 |
|                                         | InternVL2-8B | 0.11 (.27)                                 |
|                                         | GPT-4v       | <b>0.15 (.13)</b>                          |
| <b>Atypicality</b><br>(Creative-100)    | LLaVA-7B     | 0.17 (.08)                                 |
|                                         | LLaVA-13B    | <i>nan</i>                                 |
|                                         | InternVL2-8B | <b>0.24 (.02*)</b>                         |
|                                         | GPT-4v       | -0.07 (.47)                                |
| <b>Atypicality</b><br>(Atypicality-300) | LLaVA-7B     | 0.01 (.92)                                 |
|                                         | LLaVA-13B    | -0.05 (.43)                                |
|                                         | InternVL2-8B | 0.02 (.75)                                 |
|                                         | GPT-4v       | -0.00 (.96)                                |



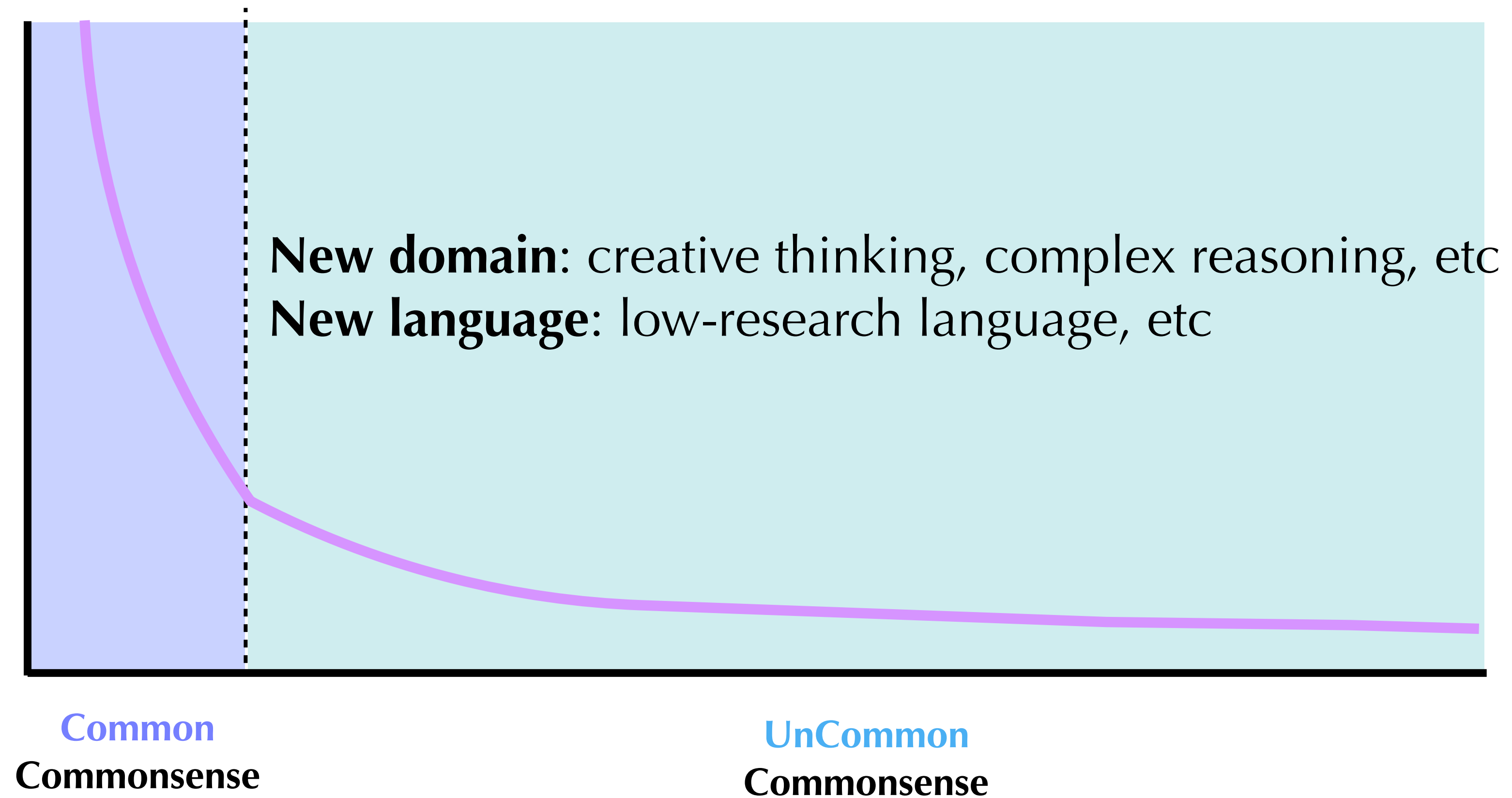
# Why is performance so bad?



# Why is performance so bad?



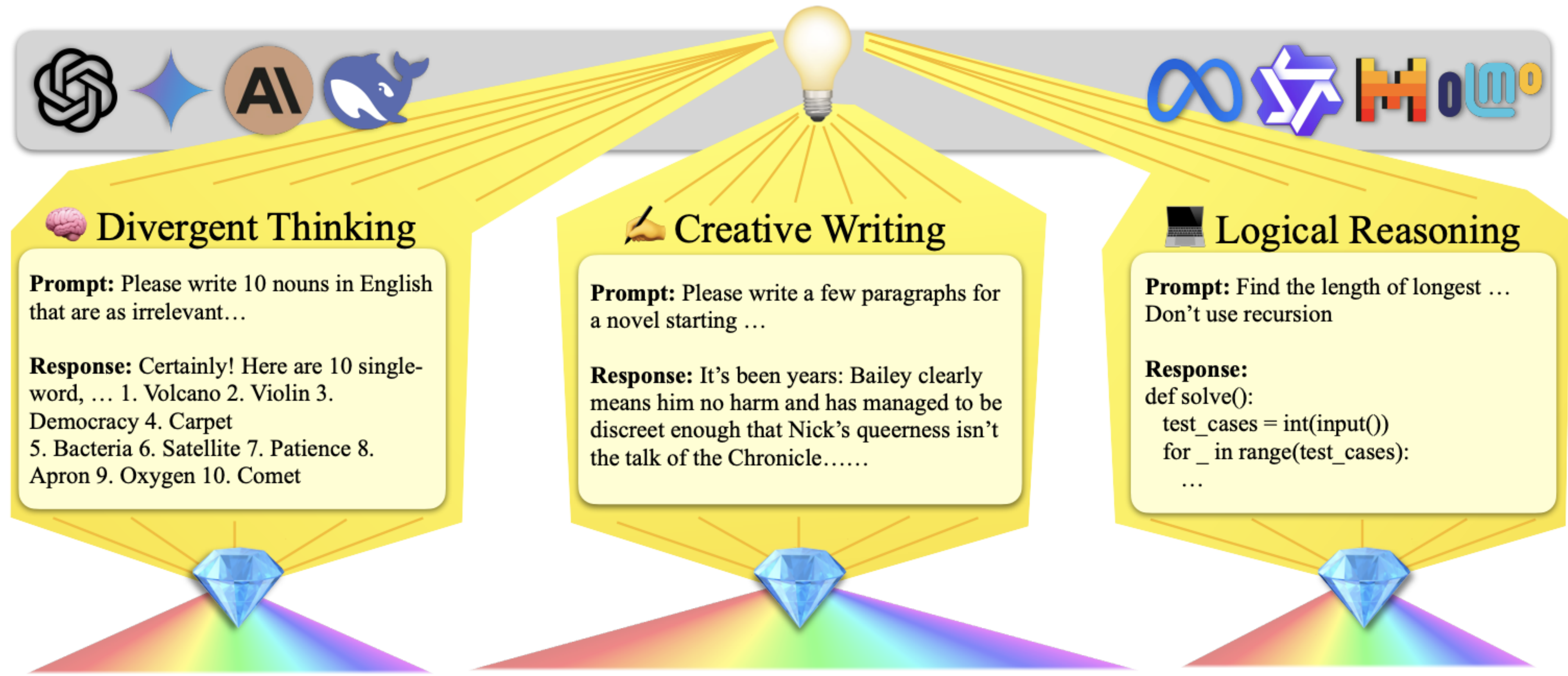
# Why is performance so bad?





# Creative Thinking

- New pre-prints!
- CreativityPrism: A Holistic Benchmark for Large Language Model Creativity





# Outline

## Benchmark: **Probabilistic** Evaluation for Common Sense Question with **Multiple-answers**

- Every Answer Matters: Evaluating Commonsense with Probabilistic Measures. [ACL 2024]
- Leveraging Large Models for Evaluating Novel Content: A Case Study on Advertisement Creativity. [EMNLP 2025]

## Benchmark: **Long-tail Question: Commonsense Reasoning Evaluation**

- UNcommonsense Reasoning: Abductive Reasoning about Uncommon Situations. [NAACL 2024]
- In search of the long-tail: systematic generation of long-tail knowledge via logical rule guided search [EMNLP 2024]
- Think Globally, Group Locally: Evaluating LLMs Using Multi-Lingual Word Grouping Games. [EMNLP 2025]

**New domain:** creative thinking, complex reasoning, etc  
**New language:** low-research language, etc

# Outline

## Benchmark: **Probabilistic** Evaluation for Common Sense Question with **Multiple-answers**

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## Benchmark: **Long-tail Question: Commonsense Reasoning Evaluation**

Complex  
reasoning

- UNcommonsense Reasoning: Abductive Reasoning about Uncommon Situations. [NAACL 2024]
- In search of the long-tail: systematic generation of long-tail knowledge via logical rule guided search [EMNLP 2024]
- Think Globally, Group Locally: Evaluating LLMs Using Multi-Lingual Word Grouping Games. [EMNLP 2025]

Multi-lingual

# Think Globally, Group Locally: Evaluating LLMs Using Multi-Lingual Word Grouping Games

César Guerra-Solano<sup>1</sup>, Zhuochun Li<sup>2</sup>, Xiang Lorraine Li<sup>1</sup>

CS  
Undergrad!



<sup>1</sup>Department of Computer Science,

<sup>2</sup>Department of Informatics and Networked Systems  
University of Pittsburgh, PA, USA



# The New York Times *Connections*

Create four groups of four!

|        |        |         |        |
|--------|--------|---------|--------|
| PINOT  | CARD   | SHOT    | GLASS  |
| ROSE   | QUARTZ | DRIVE   | THRUST |
| CLOUD  | BOUNCE | PLATE   | DISK   |
| NAPKIN | FLEW   | GALLEON | FORK   |

Mistakes Remaining: ● ● ● ●

Shuffle

Deselect All

Submit

Create four groups of four!

