CS11-711 Advanced NLP

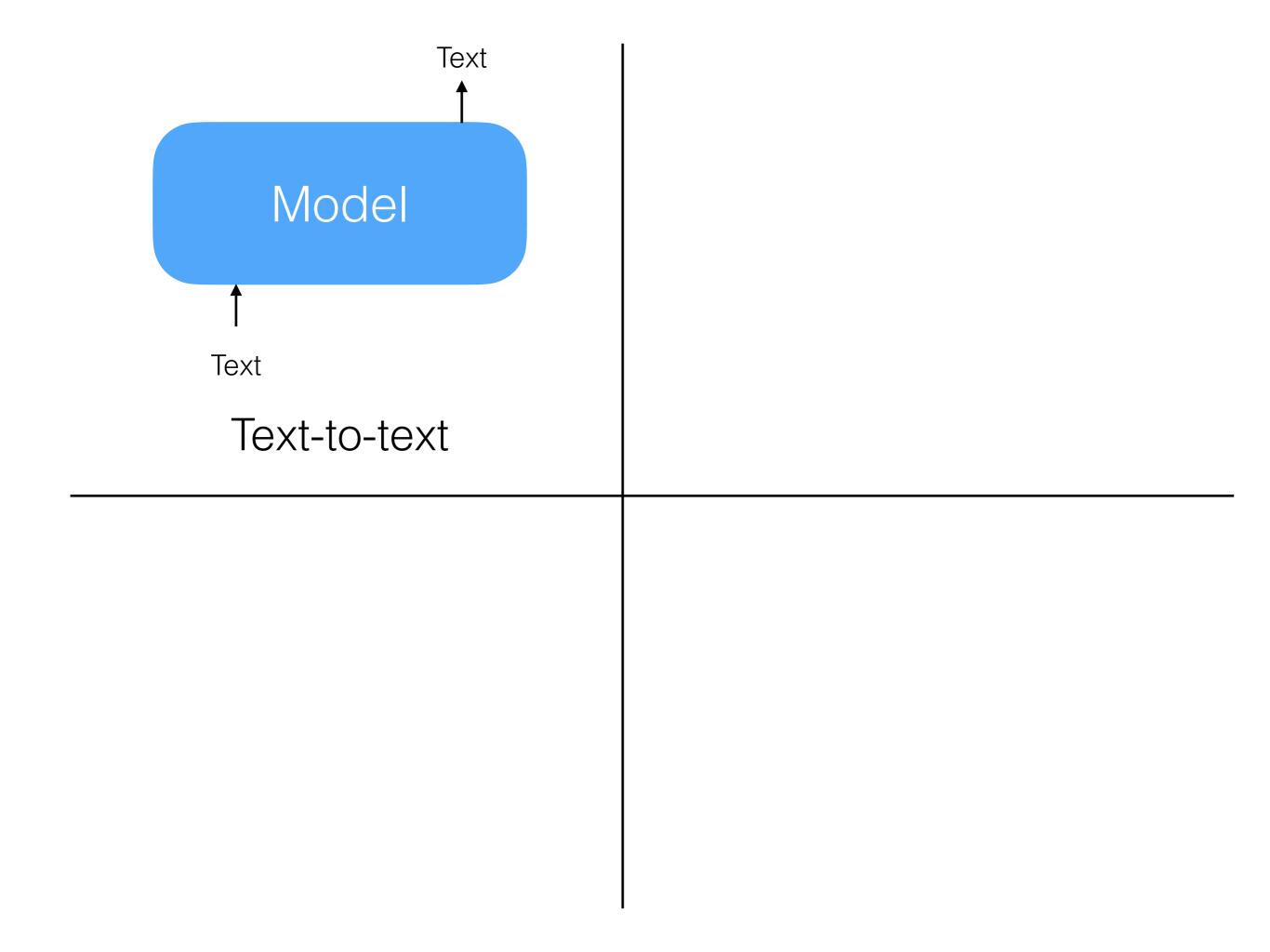
Multimodal Modeling I

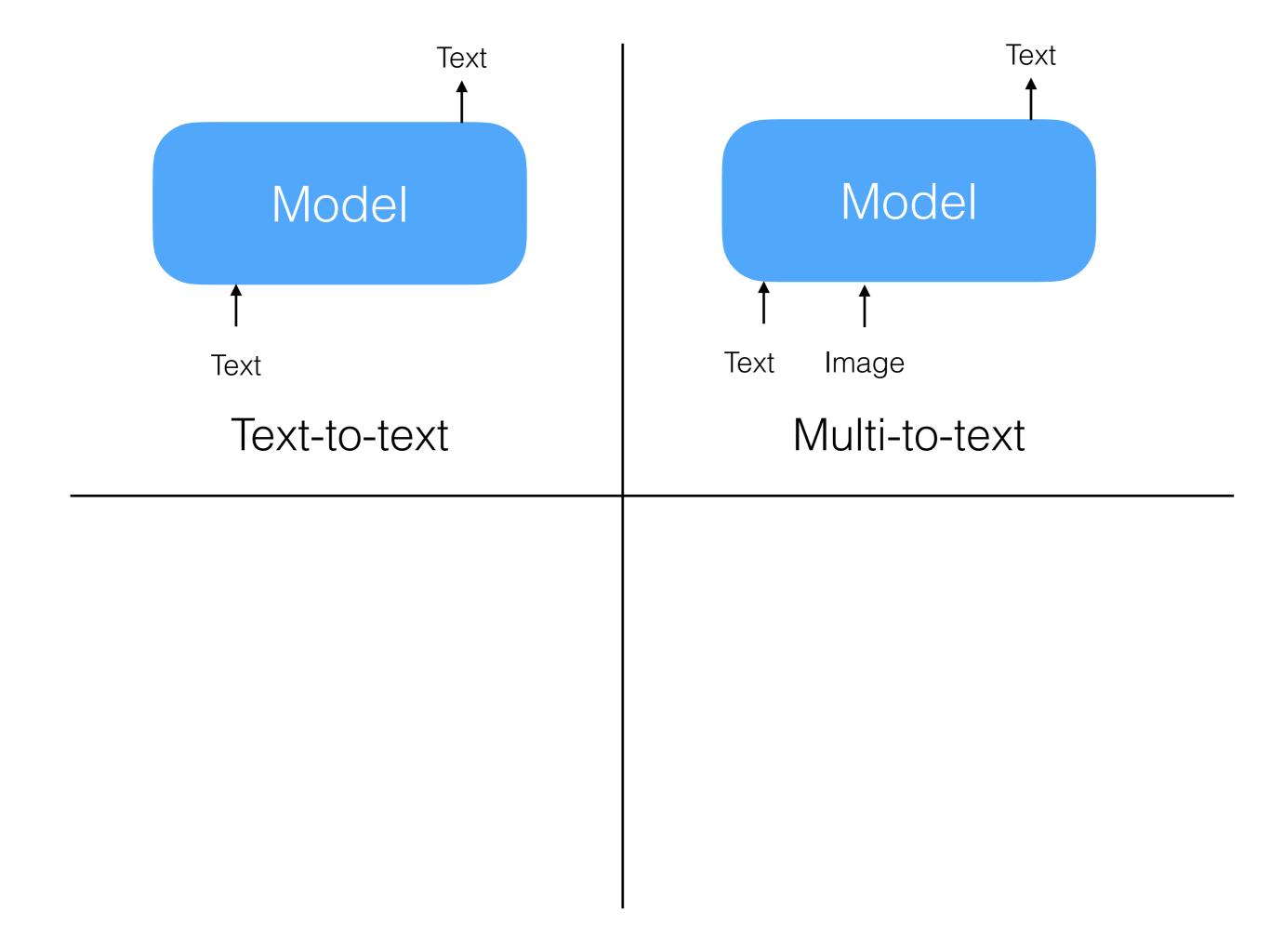
Sean Welleck

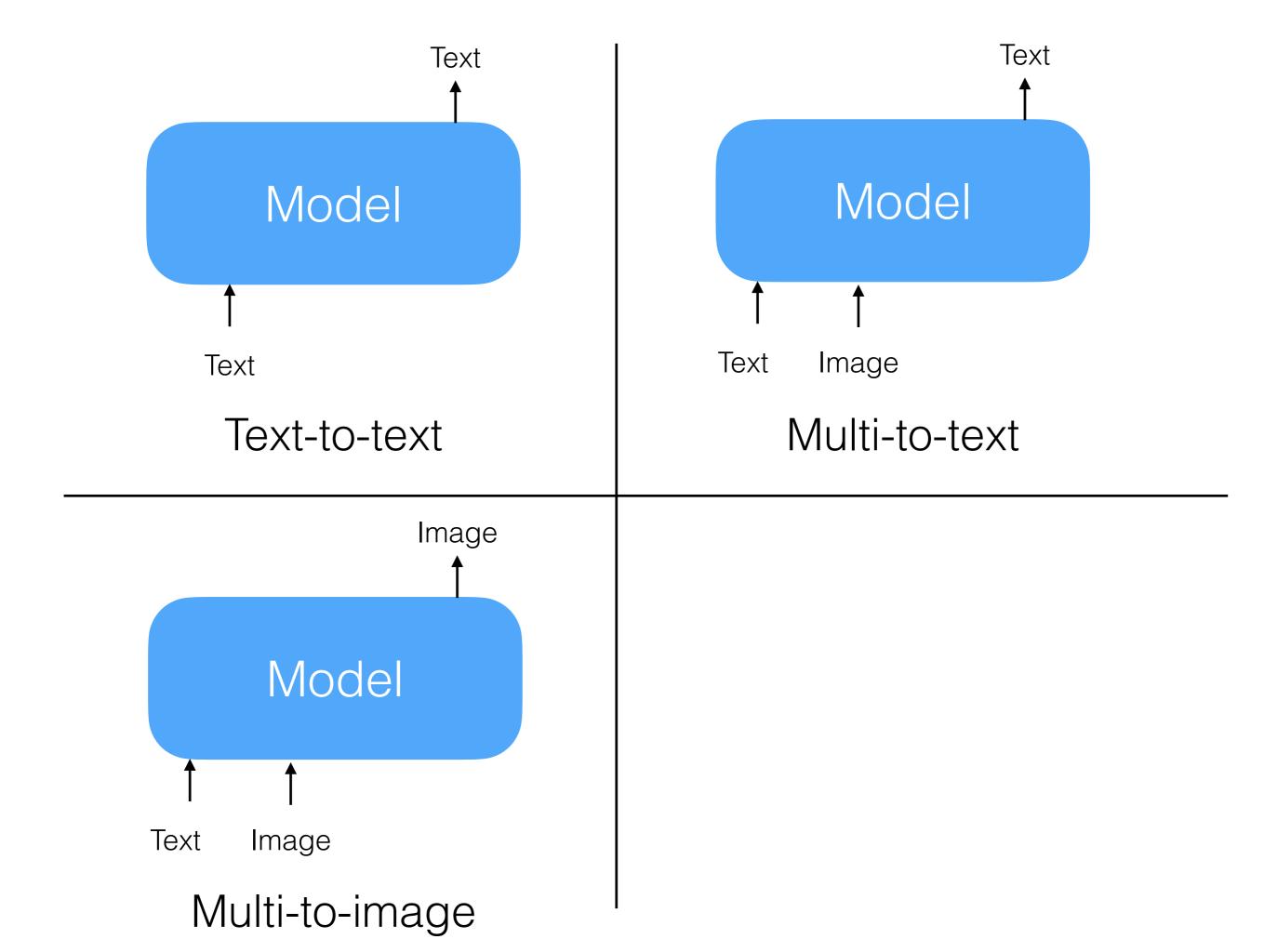


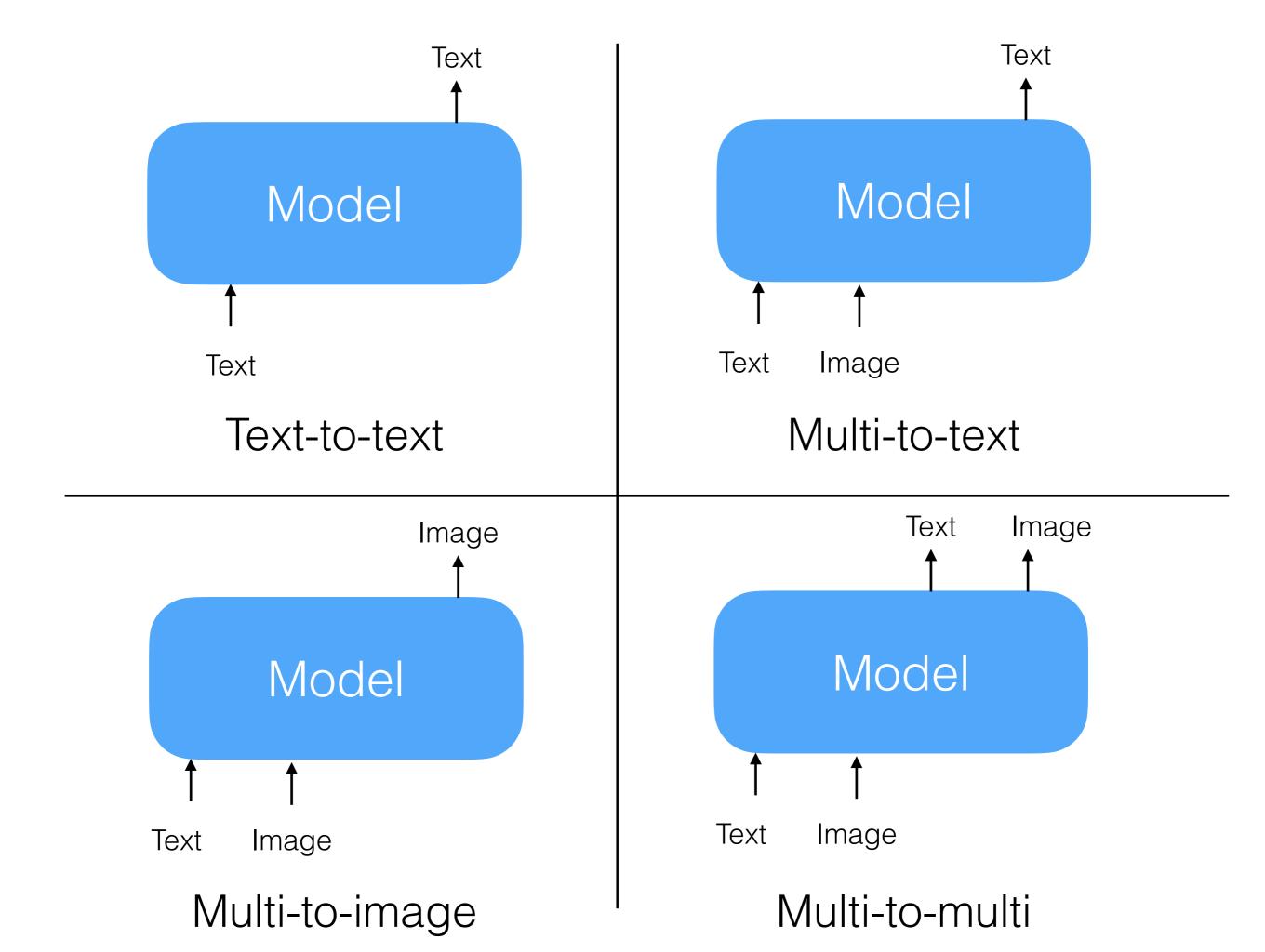
Carnegie Mellon University Language Technologies Institute