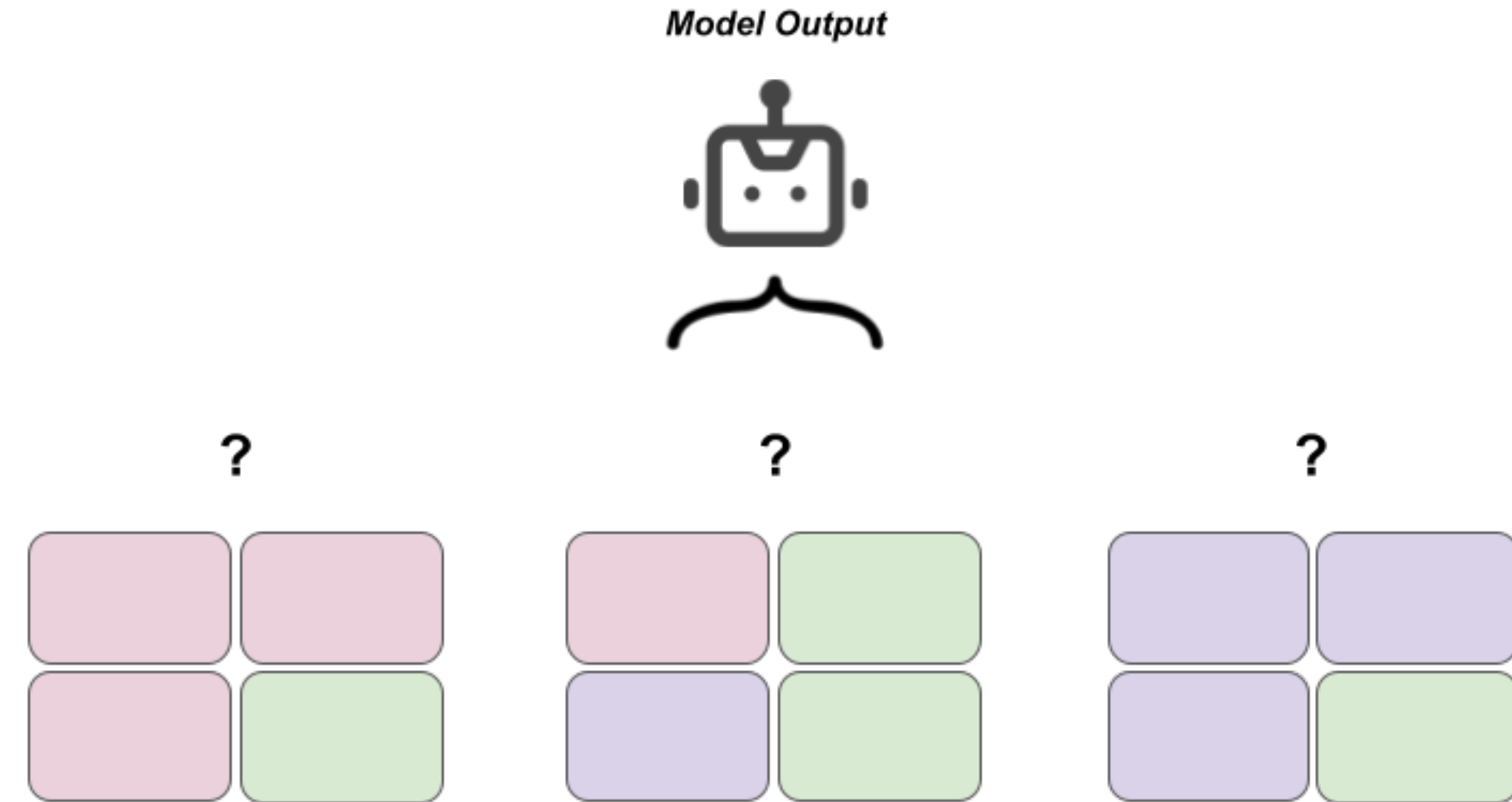
|                                                                      |
|----------------------------------------------------------------------|
| <b>PARTS OF A TABLE SETTING</b><br>FORK, GLASS, NAPKIN, PLATE        |
| <b>KINDS OF DIGITAL STORAGE</b><br>CARD, CLOUD, DISK, DRIVE          |
| <b>UNITS OF VOLUME PLUS LETTER</b><br>BOUNCE, GALLEON, PINOT, QUARTZ |
| <b>INCREASED, WITH “UP”</b><br>FLEW, ROSE, SHOT, THRUST              |

View Results



# *Connections* as an Evaluation

- Work has explored *Connections* as an abstract reasoning evaluation
  - Lack of a clear strategy
  - Identifying/connecting properties of words
  - (Todd et al., 2024; Samadarshi et al., 2024)
- Lack of explainability with model performance
- Bias towards the English language && Western/North American culture



# Global Group



*Game  
Input*

|                              |                    |                                 |          |
|------------------------------|--------------------|---------------------------------|----------|
| Alpaca<br>(Nickel<br>Silver) | Niño<br>(Child)    | Muertos<br>(Dead)               | Llosa    |
| Toro                         | Rodio<br>(Rhodium) | Platino<br>(Platinum)           | Cuarón   |
| Magos<br>(Wizards)           | Oro<br>(Gold)      | Independencia<br>(Independence) | Iñárritu |

(Abridged prompt):  
From a pool of size  $N_G \times N_W$ , give me  $N_G$  groupings of size  $N_W$ , and a topic for each grouping that connects each word.

Elementos  
(Elements)

|                    |                       |
|--------------------|-----------------------|
| Rodio<br>(Rhodium) | Platino<br>(Platinum) |
| Oro<br>(Gold)      | Muertos<br>(Dead)     |

Animales  
(Animals)

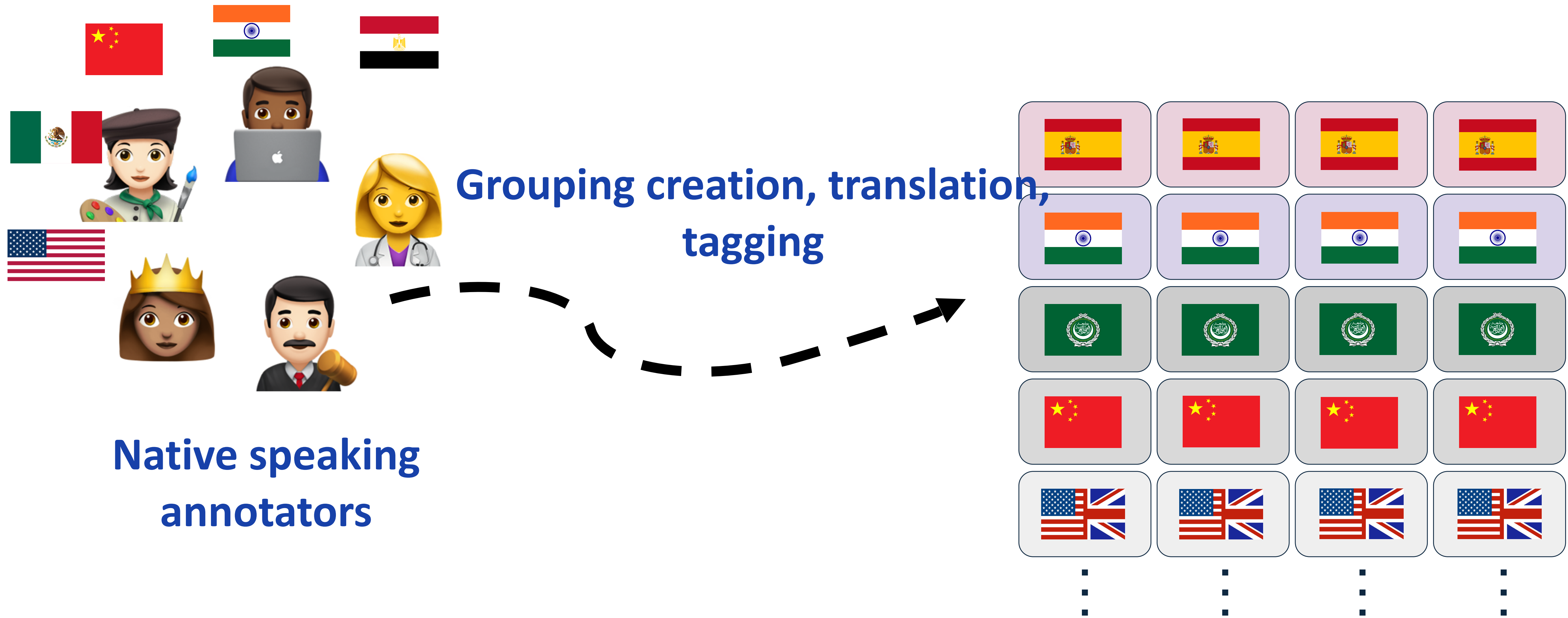
|                              |                    |
|------------------------------|--------------------|
| Alpaca<br>(Nickel<br>Silver) | Niño<br>(Child)    |
| Toro                         | Magos<br>(Wizards) |

Directores  
(Directors)

|        |                                 |
|--------|---------------------------------|
| Llosa  | Iñárritu                        |
| Cuarón | Independencia<br>(Independence) |

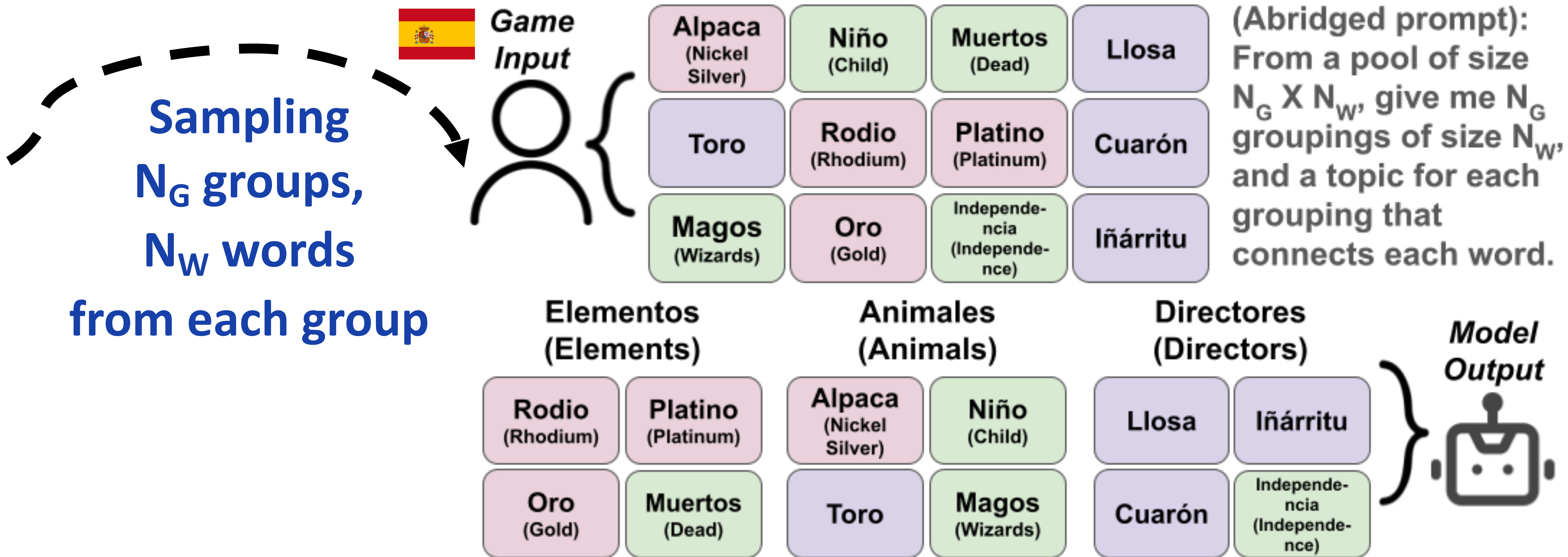
*Model  
Output*

# Global Group





# Global Group





# Global Group

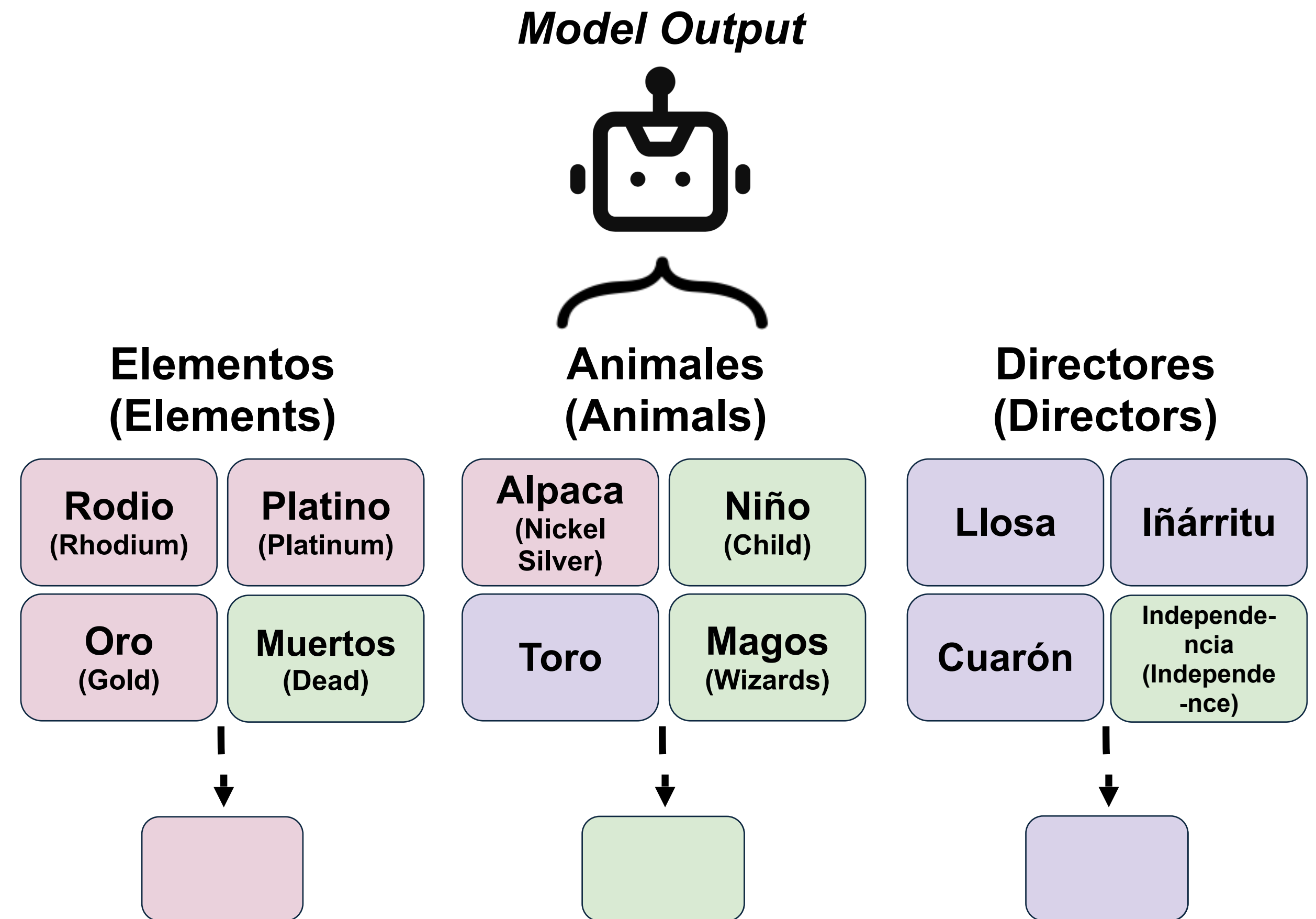
| Dataset Background Subsets | Available Languages | Non-Culturally-Related Group Topic (in en) | Culturally-Related (C-R) Group Topic (in en) | C-R Group Amount | Total Group Amount | Game Settings ( $N_{words} \times N_{groups}$ ) |
|----------------------------|---------------------|--------------------------------------------|----------------------------------------------|------------------|--------------------|-------------------------------------------------|
| en                         | en                  | Professions                                | American Holidays                            | 22               | 48                 | $\{2, 3, 4\} \times \{2,3,4\}$                  |
| es                         | es, en              | Aquatic Animals                            | Characters From Don Quixote                  | 27               | 48                 | $\{2, 3, 4\} \times \{2,3,4\}$                  |
| zh                         | zh, en              | Tree Composition                           | The Five Classics                            | 35               | 80                 | $\{2, 3, 4\} \times \{2,3,4\}$                  |
| hi                         | hi, en              | Parts of a Train                           | Fairy Tales                                  | 32               | 49                 | $\{2, 3, 4\} \times \{2,3,4\}$                  |
| ar                         | ar, en              | Things That Spin                           | Traditional Food                             | 19               | 40                 | $\{2, 3, 4\} \times \{2,3,4\}$                  |
| nyt-seq                    | en                  | Basic Directions                           | Starts of U.S. Presidents                    | N/A              | 2044               | $4 \times 2, 4 \times 3, 4 \times 4$            |
| nyt-shuf                   | en                  | Basic Directions                           | Starts of U.S. Presidents                    | N/A              | 2044               | $\{2, 3, 4\} \times \{2,3,4\}$                  |

# Model Evaluation

- Evaluated 2 closed-source, 4 open-source models
  - GPT-3.5-Turbo, GPT-4
  - Llama3-8B, Llama3.1-70B
    - Size comparison
  - Mistral-7B
  - Aya-8B
    - Multilingual training paradigm

# Model Evaluation

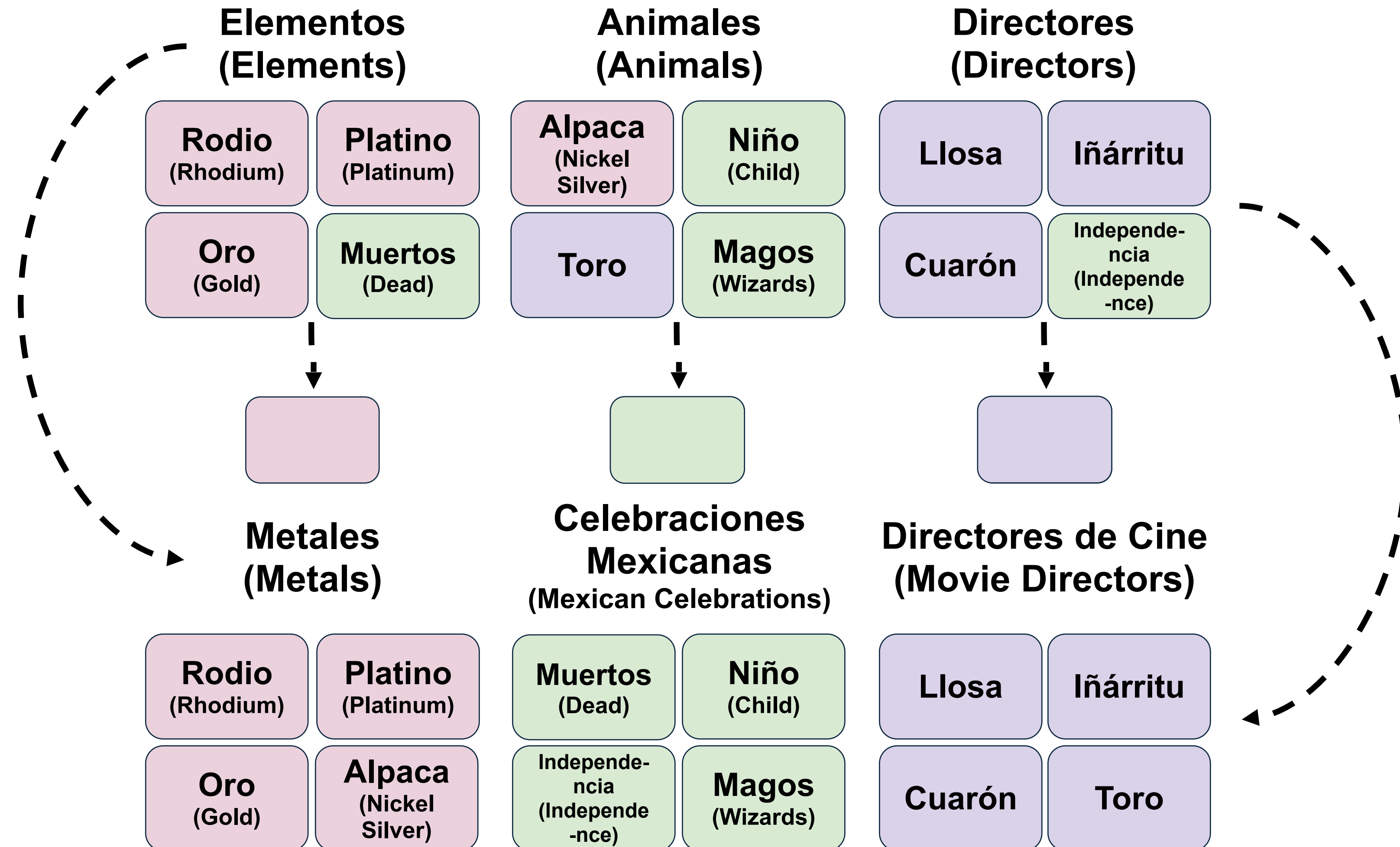
- Match attempts to true groups based on majority