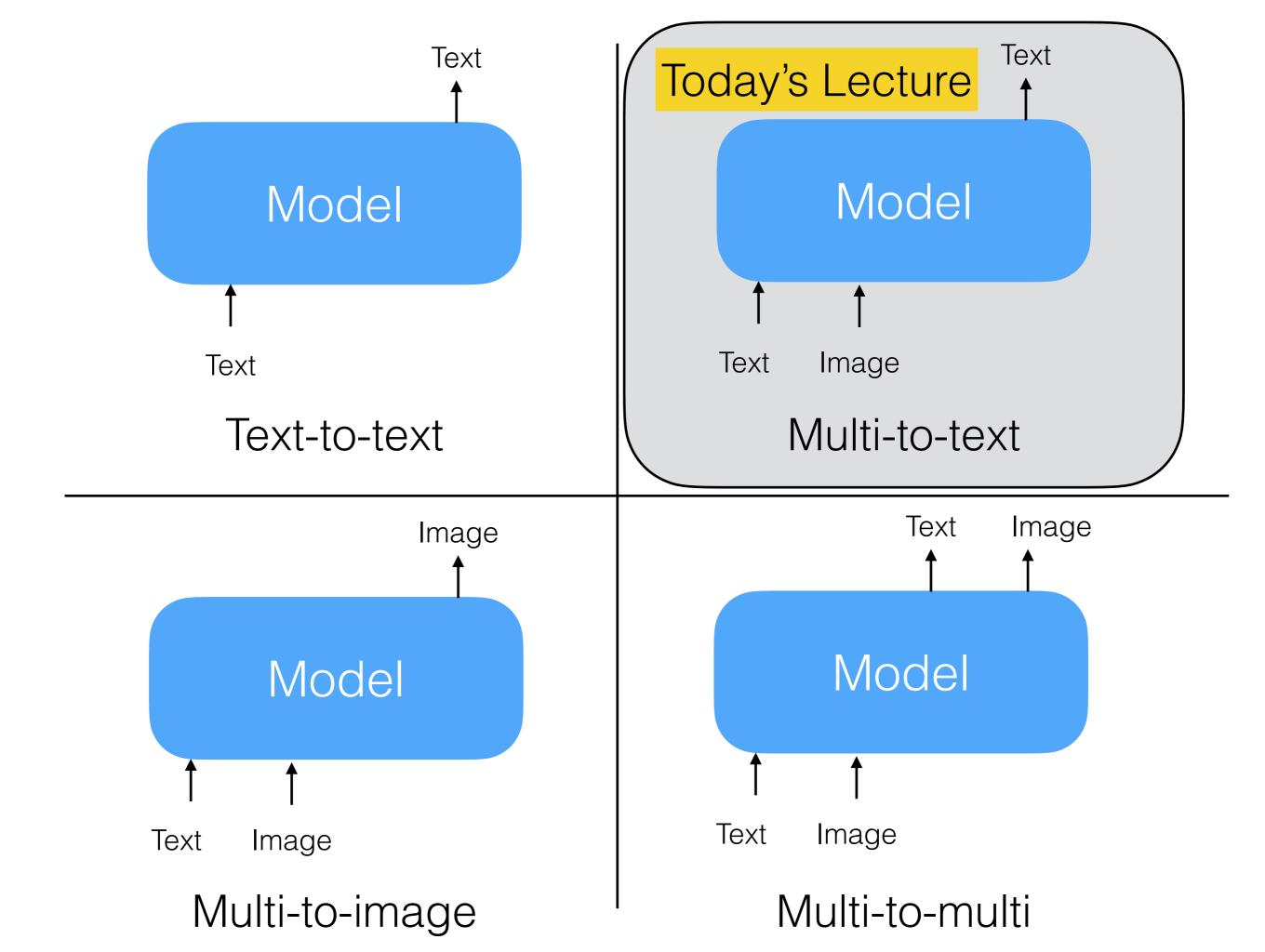
https://cmu-l3.github.io/anlp-spring2025/

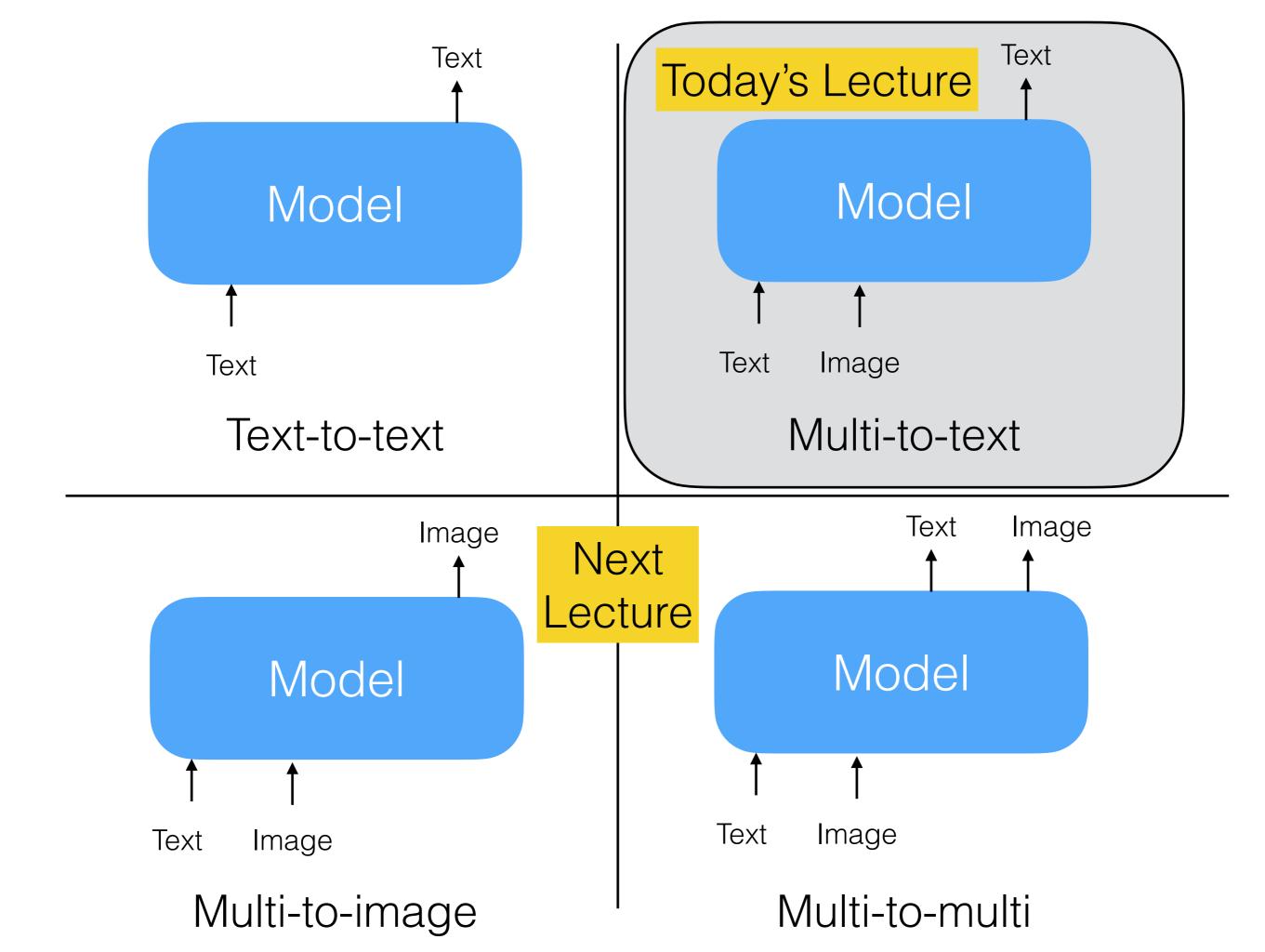












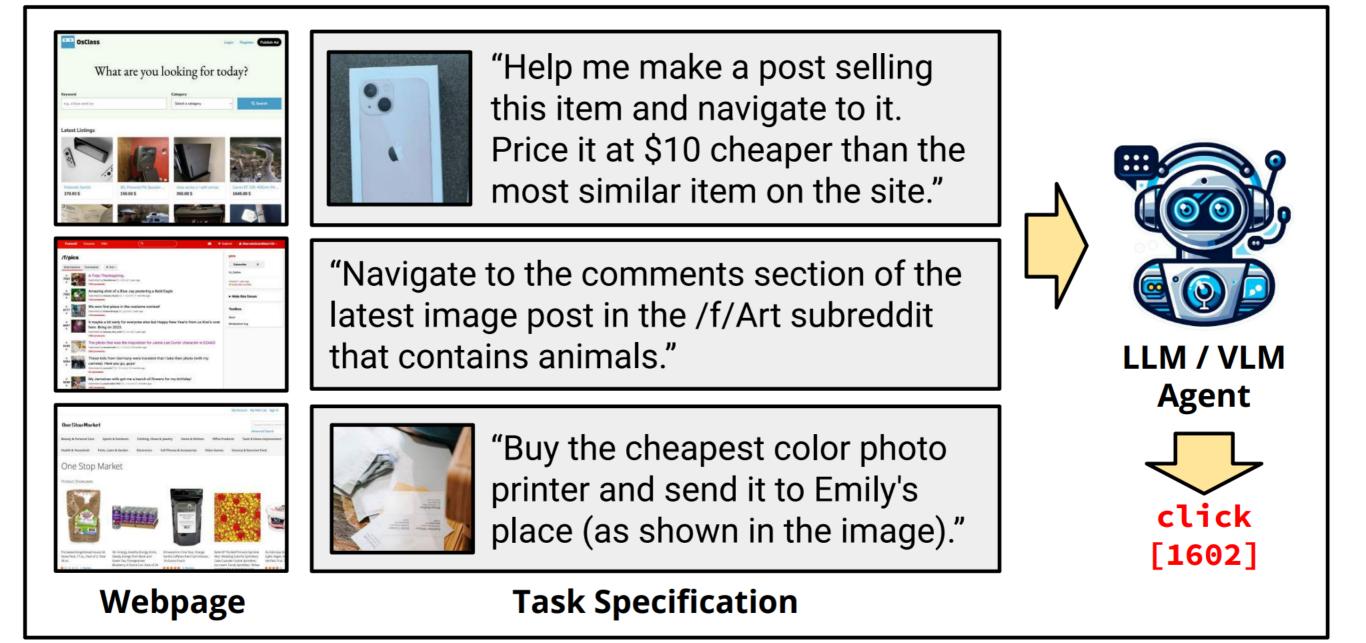
tell me about this image



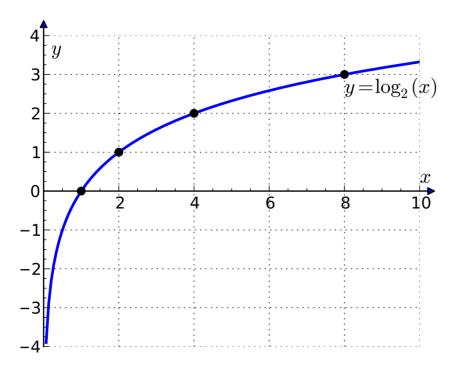
This image showcases a beautiful painting of Pittsburgh, presented in an ornate gold frame. The artwork captures the city's iconic skyline, featuring its distinctive yellow bridges spanning the blue waters below. The cityscape is rendered in soft, impressionistic brushstrokes that create a dreamy, almost ethereal atmosphere.

The painting's background is filled with fluffy white clouds against a light blue sky, adding to the sense of depth and tranquility. The overall color palette is subdued, with yellows from the bridges, blues from the sky and water, and greens from scattered trees, creating a harmonious and serene composition.

Example: AI2 Molmo interface



Example: web agents (see Agents lecture!)