# Model Evaluation

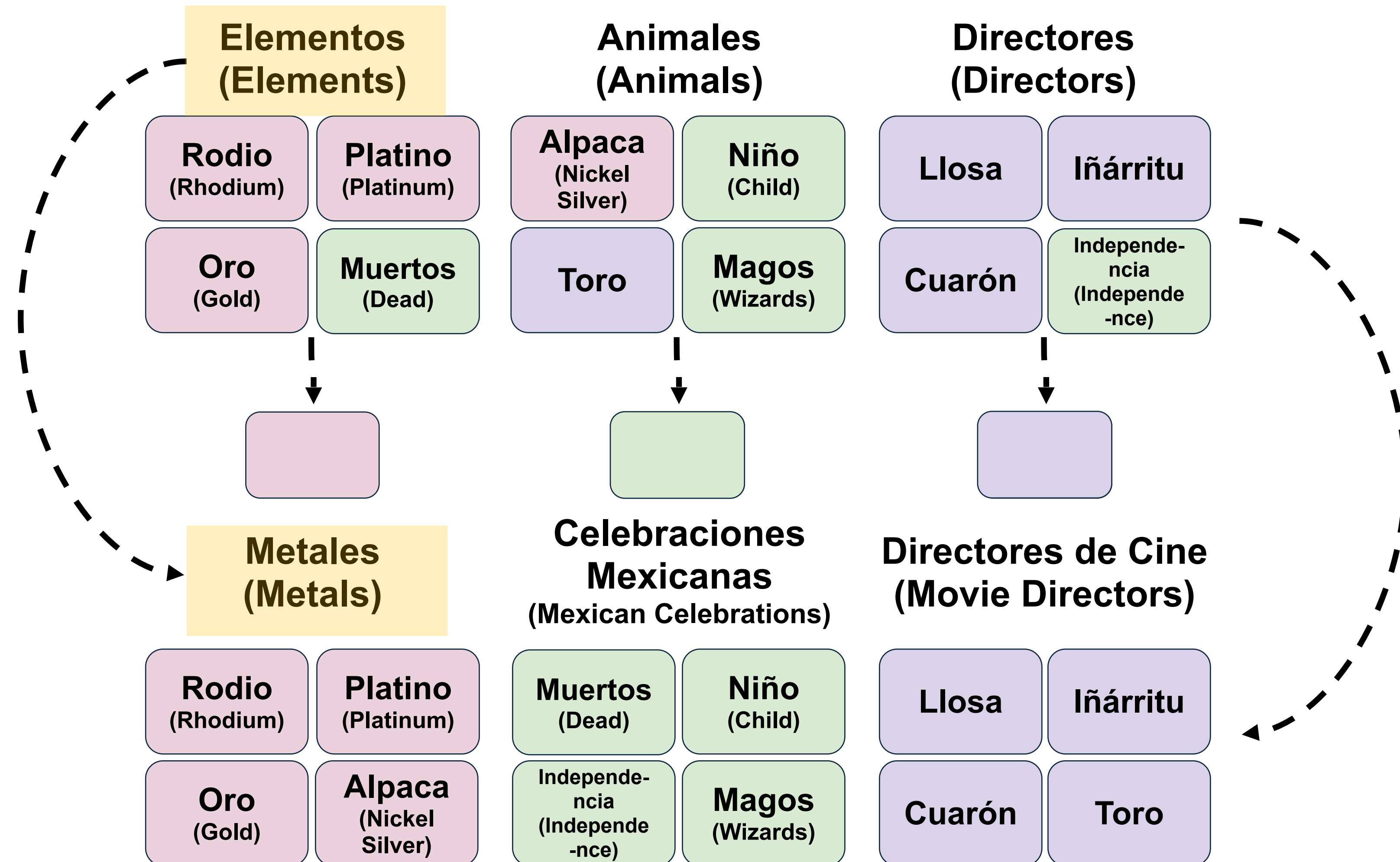
- Match attempts to true groups based on majority
- Scoring topics and groups:





# Model Evaluation

- Match attempts to true groups based on majority
- Scoring topics and groups:
  - **Topic Achieved Score**

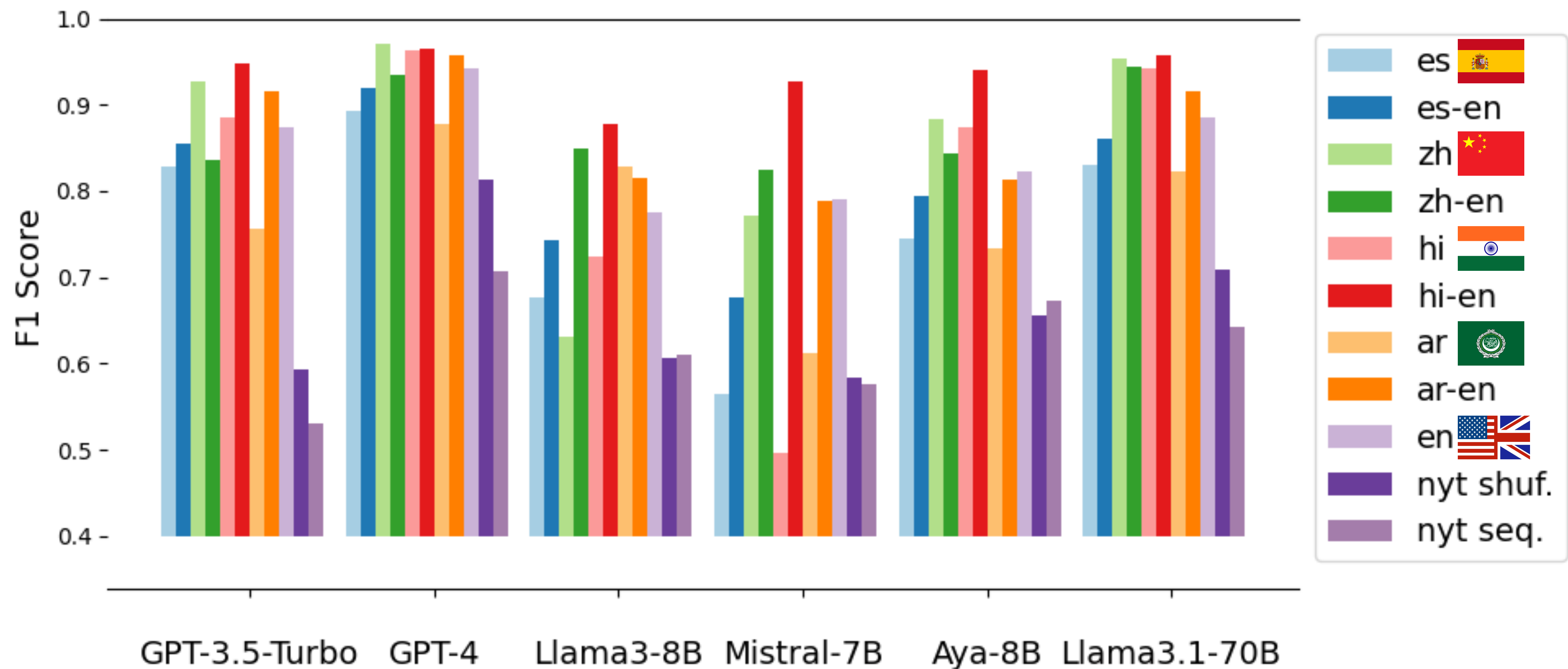


# Model Evaluation

- Match attempts to true groups based on majority
- Scoring topics and groups:
  - **Topic Achieved Score**
  - **F1 Score**