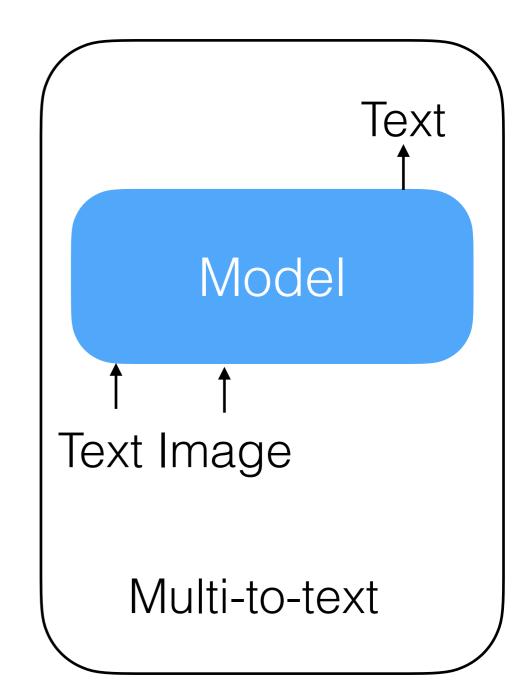


Question: The derivative of y at x = 6 is _____ that at x = 8. Choices: (A) larger than (B) equal to (C) smaller than Answer: (A) larger than

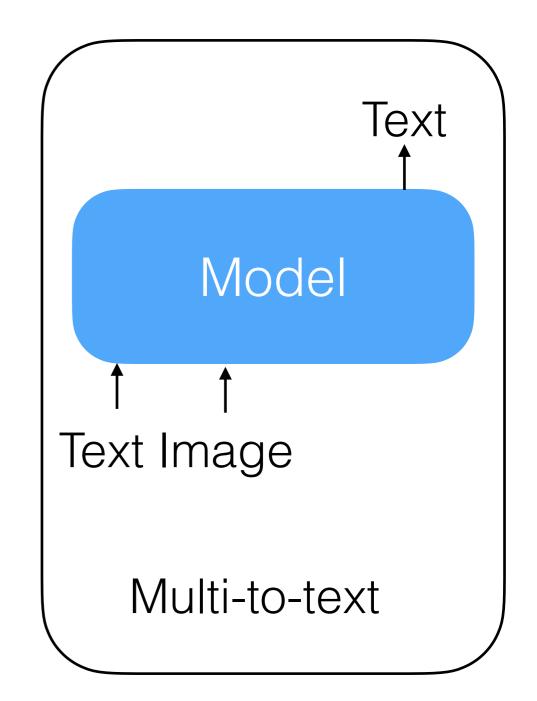
Question: How many zeros does this function have? **Answer:** 1

Question: What is the value of y at x = 1? **Answer:** 0

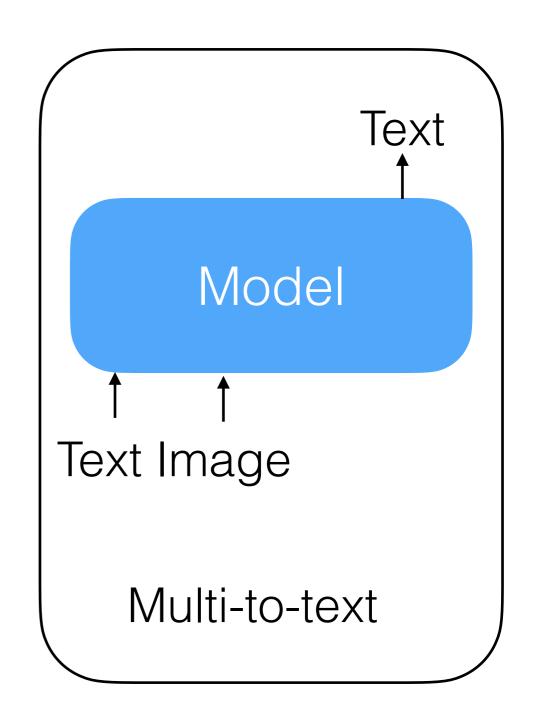
Example: mathematical reasoning [MathVista, Lu et al 2024]



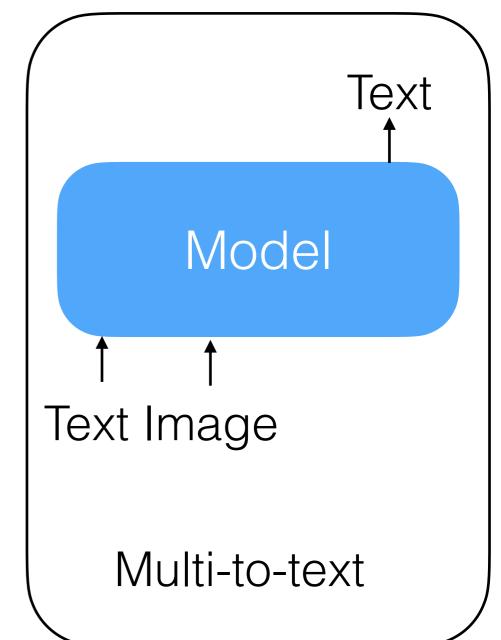
- Vision architecture basics
 - ViT [Dosovitskiy et al 2020]



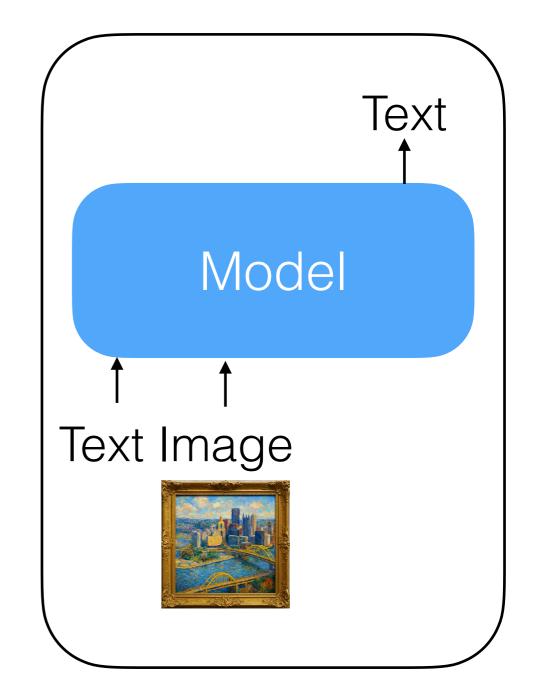
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 - CLIP [Radford et al 2021]



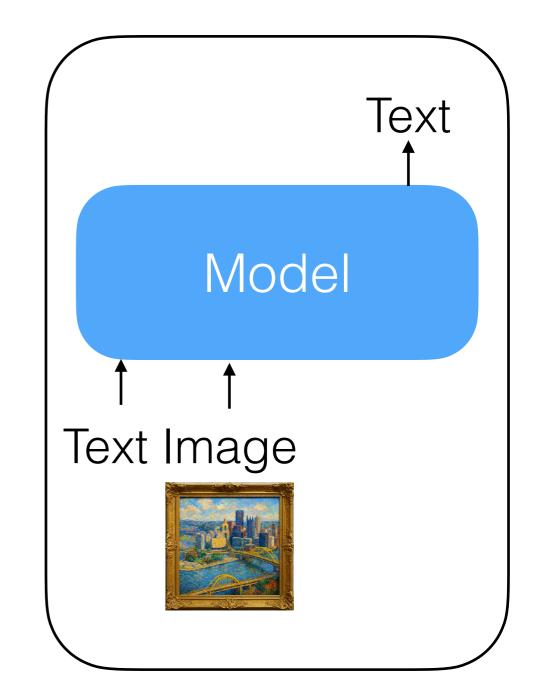
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- Combining with a language model
 - Llava [Liu et al 2023]



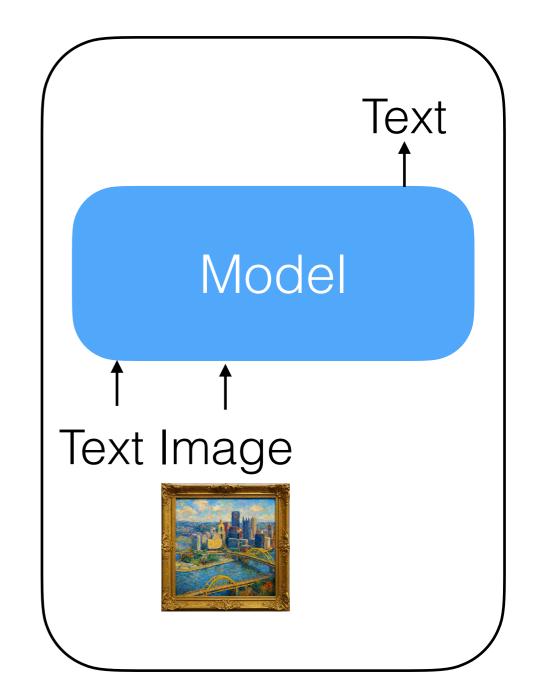
• We represent text as a sequence of vectors (token embeddings)



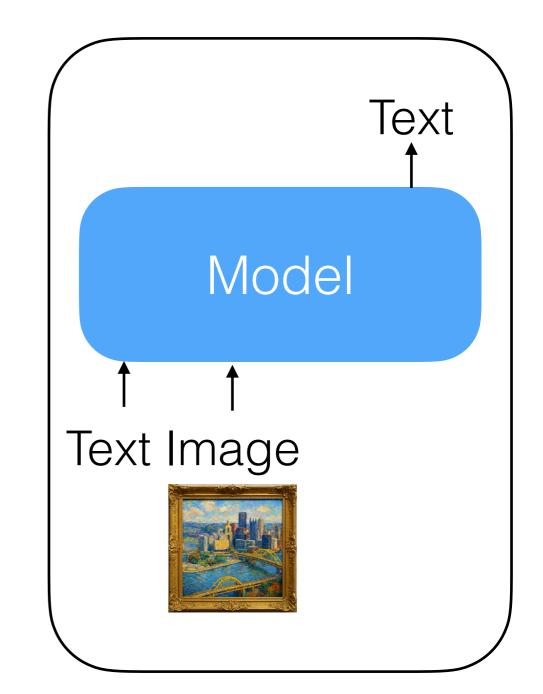
- We represent text as a sequence of vectors (token embeddings)
- We want to also represent an image as a sequence of vectors



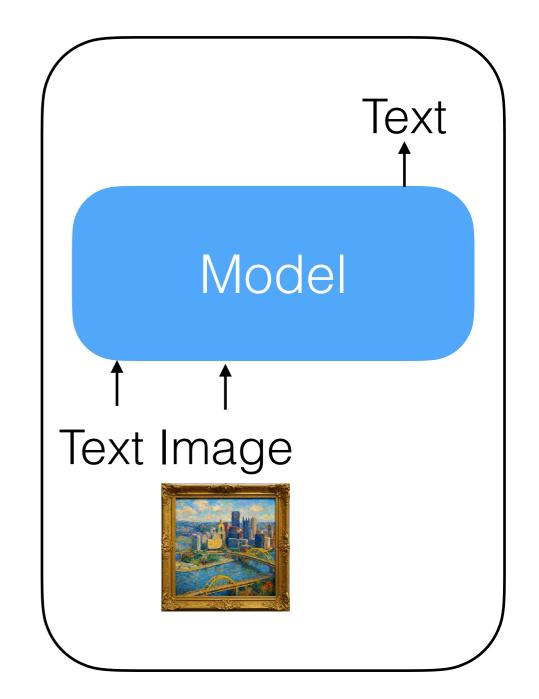
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 - $f_{enc}(x_{image}) \rightarrow z_1, \dots, z_L$



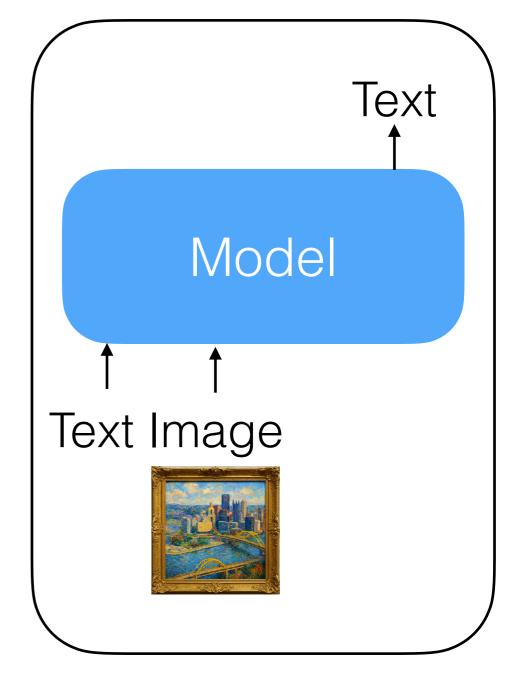
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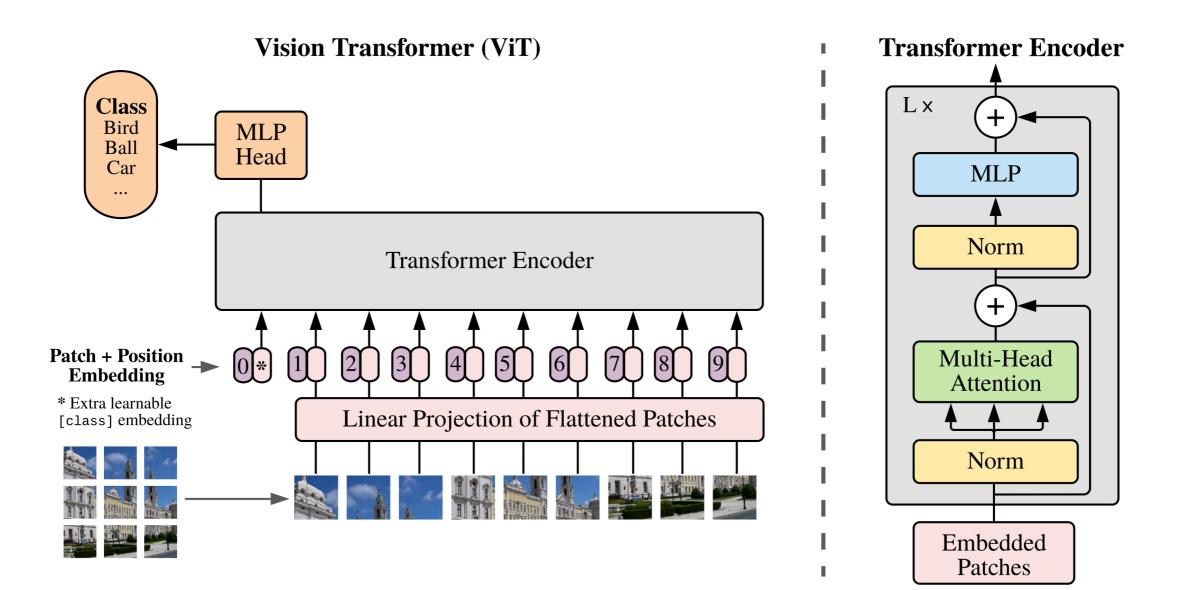


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 - Algorithm for learning good vectors



• Idea: divide an image into patches, flatten the patches into vectors, use a standard transformer