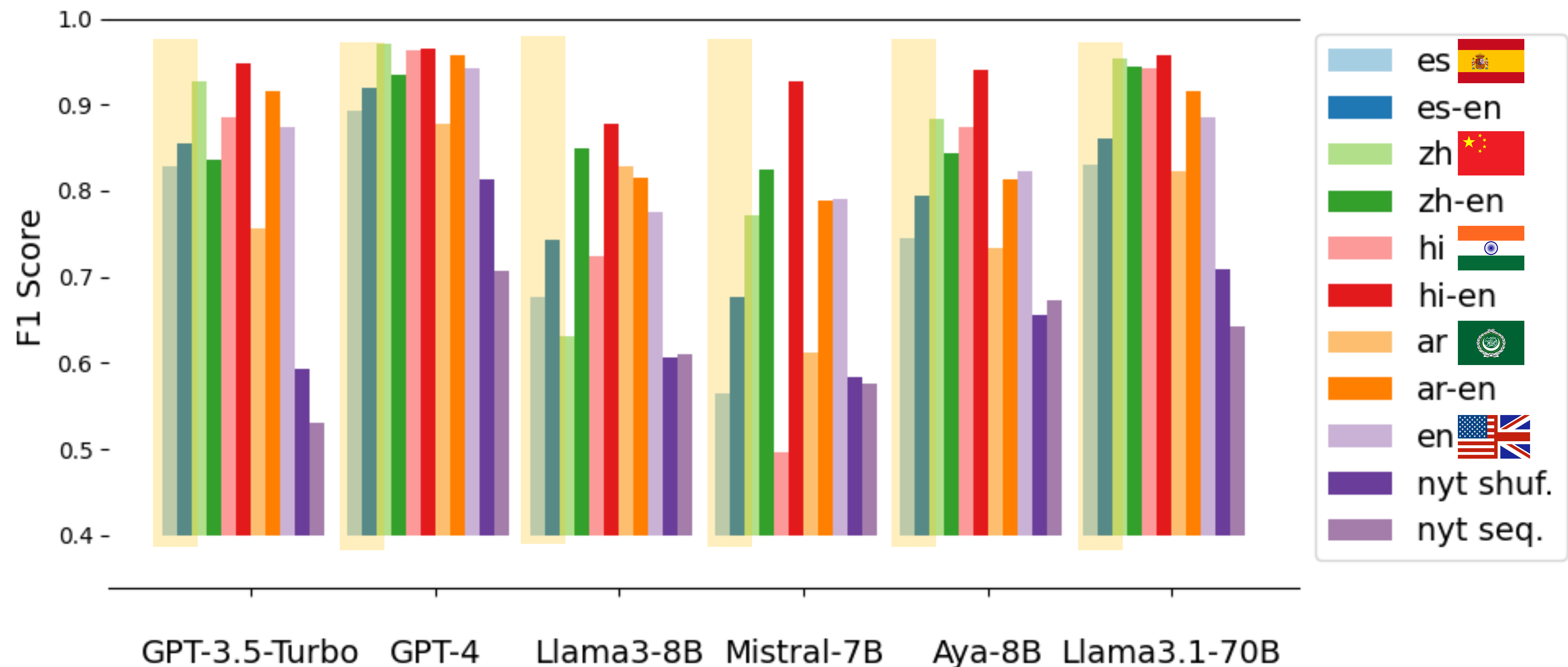


# English Representations Improve Performance



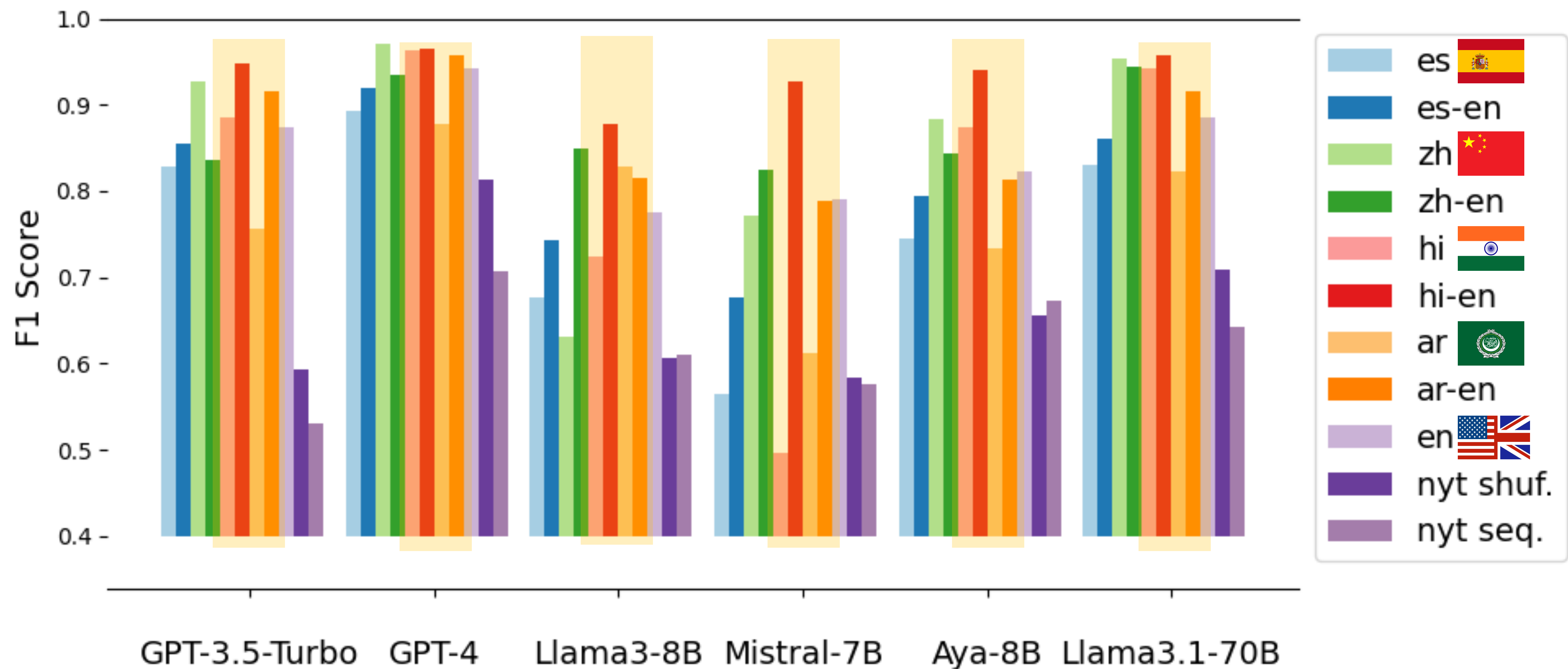


# English Representations Improve Performance

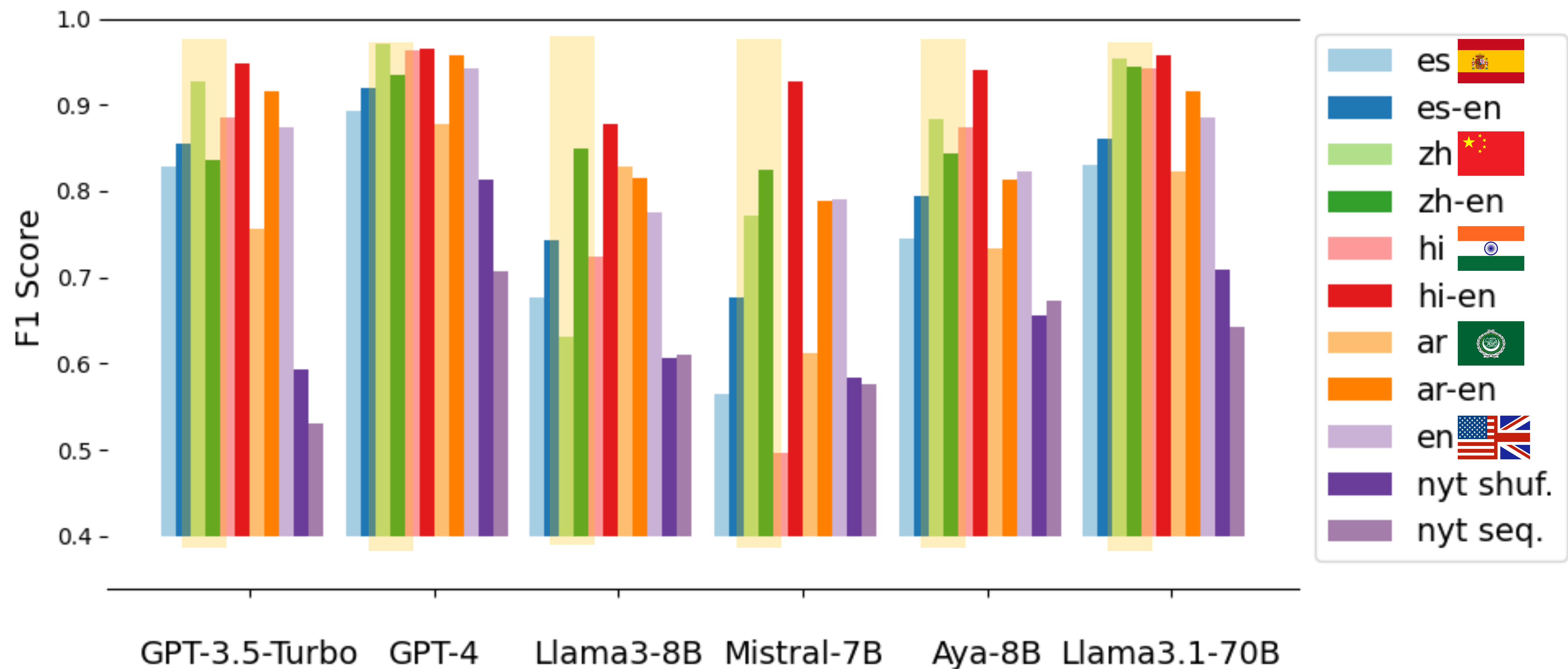




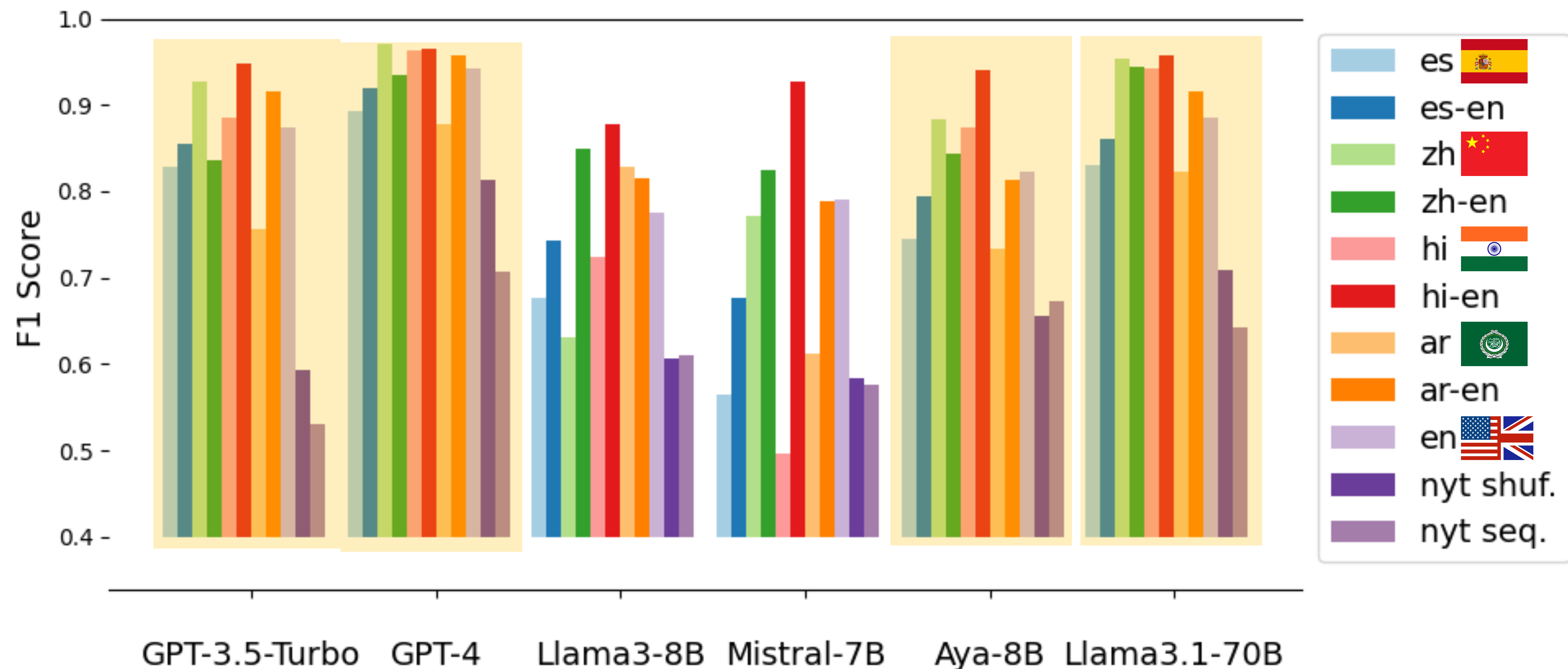
# English Representations Improve Performance



# English Representations Improve Performance



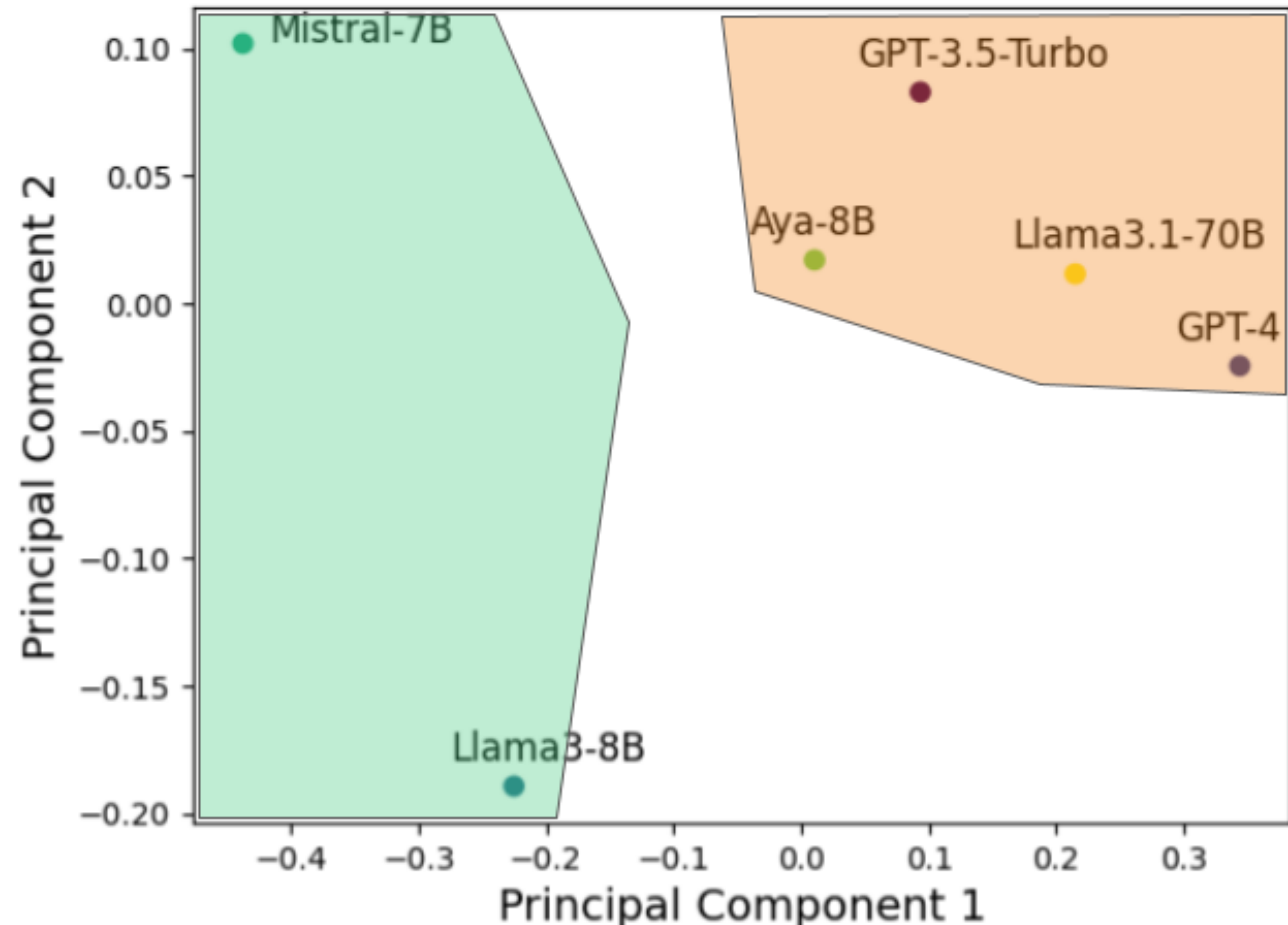
# English Representations Improve Performance





# Multilingual Training Greatly Improves Small Models

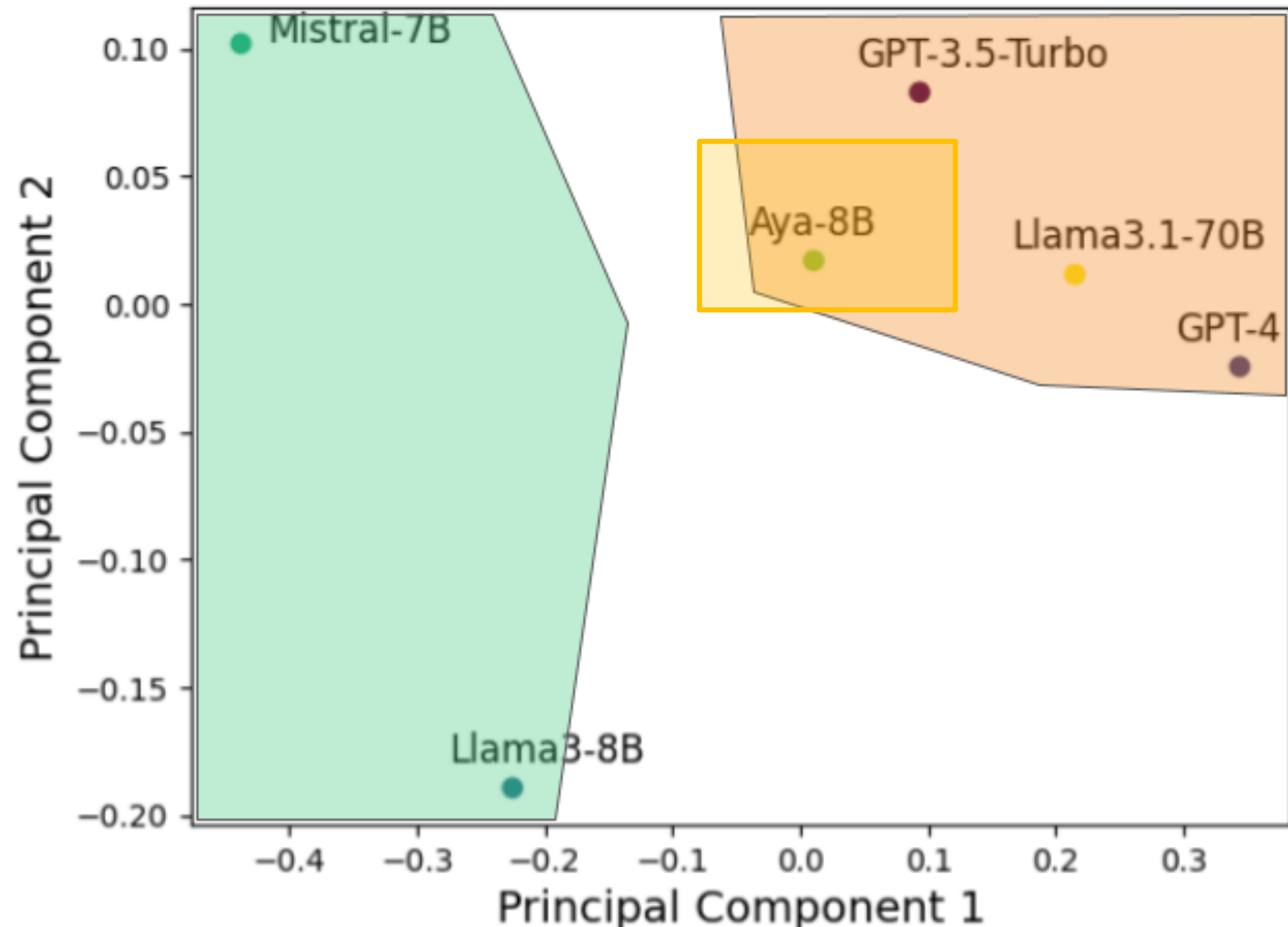
- Represent models as vectors of dataset performance
  - Plot first two PCs after PCA





# Multilingual Training Greatly Improves Small Models

- Represent models as vectors of dataset performance
  - Plot first two PCs after PCA
- Aya-8B **far smaller** than GPTs and Llama 70B
  - Yet performs very similarly!
  - Multilingual training



# Key Game Parameters Correlate with Difficulty

- We hypothesize, outside of language, **key game parameters are associated with difficulty**
  - Need for a controlled setting

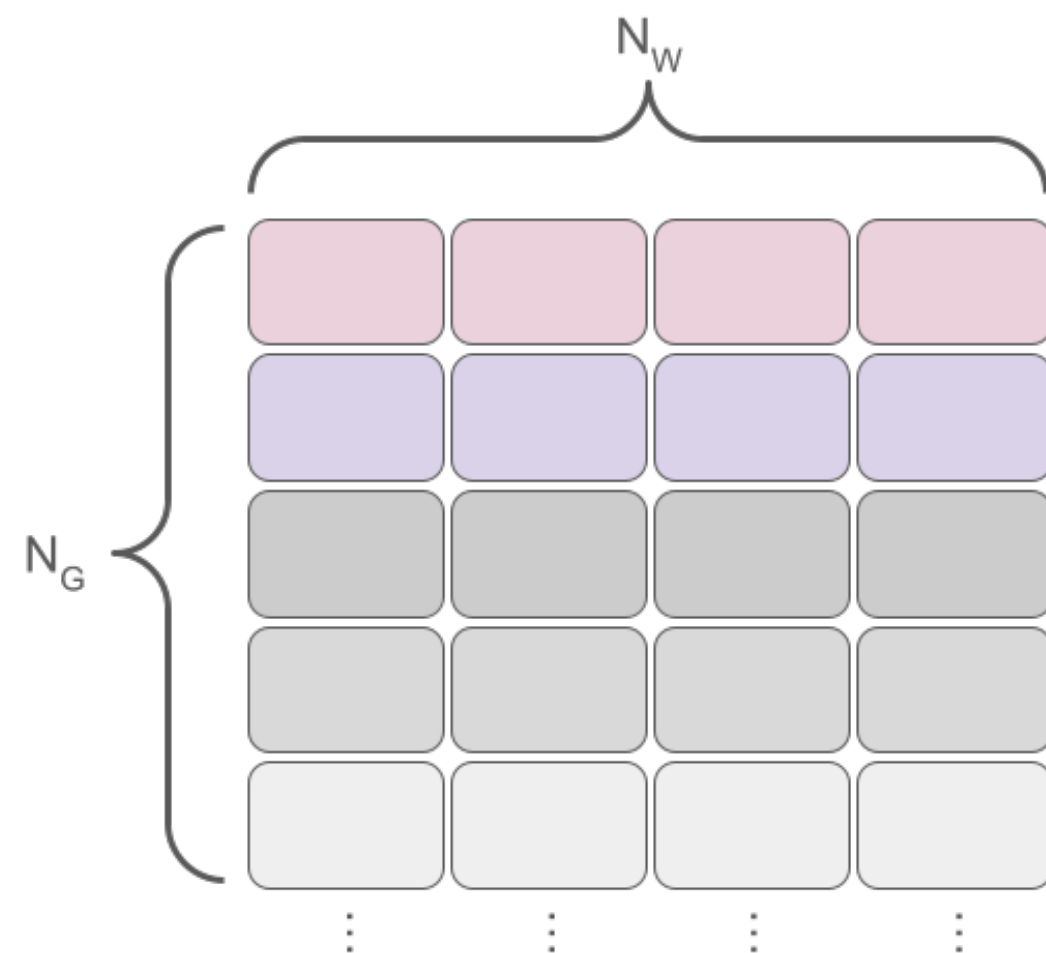
# Key Game Parameters Correlate with Difficulty