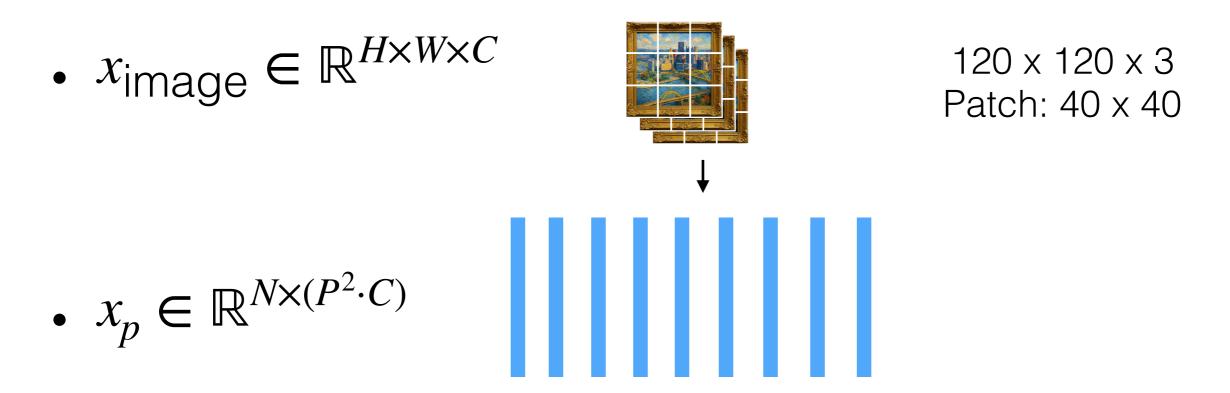
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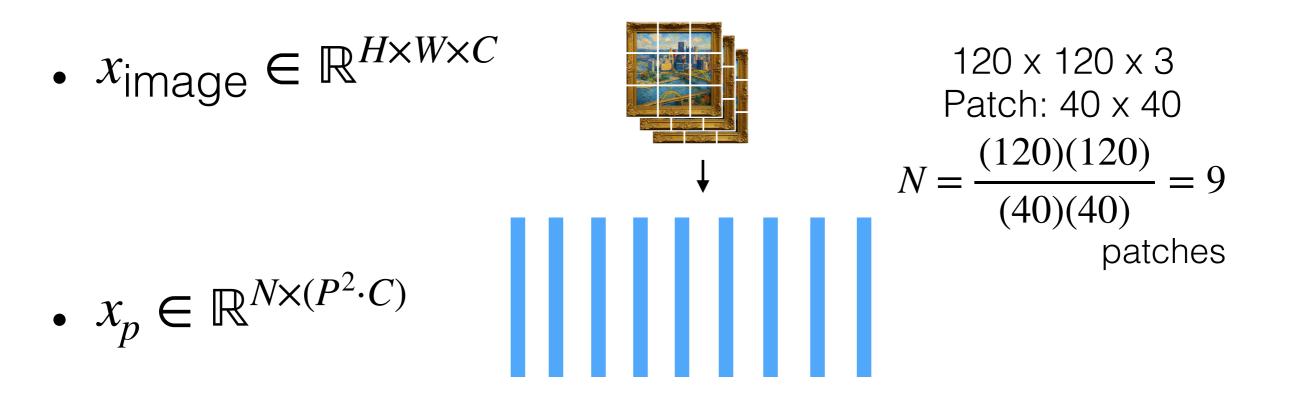


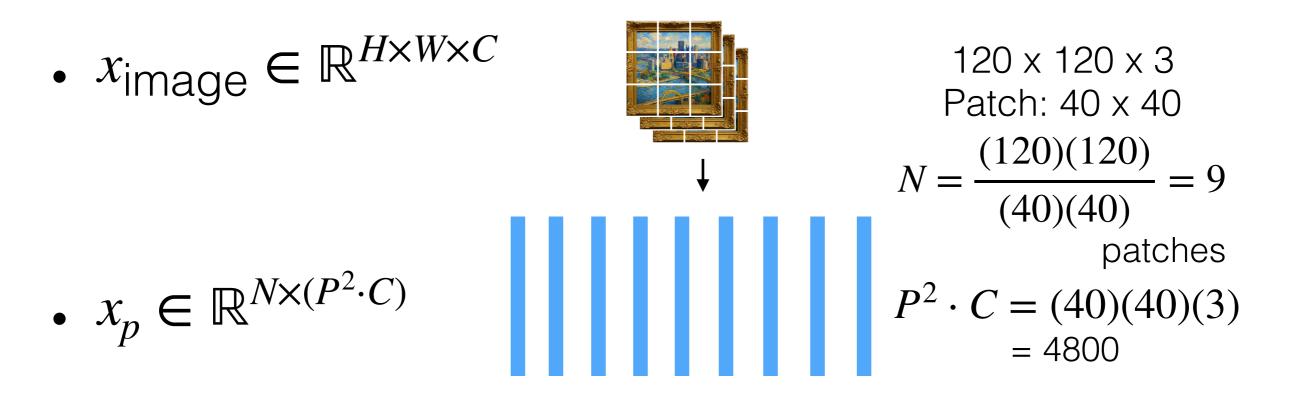
• $x_{\text{image}} \in \mathbb{R}^{H \times W \times C}$