- We hypothesize, outside of language, **key game parameters are associated with difficulty**
  - Need for a controlled setting
- We consider three potential game parameters



# Key Game Parameters Correlate with Difficulty

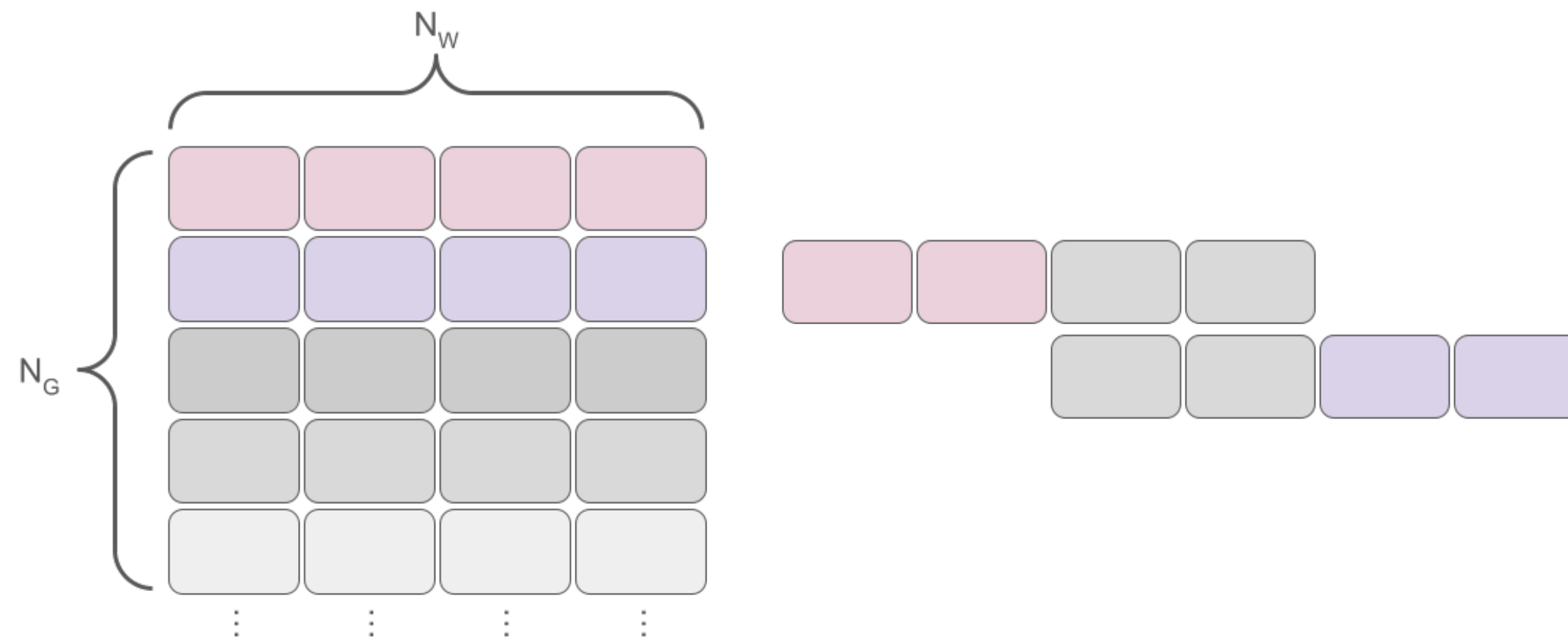
- We hypothesize, outside of language, **key game parameters are associated with difficulty**
  - Need for a controlled setting
- We consider three potential game parameters
  - Game size





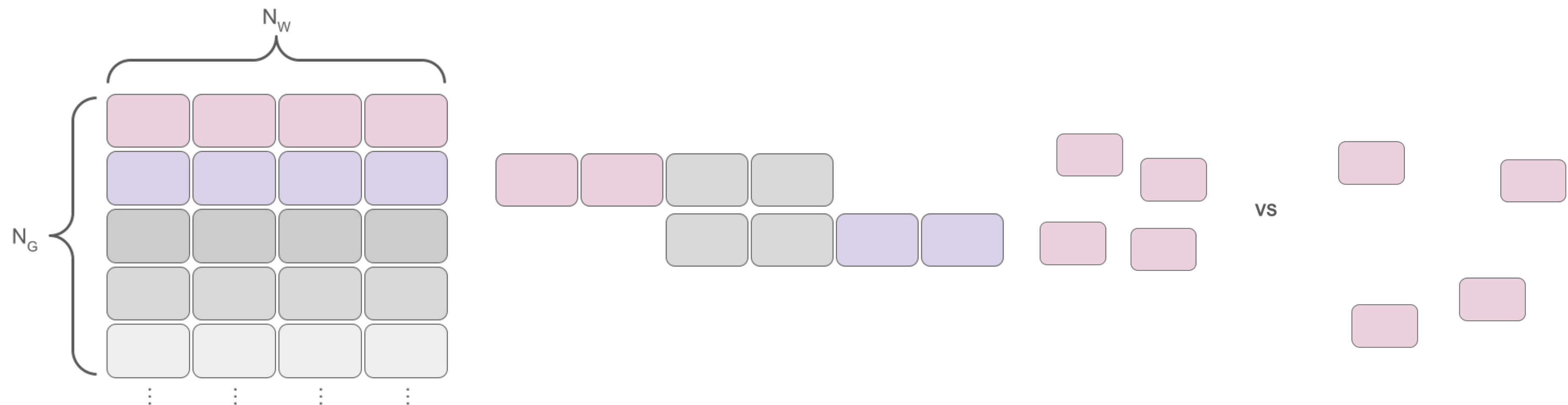
# Key Game Parameters Correlate with Difficulty

- We hypothesize, outside of language, **key game parameters are associated with difficulty**
  - Need for a controlled setting
- We consider three potential game parameters
  - Game size
  - Word overlap between groupings



# Key Game Parameters Correlate with Difficulty

- We hypothesize, outside of language, **key game parameters are associated with difficulty**
  - Need for a controlled setting
- We consider three potential game parameters
  - Game size
  - Word overlap between groupings
  - Semantic similarity of groupings



# Key Game Parameters Correlate with Difficulty

| Models                           |  | Average F1 Score |              |              |             |
|----------------------------------|--|------------------|--------------|--------------|-------------|
| Group Size                       |  | 2                | 3            | 4            |             |
| GPT-3.5-Turbo<br>GPT-4           |  | 0.881            | <b>0.890</b> | 0.884        |             |
|                                  |  | 0.925            | 0.940        | <b>0.949</b> |             |
| Group Count                      |  | 2                | 3            | 4            |             |
| GPT-3.5-Turbo<br>GPT-4           |  | <b>0.930</b>     | 0.883        | 0.842        |             |
|                                  |  | <b>0.962</b>     | 0.940        | 0.912        |             |
| Adjusted Rand Index Range        |  | [-0.5, 0.0]      | (0.0, 0.5]   | (0.5, 1.0]   |             |
| GPT-3.5-Turbo<br>GPT-4           |  | 0.924            | 0.927        | <b>0.951</b> |             |
|                                  |  | 0.969            | 0.974        | <b>0.990</b> |             |
| Candidate Proposal Overlap Range |  | [0.0, 0.75]      | (0.75, 1.5]  | (1.5, 2.25]  | (2.25, 3.0] |
| GPT-3.5-Turbo<br>GPT-4           |  | <b>0.932</b>     | 0.873        | 0.813        | 0.831       |
|                                  |  | <b>0.977</b>     | 0.923        | 0.863        | 0.859       |



# Key Game Parameters Correlate with Difficulty

- Inconsistent trend with group size

| Models                           |  | Average F1 Score |              |              |             |
|----------------------------------|--|------------------|--------------|--------------|-------------|
| Group Size                       |  | 2                | 3            | 4            |             |
| GPT-3.5-Turbo<br>GPT-4           |  | 0.881            | <b>0.890</b> | 0.884        |             |
|                                  |  | 0.925            | 0.940        | <b>0.949</b> |             |
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|                                  |  | <b>0.977</b>     | 0.923        | 0.863        | 0.859       |



# Key Game Parameters Correlate with Difficulty

- Inconsistent trend with group size
- Great consistency with GC, ARI, Overlap

| Models                           |  | Average F1 Score |              |              |             |
|----------------------------------|--|------------------|--------------|--------------|-------------|
| Group Size                       |  | 2                | 3            | 4            |             |
| GPT-3.5-Turbo<br>GPT-4           |  | 0.881            | <b>0.890</b> | 0.884        |             |
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| GPT-3.5-Turbo<br>GPT-4           |  | <b>0.932</b>     | 0.873        | 0.813        | 0.831       |
|                                  |  | <b>0.977</b>     | 0.923        | 0.863        | 0.859       |