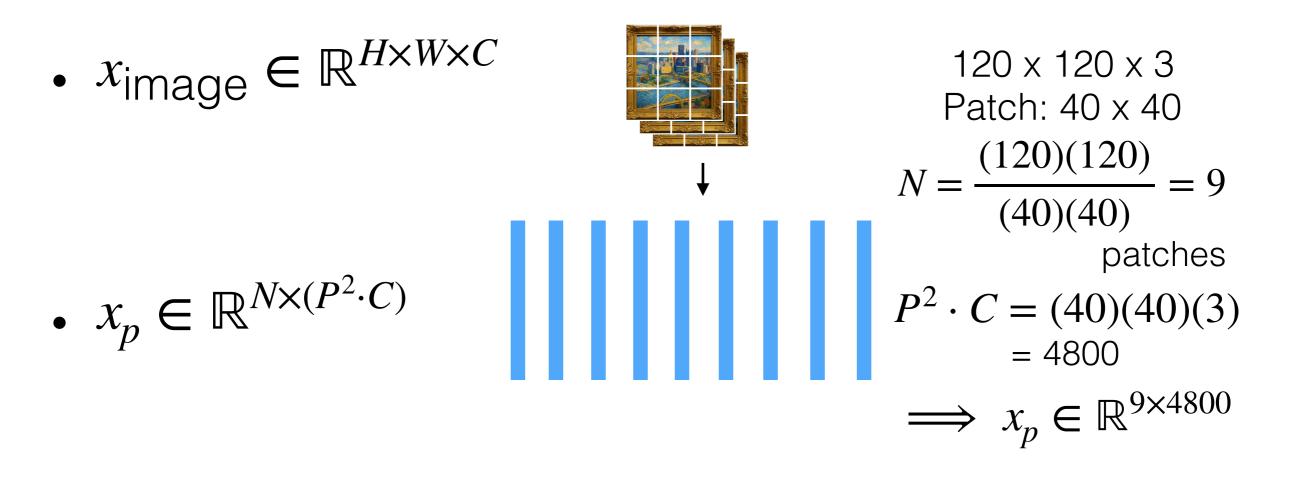


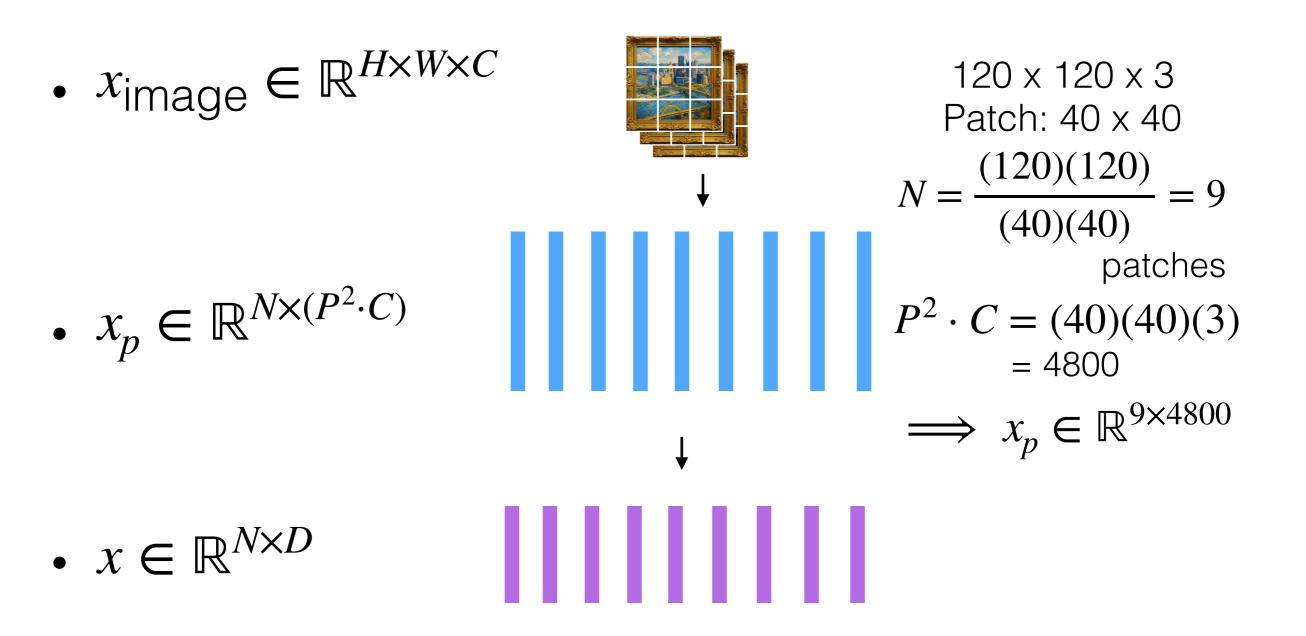
120 x 120 x 3 Patch: 40 x 40

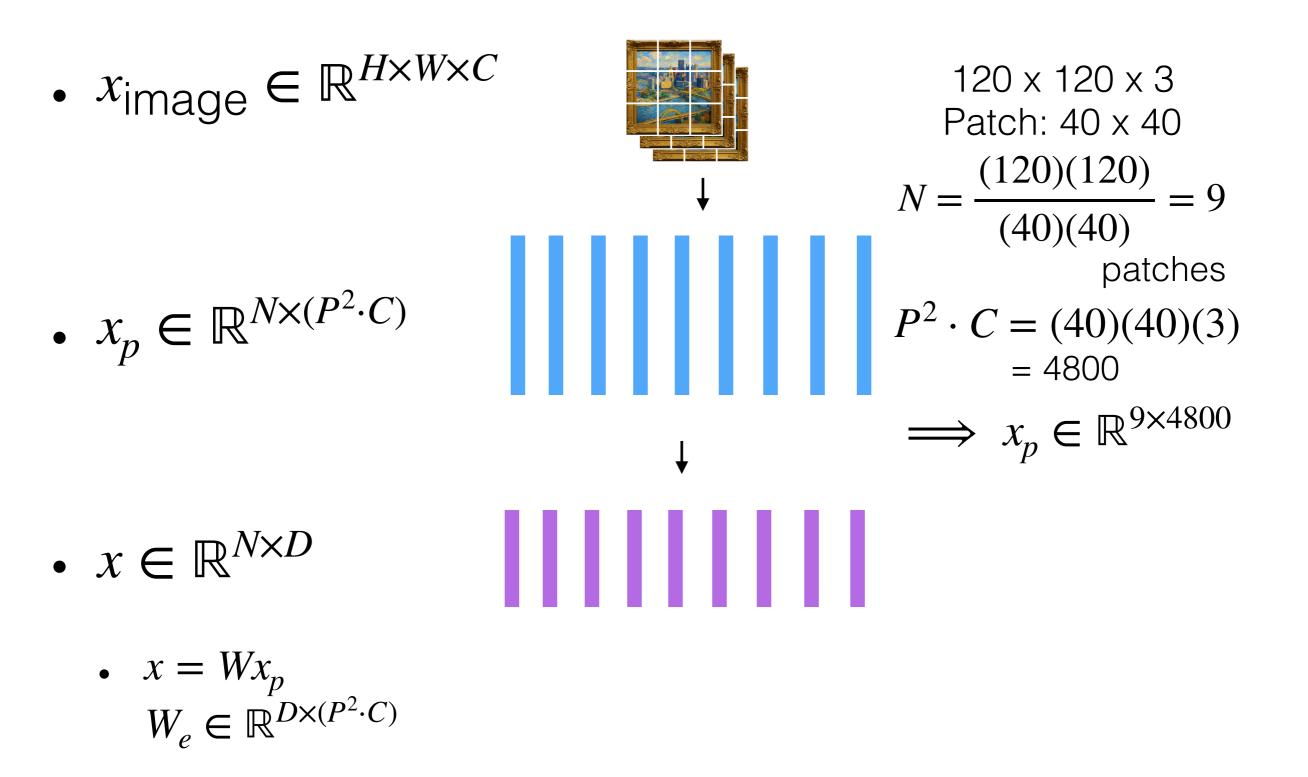


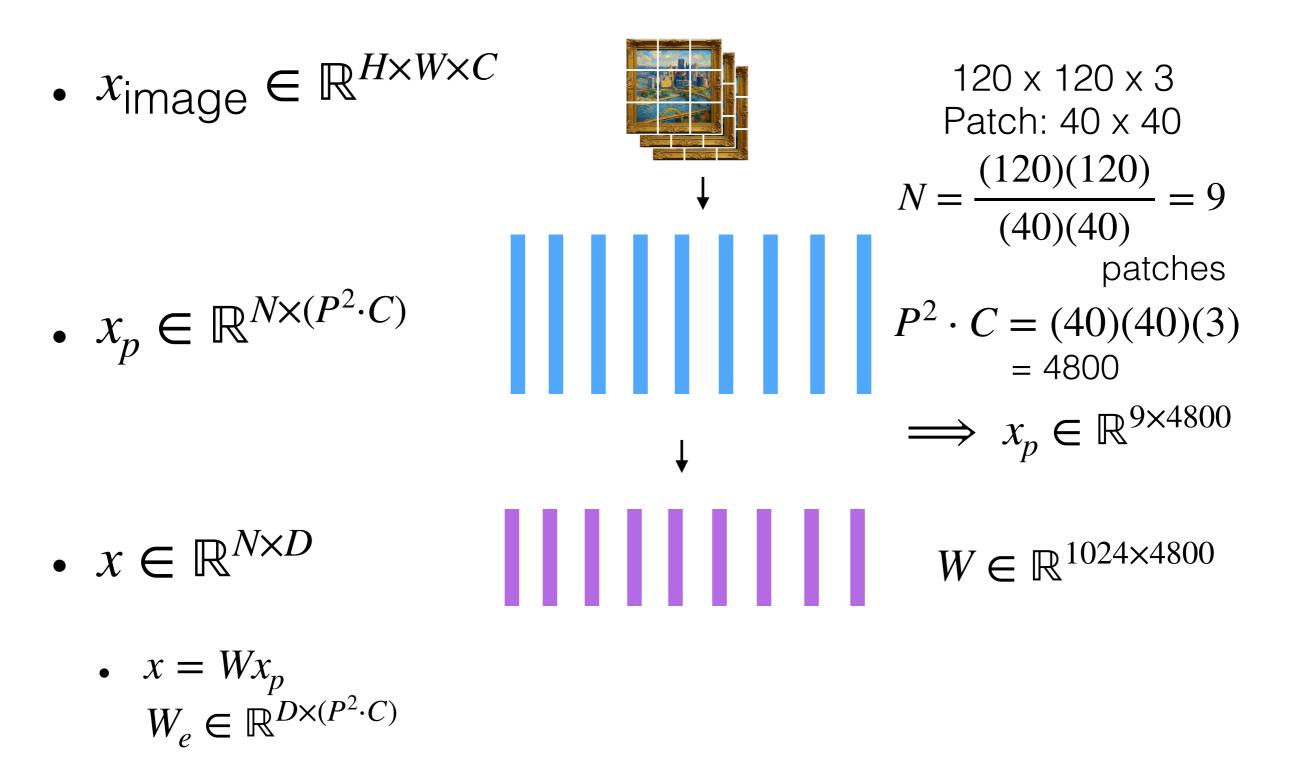


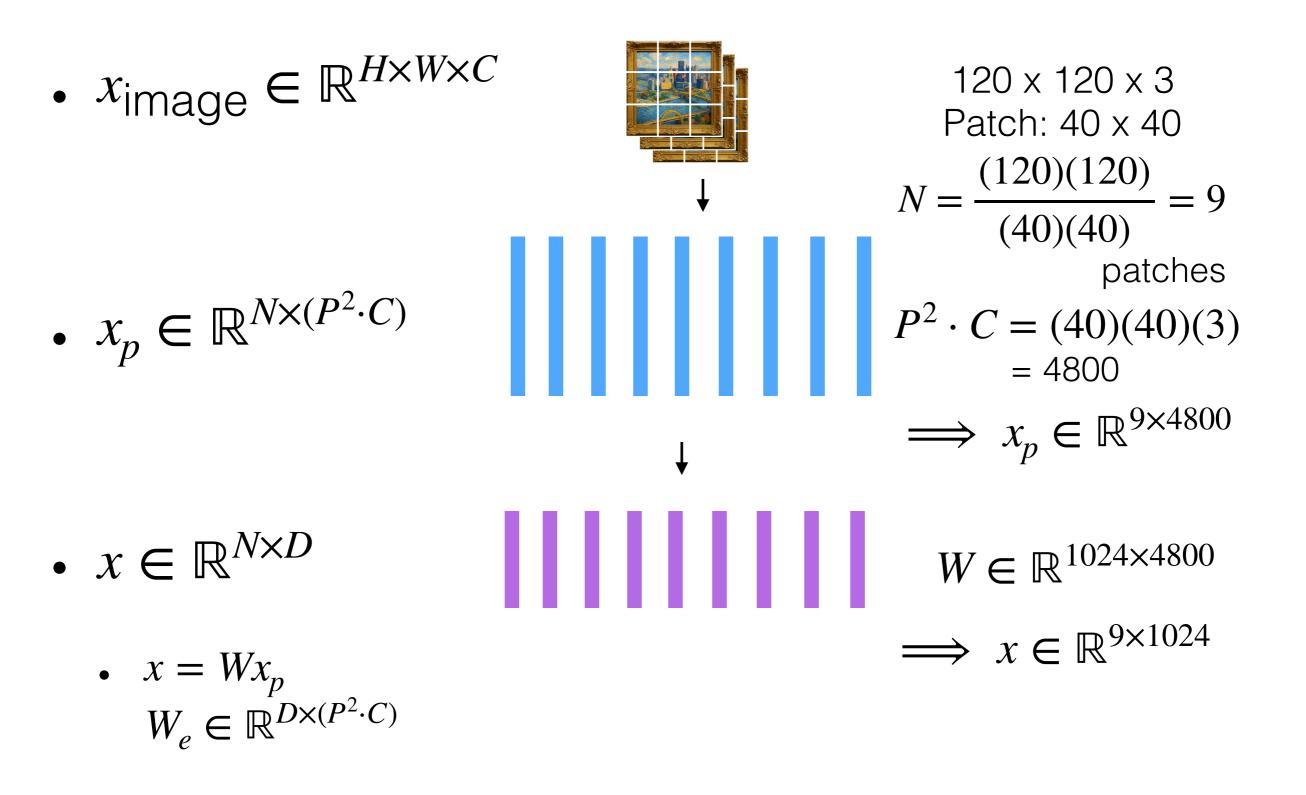


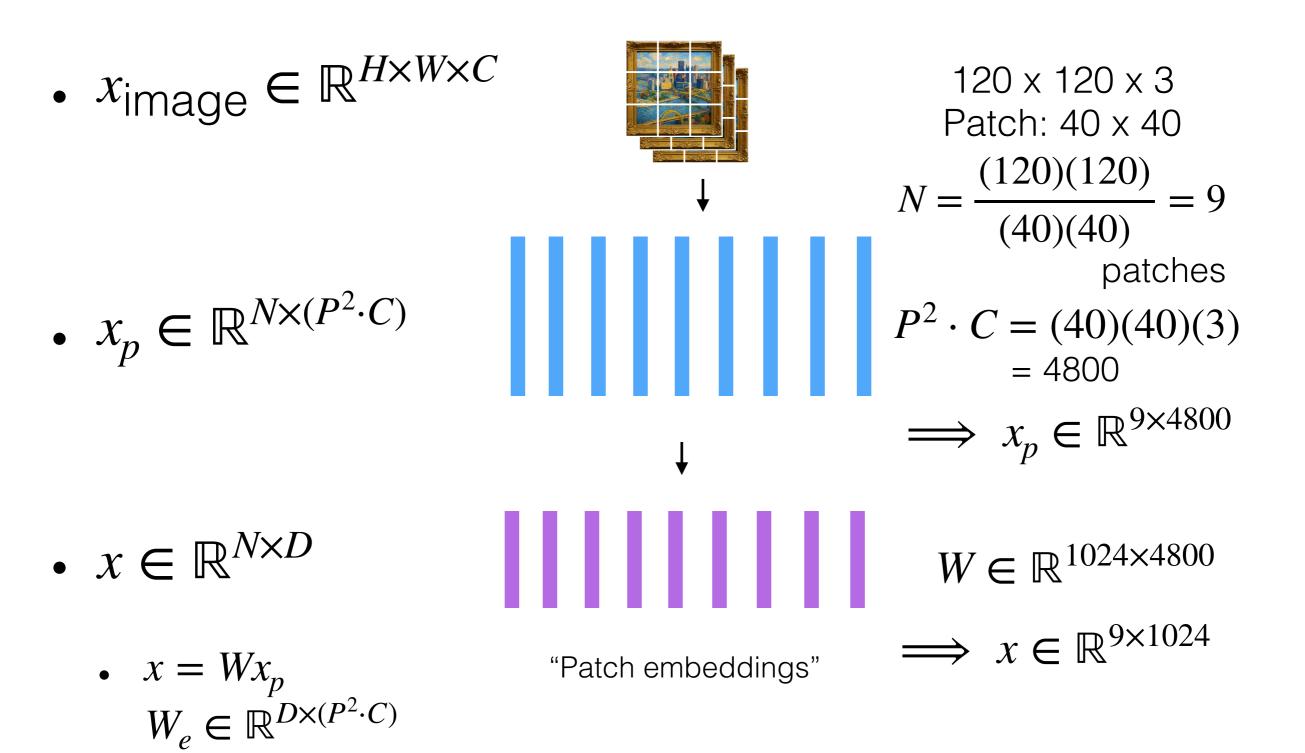


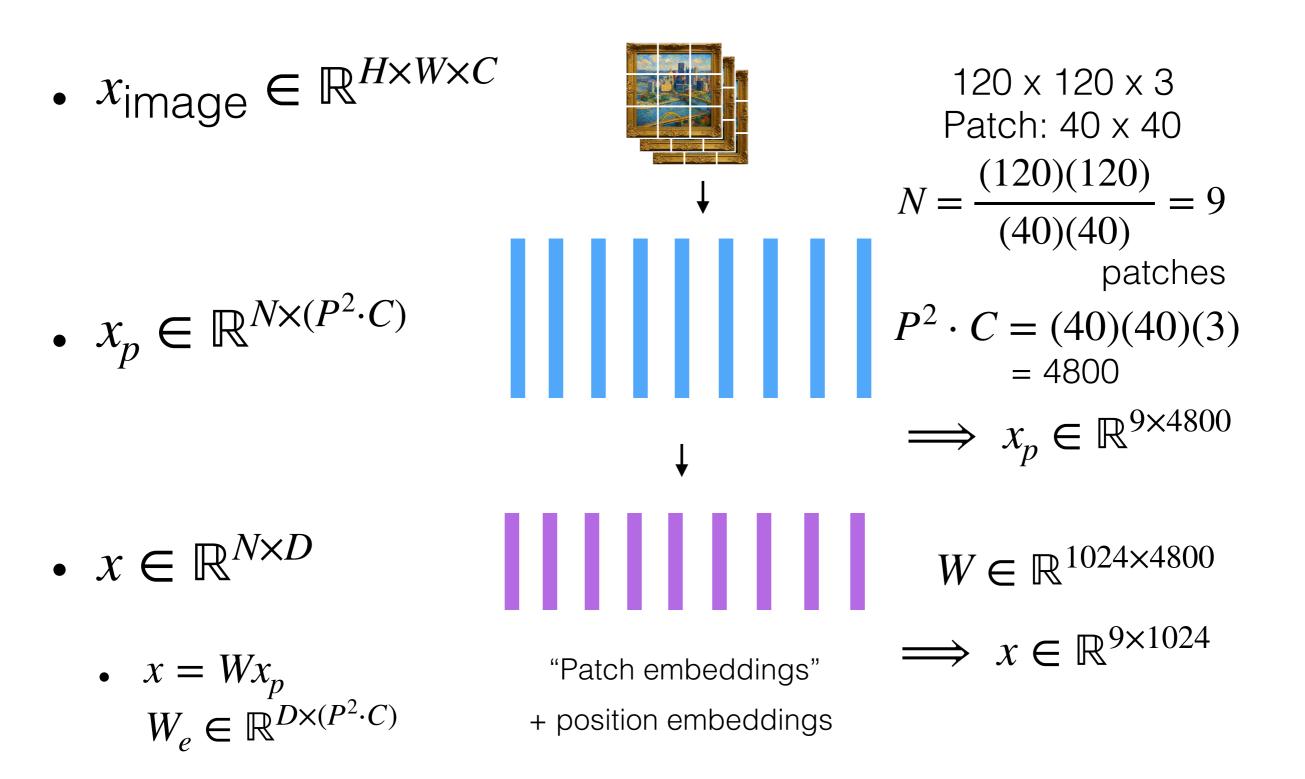






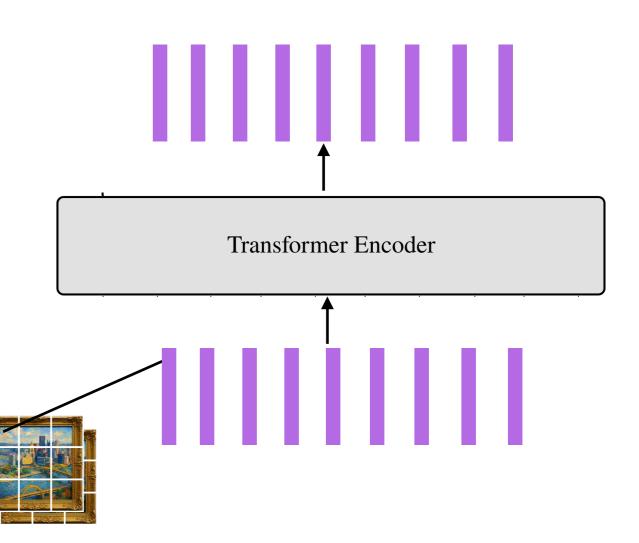




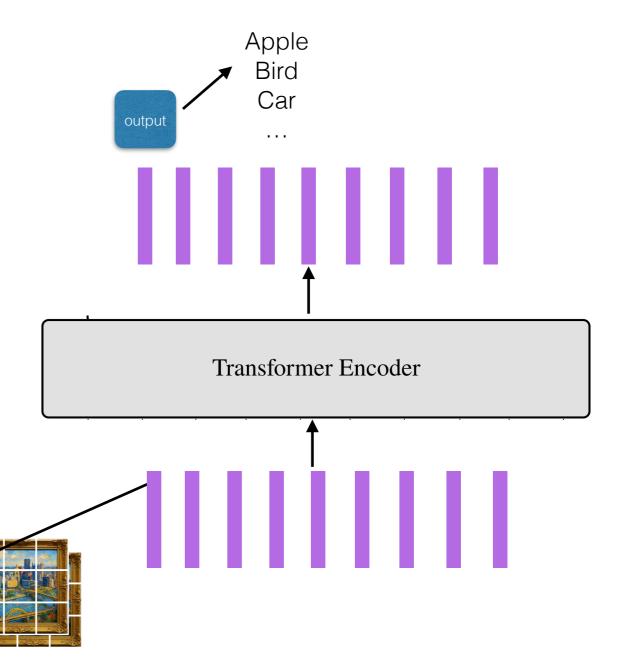


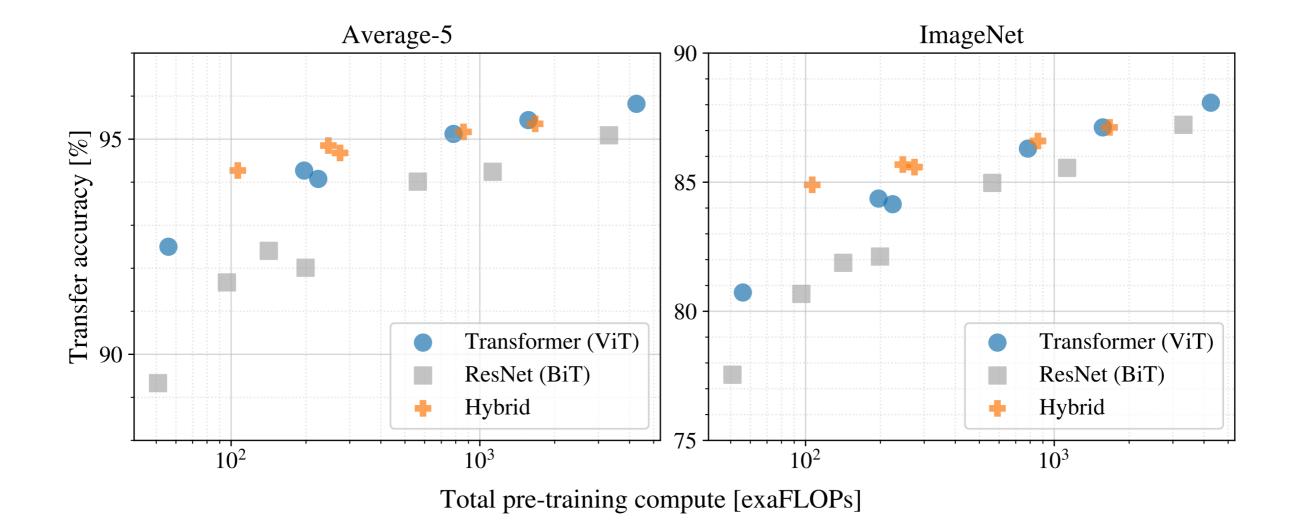
 The transformer transforms the patch embeddings into vector representations

 z_1, \ldots, z_N



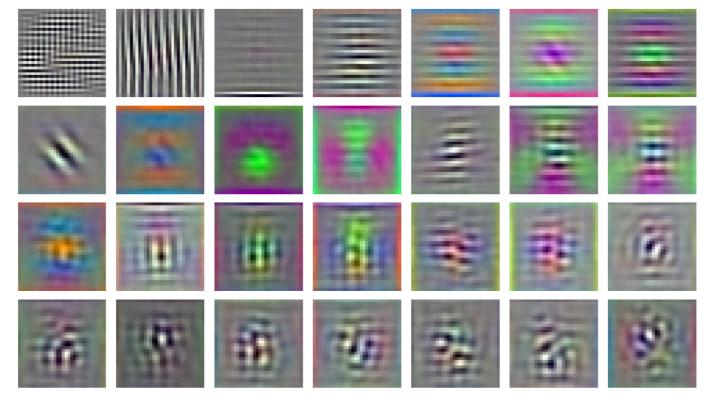
- The transformer transforms the patch embeddings into vector representations z_1, \ldots, z_N
- We can train the model to perform a task such as classification



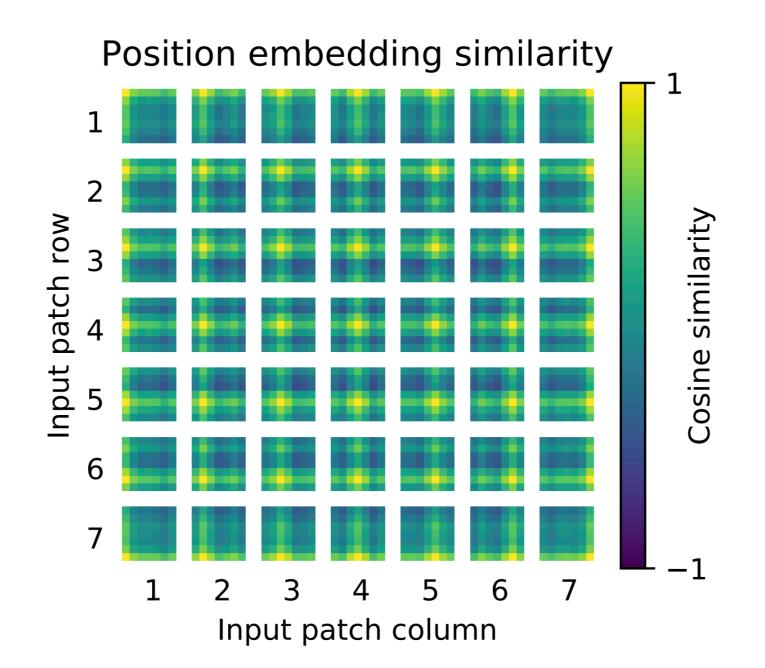


Performance versus pre-training compute for different architectures

RGB embedding filters (first 28 principal components)



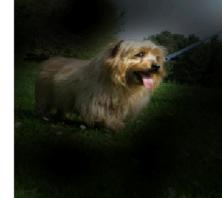
 $x = W x_p, \ W_e \in \mathbb{R}^{D \times (P^2 \cdot C)}$ Reshape rows into P x P, visualize principal components



Cosine similarity between the position embedding of the patch with the indicated row and column and the position embeddings of all other patches

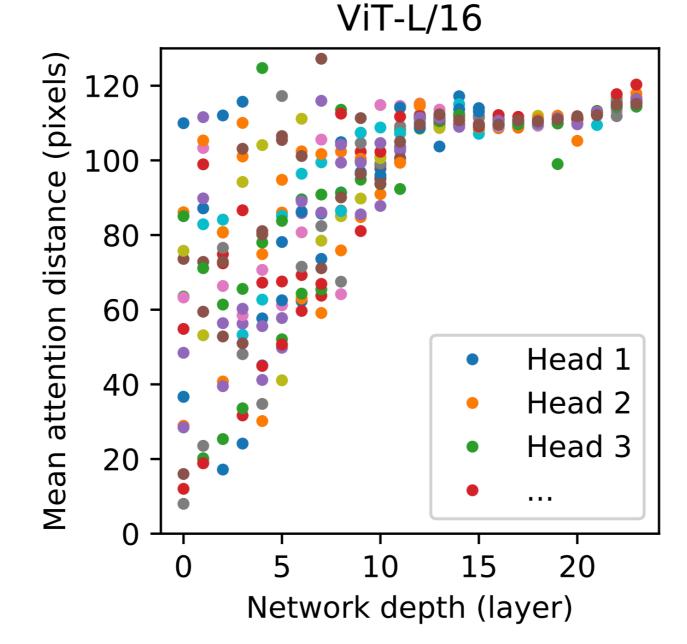
Attention Input







Can attend to regions that are salient for the task (here classification)



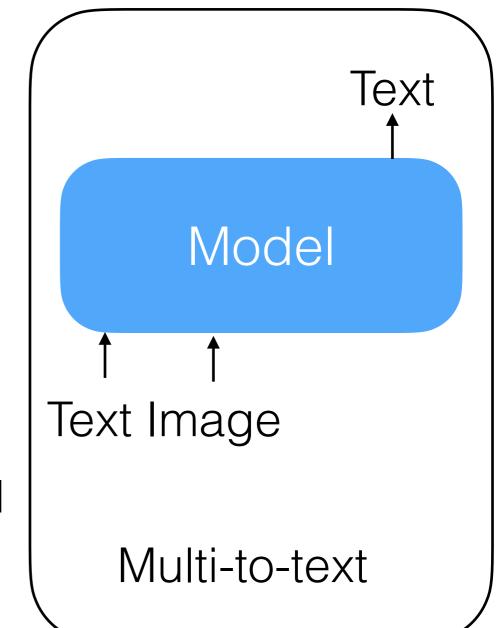
Early layers either attend to large regions or narrow regions; later layers generally attend to larger regions

Today's lecture

- Vision architecture basics
 - ViT
- Learning image representations
 - CLIP

Llava

• Combining with a language model



Goal: pre-training objective for learning image representations

• Learn from text

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 - Want to have the property of improving by adding more compute.

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- Apply the method over a large dataset of (image, text) pairs

• Data: pairs of (image, text)

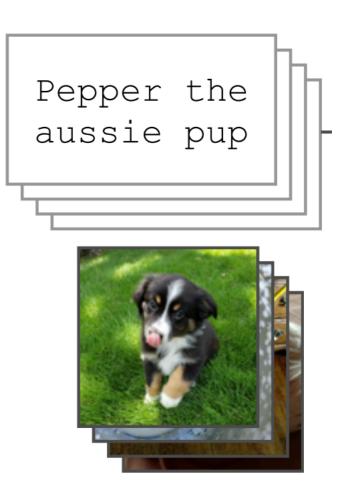




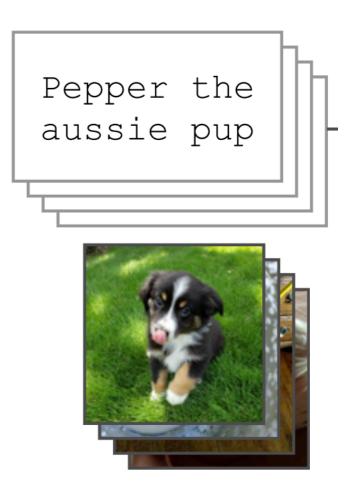
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 - E.g. 400 million web images with their text descriptions



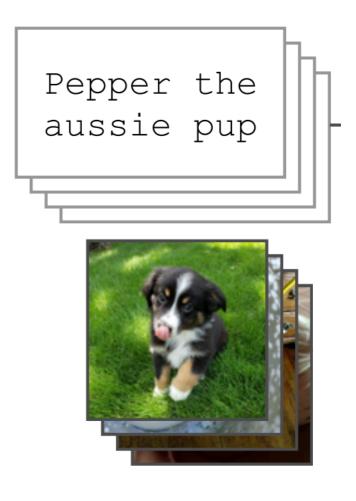
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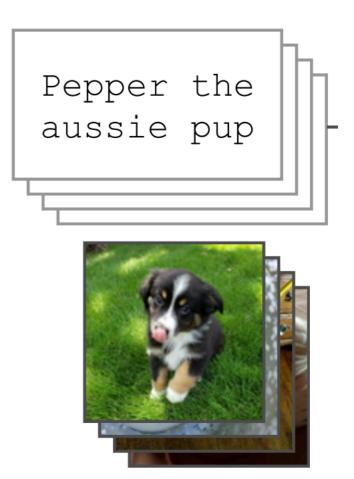
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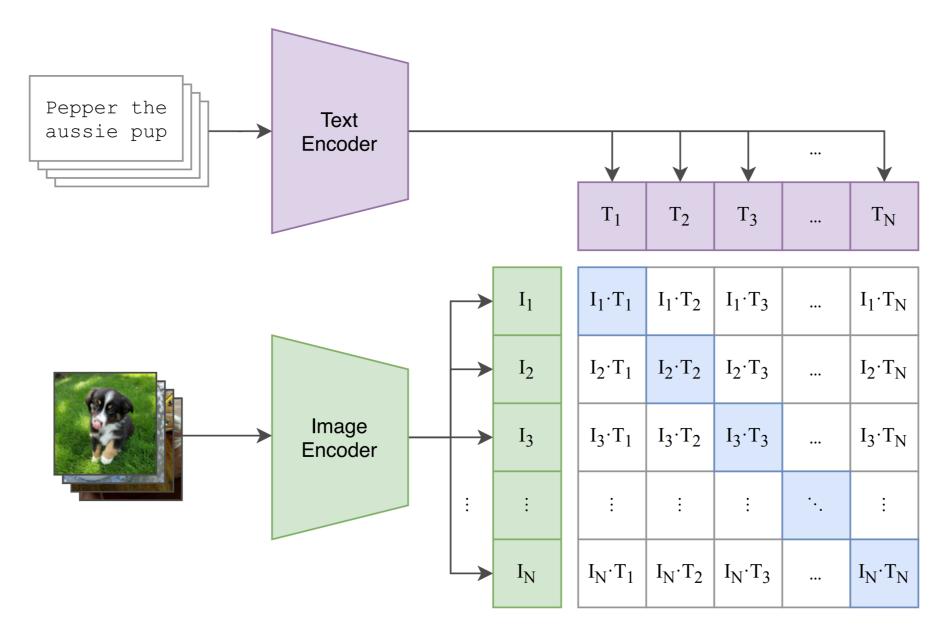
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 - E.g. transformer



 Basic idea: Given N (image, text) pairs, classify which image is paired with which text



$L((x_1, y_1), \dots, (x_N, y_N)) =$

 $-\frac{1}{2}\sum_{n=1}^{N} \left[\log \frac{\exp\left(f_{I}(x_{n})^{\mathsf{T}}f_{T}(y_{n})\right)}{\sum_{j}\exp\left(f_{I}(x_{j})^{\mathsf{T}}f_{T}(y_{n})\right)} + \log \frac{\exp\left(f_{I}(x_{n})^{\mathsf{T}}f_{T}(y_{n})\right)}{\sum_{j}\exp\left(f_{I}(x_{n})^{\mathsf{T}}f_{T}(y_{n})\right)} \right]$

Softmax over images

Softmax over text

$$L((x_1, y_1), \dots, (x_N, y_N)) =$$
Push up dot product
of the correct pair
$$-\frac{1}{2} \sum_{n=1}^{N} \left[\log \frac{\exp\left(f_I(x_n)^{\mathsf{T}} f_T(y_n)\right)}{\sum_j \exp\left(f_I(x_j)^{\mathsf{T}} f_T(y_n)\right)} + \log \frac{\exp\left(f_I(x_n)^{\mathsf{T}} f_T(y_n)\right)}{\sum_j \exp\left(f_I(x_n)^{\mathsf{T}} f_T(y_j)\right)} \right]$$