# Key Game Parameters Correlate with Difficulty

- Inconsistent trend with group size
- Great consistency with GC, ARI, Overlap
  - Greater GC = lower performance

| Models                           |                                                                                      | Average F1 Score |              |              |                                                                                      |
|----------------------------------|--------------------------------------------------------------------------------------|------------------|--------------|--------------|--------------------------------------------------------------------------------------|
| Group Size                       |                                                                                      | 2                | 3            | 4            |                                                                                      |
| GPT-3.5-Turbo                    |                                                                                      | 0.881            | <b>0.890</b> | 0.884        |                                                                                      |
| GPT-4                            |                                                                                      | 0.925            | 0.940        | <b>0.949</b> |                                                                                      |
| Group Count                      |                                                                                      | 2                | 3            | 4            |                                                                                      |
| GPT-3.5-Turbo                    |  | <b>0.930</b>     | 0.883        | 0.842        |  |
| GPT-4                            |                                                                                      | <b>0.962</b>     | 0.940        | 0.912        |                                                                                      |
| Adjusted Rand Index Range        |                                                                                      | [-0.5, 0.0]      | (0.0, 0.5]   | (0.5, 1.0]   |                                                                                      |
| GPT-3.5-Turbo                    |                                                                                      | 0.924            | 0.927        | <b>0.951</b> |                                                                                      |
| GPT-4                            |                                                                                      | 0.969            | 0.974        | <b>0.990</b> |                                                                                      |
| Candidate Proposal Overlap Range |                                                                                      | [0.0, 0.75]      | (0.75, 1.5]  | (1.5, 2.25]  | (2.25, 3.0]                                                                          |
| GPT-3.5-Turbo                    |                                                                                      | <b>0.932</b>     | 0.873        | 0.813        | 0.831                                                                                |
| GPT-4                            |                                                                                      | <b>0.977</b>     | 0.923        | 0.863        | 0.859                                                                                |

# Key Game Parameters Correlate with Difficulty

- Inconsistent trend with group size
- Great consistency with GC, ARI, Overlap
  - Greater GC = lower performance
  - Greater ARI = higher performance

| Models                           |  | Average F1 Score |              |              |                                                                                       |
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| Group Size                       |  | 2                | 3            | 4            |                                                                                       |
| GPT-3.5-Turbo                    |  | 0.881            | <b>0.890</b> | 0.884        |                                                                                       |
| GPT-4                            |  | 0.925            | 0.940        | <b>0.949</b> |                                                                                       |
| Group Count                      |  | 2                | 3            | 4            |                                                                                       |
| GPT-3.5-Turbo                    |  | <b>0.930</b>     | 0.883        | 0.842        |                                                                                       |
| GPT-4                            |  | <b>0.962</b>     | 0.940        | 0.912        |                                                                                       |
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| GPT-3.5-Turbo                    |  | 0.924            | 0.927        | <b>0.951</b> |  |
| GPT-4                            |  | 0.969            | 0.974        | <b>0.990</b> |                                                                                       |
| Candidate Proposal Overlap Range |  | [0.0, 0.75]      | (0.75, 1.5]  | (1.5, 2.25]  | (2.25, 3.0]                                                                           |
| GPT-3.5-Turbo                    |  | <b>0.932</b>     | 0.873        | 0.813        | 0.831                                                                                 |
| GPT-4                            |  | <b>0.977</b>     | 0.923        | 0.863        | 0.859                                                                                 |



# Key Game Parameters Correlate with Difficulty

- Inconsistent trend with group size
- Great consistency with GC, ARI, Overlap
  - Greater GC = lower performance
  - Greater ARI = higher performance
  - Greater Overlap = lower performance

| Models                           |  | Average F1 Score |              |              |             |
|----------------------------------|--|------------------|--------------|--------------|-------------|
| Group Size                       |  | 2                | 3            | 4            |             |
| GPT-3.5-Turbo<br>GPT-4           |  | 0.881            | <b>0.890</b> | 0.884        |             |
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| Group Count                      |  | 2                | 3            | 4            |             |
| GPT-3.5-Turbo<br>GPT-4           |  | <b>0.930</b>     | 0.883        | 0.842        |             |
|                                  |  | <b>0.962</b>     | 0.940        | 0.912        |             |
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| GPT-3.5-Turbo<br>GPT-4           |  | 0.924            | 0.927        | <b>0.951</b> |             |
|                                  |  | 0.969            | 0.974        | <b>0.990</b> |             |
| Candidate Proposal Overlap Range |  | [0.0, 0.75]      | (0.75, 1.5]  | (1.5, 2.25]  | (2.25, 3.0] |
| GPT-3.5-Turbo<br>GPT-4           |  | <b>0.932</b>     | 0.873        | 0.813        | 0.831       |
|                                  |  | <b>0.977</b>     | 0.923        | 0.863        | 0.859       |





# Performance is Related to Group Content

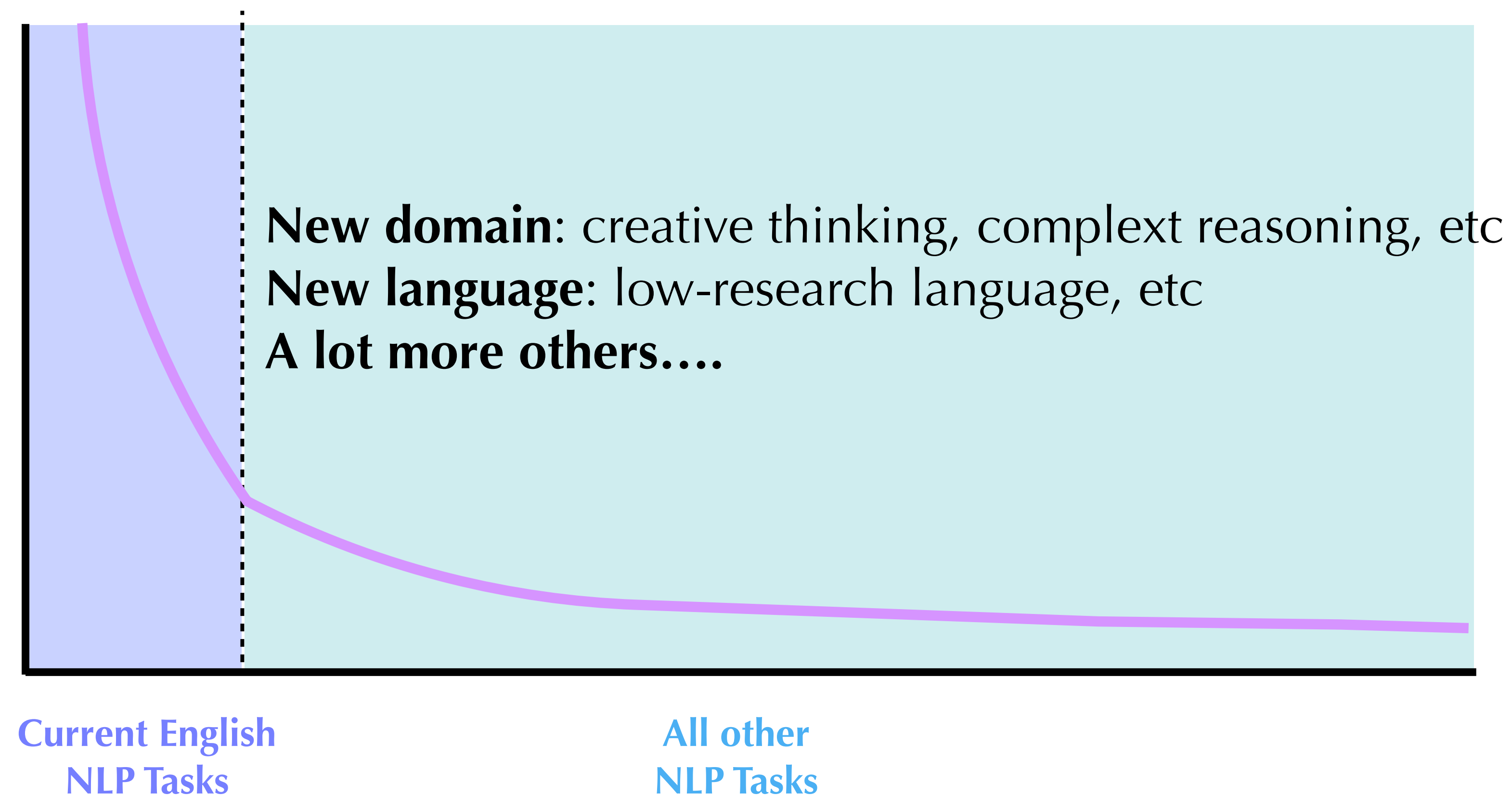
| Models           |  | Mean F1 Score in Groups of Tag |                                    |            |
|------------------|--|--------------------------------|------------------------------------|------------|
| <i>Group Tag</i> |  | General Knowledge              | Cultural and Pop Culture Knowledge | Linguistic |
| GPT-3.5-Turbo    |  | <b>0.902</b>                   | 0.871                              | 0.826      |
| GPT-4            |  | <b>0.954</b>                   | 0.937                              | 0.916      |
| Llama3-8B        |  | <b>0.804</b>                   | 0.767                              | 0.724      |
| Llama3.1-70B     |  | <b>0.935</b>                   | 0.900                              | 0.859      |
| Mistral-7B       |  | <b>0.779</b>                   | 0.694                              | 0.669      |
| Aya-8B           |  | <b>0.866</b>                   | 0.818                              | 0.789      |

# Takeaways

- **Abstract reasoning performance is language-dependent**, with English modalities leading to the best performance
- We show that this performance is associated with **game parameters and group content**, allowing controlled comparison
- We demonstrate the value of a multilingual-focused training paradigm, letting **small models perform on-par with far larger models**



# Takeaways from the talk





# Summary

## Benchmark: **Probabilistic** Evaluation for Common Sense Question with **Multiple-answers**

- Every Answer Matters: Evaluating Commonsense with Probabilistic Measures. [ACL 2024]
- Leveraging Large Models for Evaluating Novel Content: A Case Study on Advertisement Creativity. [EMNLP 2025]

## Benchmark: **Long-tail Question: Commonsense Reasoning Evaluation**

- UNcommonsense Reasoning: Abductive Reasoning about Uncommon Situations. [NAACL 2024]
- In search of the long-tail: systematic generation of long-tail knowledge via logical rule guided search [EMNLP 2024]
- Think Globally, Group Locally: Evaluating LLMs Using Multi-Lingual Word Grouping Games. [EMNLP 2025]

Thanks to the  
amazing students!



Joey Hou



Qi Cheng



Cesar Geurra-Solano



Zhuochun Li