Softmax over images

Softmax over text

$$L((x_{1}, y_{1}), ..., (x_{N}, y_{N})) = \operatorname{Push up dot product}_{of the correct pair} \\ -\frac{1}{2} \sum_{n=1}^{N} \left[\log \frac{\exp \left(f_{I}(x_{n})^{\mathsf{T}} f_{T}(y_{n})\right)}{\sum_{j} \exp \left(f_{I}(x_{j})^{\mathsf{T}} f_{T}(y_{n})\right)} + \log \frac{\exp \left(f_{I}(x_{n})^{\mathsf{T}} f_{T}(y_{n})\right)}{\sum_{j} \exp \left(f_{I}(x_{n})^{\mathsf{T}} f_{T}(y_{j})\right)} \right] \\ \operatorname{Push down dot product}_{of other pairs} \\ \operatorname{Softmax over images} \qquad \operatorname{Softmax over text}$$

$$L((x_{1}, y_{1}), ..., (x_{N}, y_{N})) = Push up dot product of the correct pair -\frac{1}{2} \sum_{n=1}^{N} \left[\log \frac{\exp \left(f_{I}(x_{n})^{\top} f_{T}(y_{n})\right)}{\sum_{j} \exp \left(f_{I}(x_{j})^{\top} f_{T}(y_{n})\right)} + \log \frac{\exp \left(f_{I}(x_{n})^{\top} f_{T}(y_{n})\right)}{\sum_{j} \exp \left(f_{I}(x_{n})^{\top} f_{T}(y_{j})\right)} \right]$$

Push down dot product of other pairs Softmax over text

Each term is a cross-entropy loss, where $p_{\theta} \propto f_I(x)^{\top} f_T(y)$ and p_* puts all of its mass on the correct pair

```
# image_encoder - ResNet or Vision Transformer
# text_encoder - CBOW or Text Transformer
# I[n, h, w, c] - minibatch of aligned images
# T[n, 1] - minibatch of aligned texts
# W_i[d_i, d_e] - learned proj of image to embed
# W_t[d_t, d_e] - learned proj of text to embed
# t - learned temperature parameter
```

```
# extract feature representations of each modality
I_f = image_encoder(I) #[n, d_i]
T_f = text_encoder(T) #[n, d_t]
```

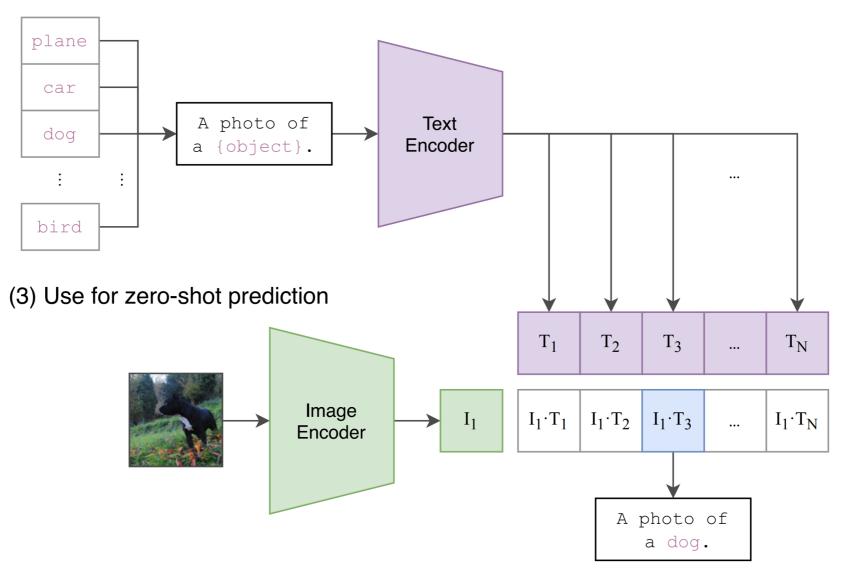
```
# joint multimodal embedding [n, d_e]
I_e = l2_normalize(np.dot(I_f, W_i), axis=1)
T_e = l2_normalize(np.dot(T_f, W_t), axis=1)
```

```
# scaled pairwise cosine similarities [n, n]
logits = np.dot(I_e, T_e.T) * np.exp(t)
```

```
# symmetric loss function
labels = np.arange(n)
loss_i = cross_entropy_loss(logits, labels, axis=0)
loss_t = cross_entropy_loss(logits, labels, axis=1)
loss = (loss_i + loss_t)/2
```

• Example "zero-shot" usage

(2) Create dataset classifier from label text



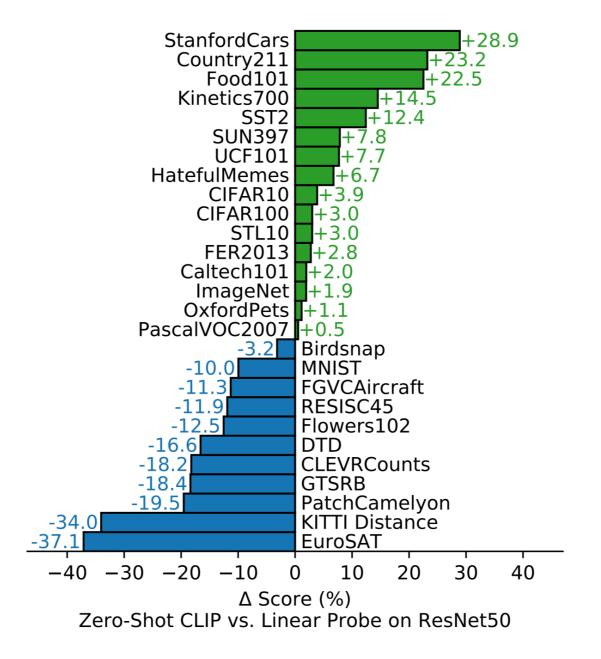
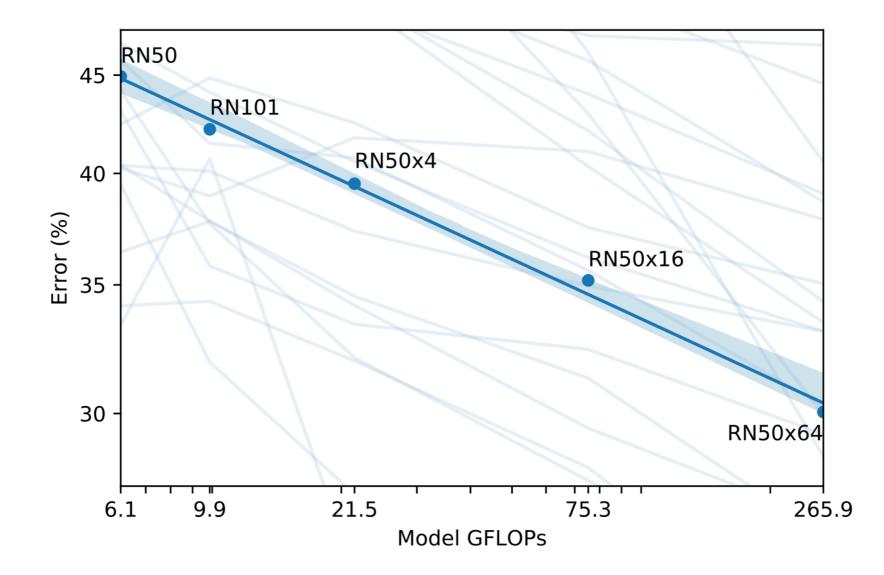


Figure 5. Zero-shot CLIP is competitive with a fully supervised baseline. Across a 27 dataset eval suite, a zero-shot CLIP classifier outperforms a fully supervised linear classifier fitted on ResNet-50 features on 16 datasets, including ImageNet.



Zero-shot performance scaling as a function of pre-training compute

CLIP

from PIL import Image
import requests

```
from transformers import CLIPProcessor, CLIPModel
```

```
model = CLIPModel.from_pretrained("openai/clip-vit-large-patch14")
processor = CLIPProcessor.from_pretrained("openai/clip-vit-large-patch14")
```

```
url = "http://images.cocodataset.org/val2017/000000039769.jpg"
image = Image.open(requests.get(url, stream=True).raw)
```

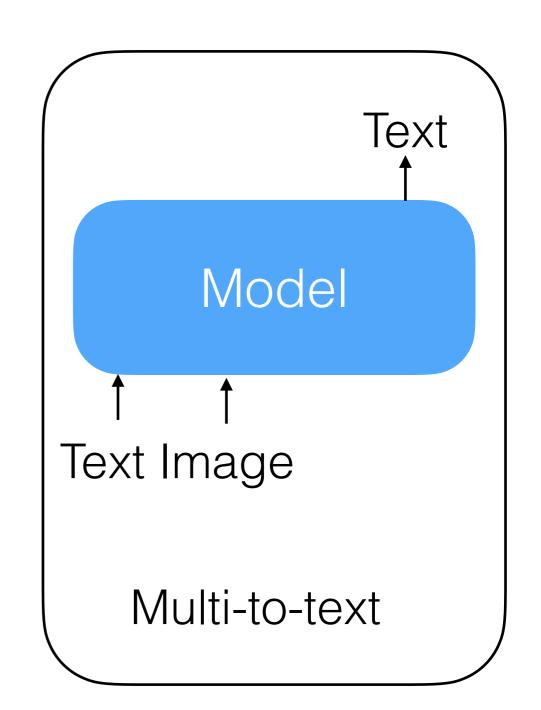
```
inputs = processor(text=["a photo of a cat", "a photo of a dog"], images=image, re
```

outputs = model(**inputs)
logits_per_image = outputs.logits_per_image # this is the image-text similarity s
probs = logits_per_image.softmax(dim=1) # we can take the softmax to get the labe.

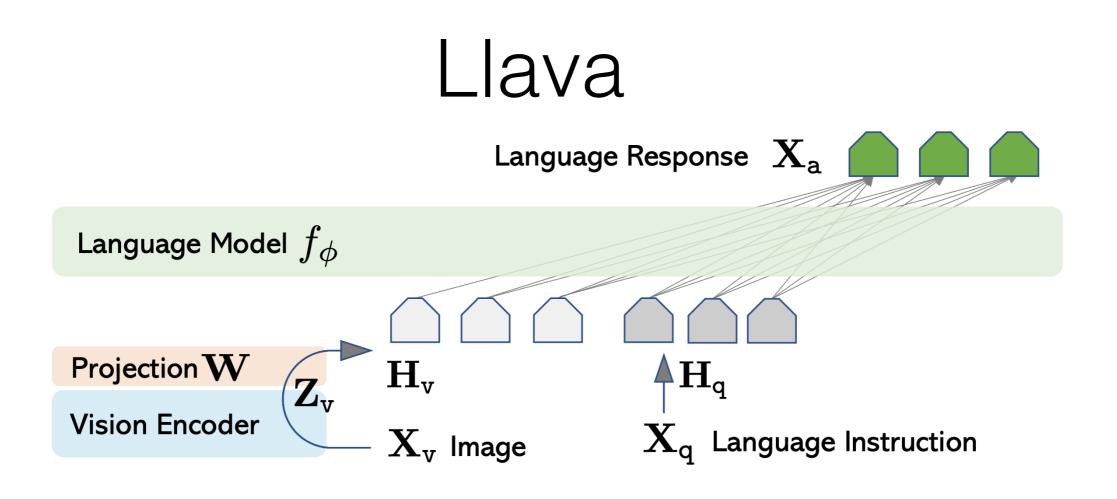
https://huggingface.co/openai/clip-vit-large-patch14

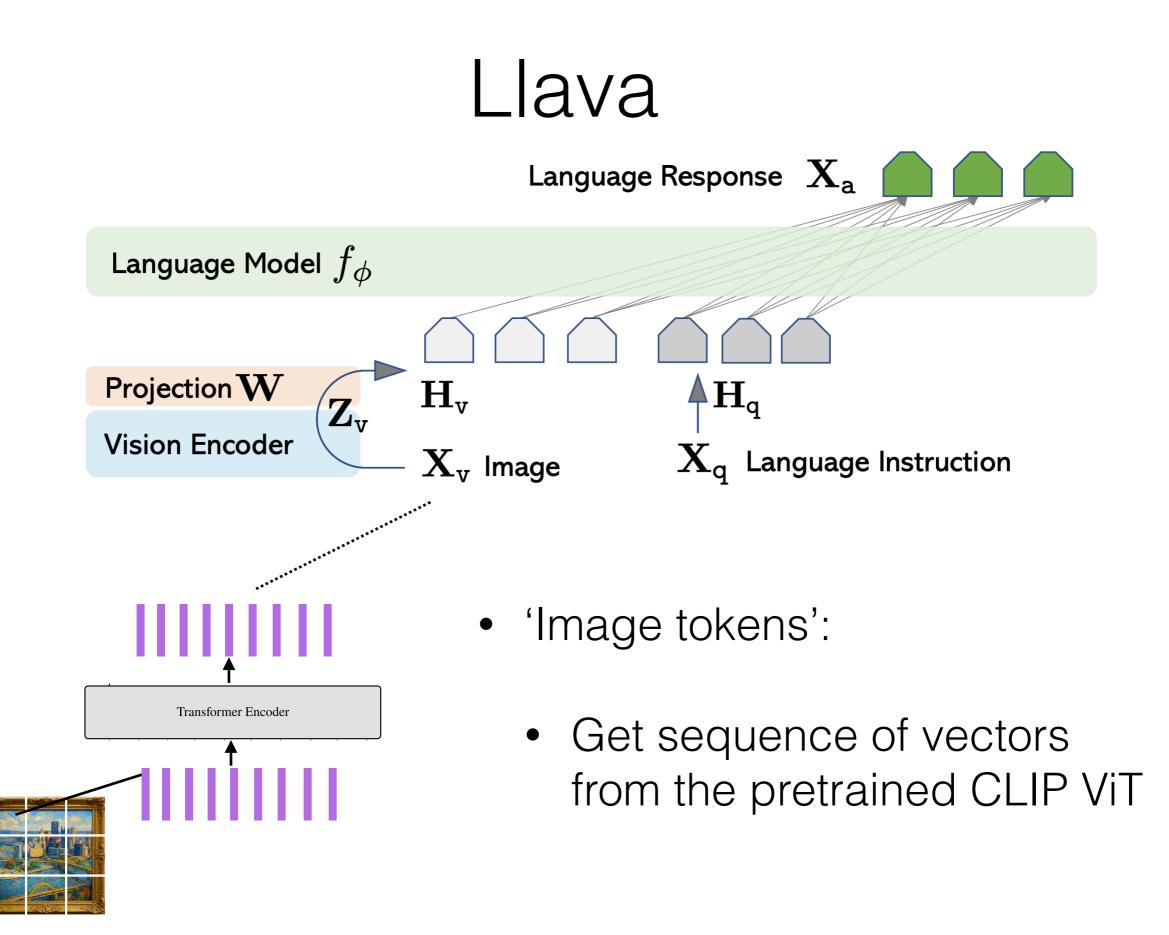
Today's lecture

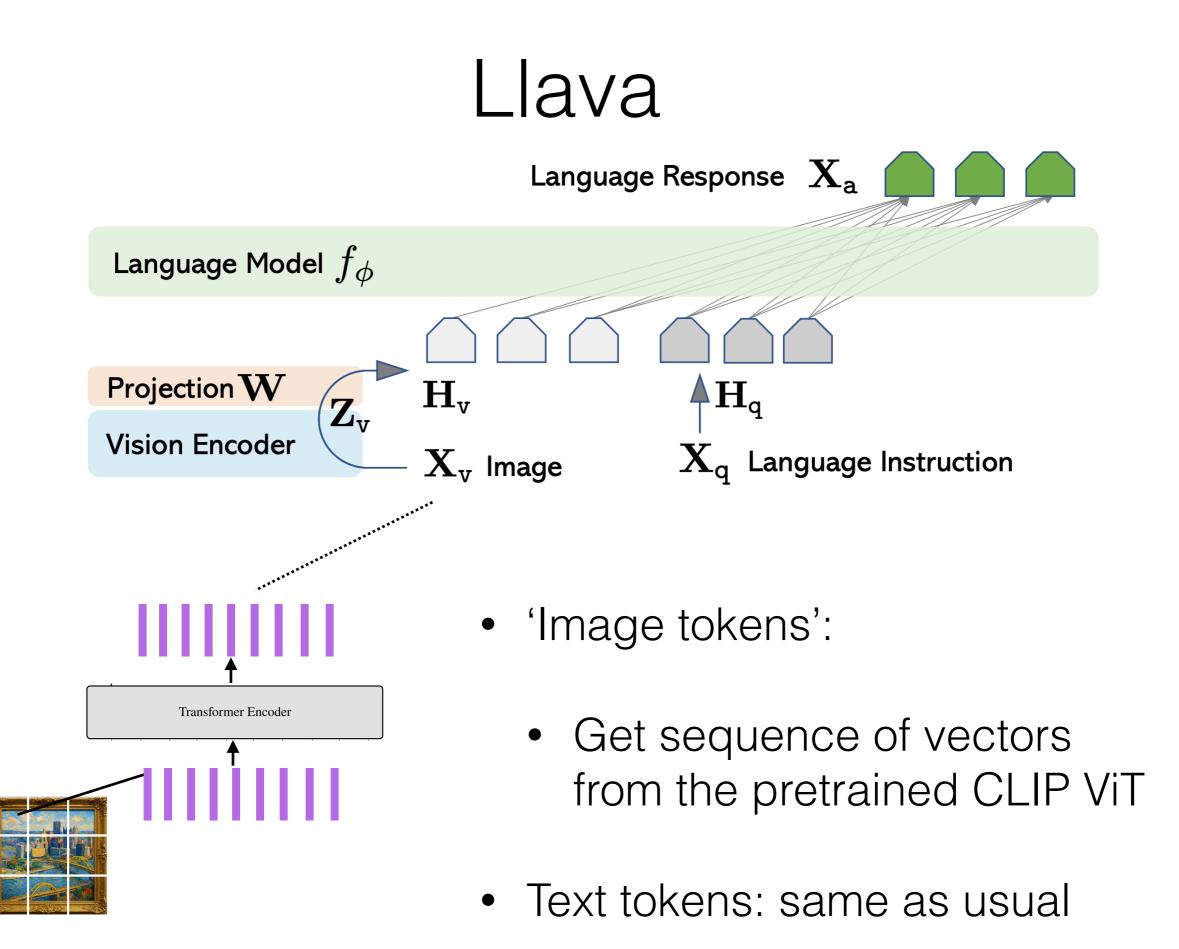
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• Llava







Llava



Source: https://www.barnorama.com/wp-content/uploads/2016/12/03-Confusing-Pictures.jpg

What is unusual about this image?

The unusual aspect of this image is a man ironing clothes on the back of a minivan or van. This is not a typical place to perform this activity, as one would usually iron clothes in a more stationary and safe location, such as a home, using a regular ironing board. The scene depicted in the image is peculiar as it involves a makeshift ironing setup on a vehicle, which can be both unsafe and unconventional. Additionally, it is not clear how the man is able to maintain balance and stability while ironing clothes in such an unstable environment.

User LLaVA

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 - E.g. split into patches and vectorize

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 - E.g. linearly transform the vectors to be the model's embedding dimension

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- Provide the encodings to a LLM
 - E.g. linearly transform the vectors to be the model's embedding dimension
- Train/fine-tune on data that has text and images
 - For image positions, skip the loss

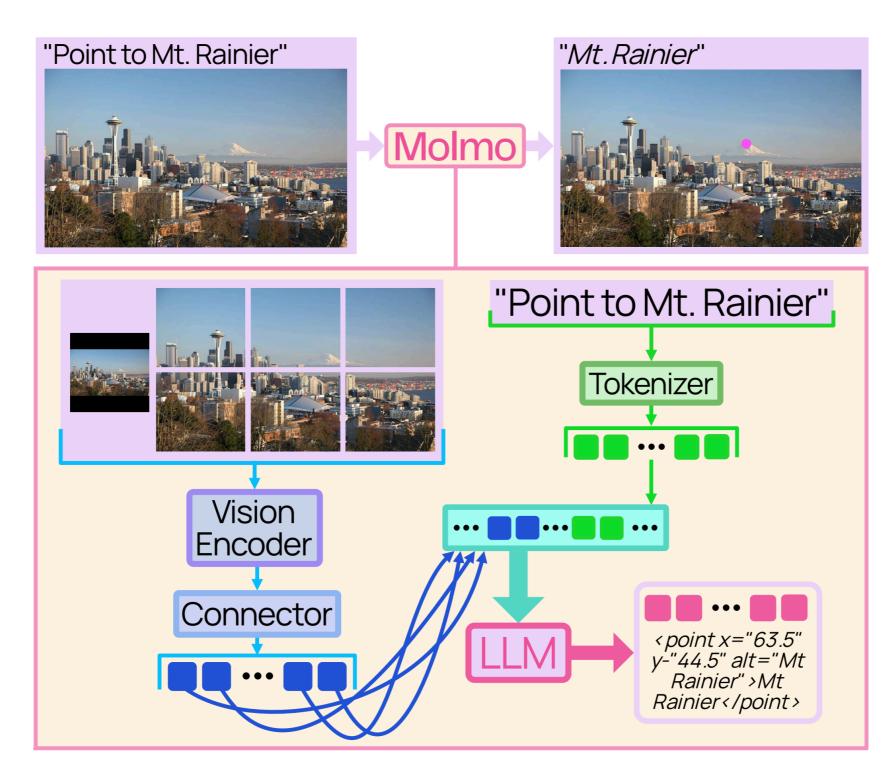


Image preprocessing



• Image encoding: CLIP ViT-L/14 336px



- Image encoding: CLIP ViT-L/14 336px
 - 336 x 336 image



- Image encoding: CLIP ViT-L/14 336px
 - 336 x 336 image
 - 14 x 14 patches



- Image encoding: CLIP ViT-L/14 336px
 - 336 x 336 image
 - 14 x 14 patches
 - => 24 x 24 grid



- Image encoding: CLIP ViT-L/14 336px
 - 336 x 336 image
 - 14 x 14 patches
 - => 24 x 24 grid
- Pool together each 2x2 patch subset then transform to the LLM's embedding dimension



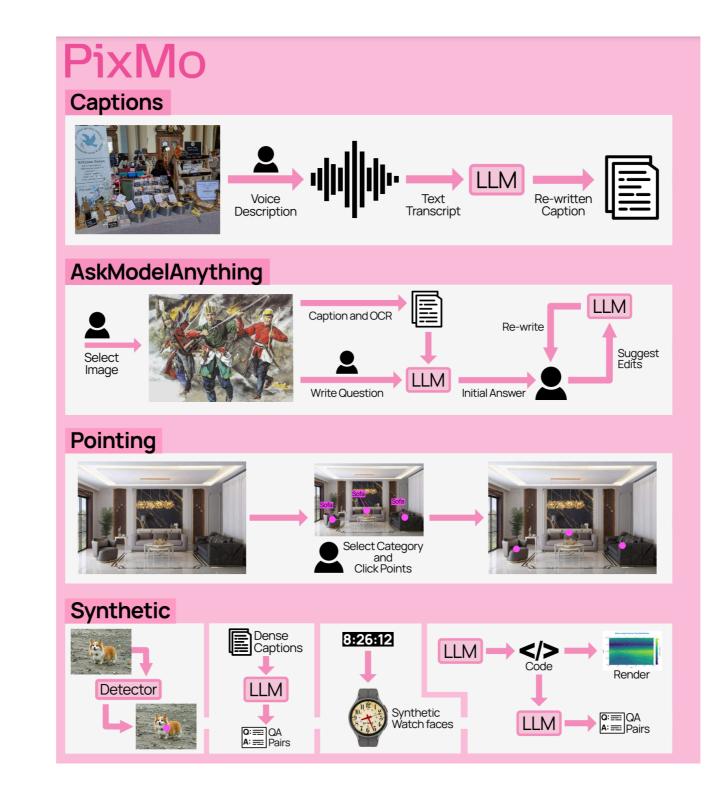
- Image encoding: CLIP ViT-L/14 336px
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 - => 24 x 24 grid
- Pool together each 2x2 patch subset then transform to the LLM's embedding dimension
 - => 12 x 12 vectors

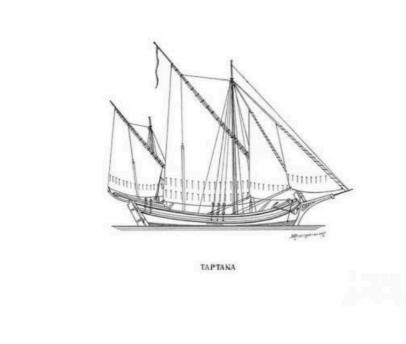


- Image encoding: CLIP ViT-L/14 336px
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 - 14 x 14 patches
 - => 24 x 24 grid
- Pool together each 2x2 patch subset then transform to the LLM's embedding dimension
 - => 12 x 12 vectors
- Do the above for 1 full image and 12 crops



Data





Generate a long caption about this image.

This black and white sketch depicts a boat, elegantly stationed at a pier. The boat, seemingly wooden, showcases a classic design with four prominent sails catching an imagined breeze. Below the boat, text inscribed reads "TAPTANA" in clear, uppercase letters. In the lower right-hand corner, another text, written in cursive and appearing less legible, adds an air of authenticity to the artwork. The meticulous detail in the sails and the overall structure of the boat highlights the craftsmanship and artistry involved in this sketch.



how many musicians.

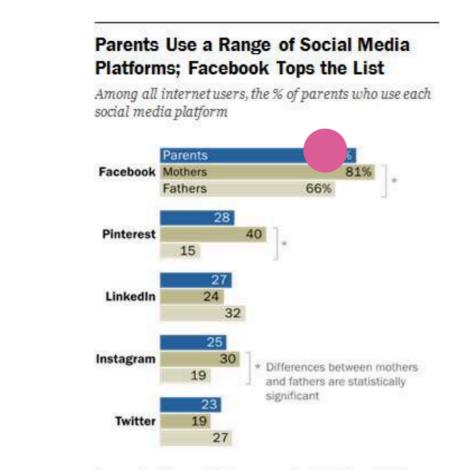
Counting the <points x1="8.2" y1="37.6" x2="10.9" y2="45.3" x3="13.9" y3="19.4" x4="16.3" y4="11.4" x5="17.4" y5="28.8" x6="23.3" y6="35.5" x7="39.1" y7="27.3" x8="42.4" y8="23.5" x9="56.0" y9="4.8" x10="63.1" y10="28.3" x11="69.3" y11="19.6" x12="71.5" y12="29.7" x13="86.2" y13="17.1" x14="94.6" y14="28....



What kind of donut is this?

This appears to be a cinnamon sugar donut. The donut itself has a light tan color typical of a traditional fried dough. It's coated with a generous layer of cinnamon sugar, giving it that classic sweet and slightly spicy flavor profile.

The topping isn't cheese as...



Source: Pew Research Center surveys, Sept. 11-14 and 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. Parents in this survey were defined as those with children under age 18.

PEW RESEARCH CENTER

What percentage of parents use Facebook?

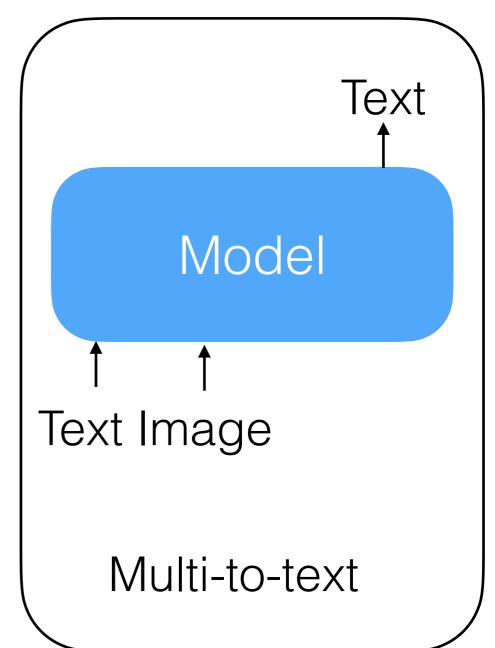
The image shows a breakdown of social media usage among parents. <point x="66.6" y="24.2" alt="Percentage of parents using Facebook">74 percent</point> of parents use Facebook, making it the most popular social media platform among this demographic. This statistic combines both mothers an...

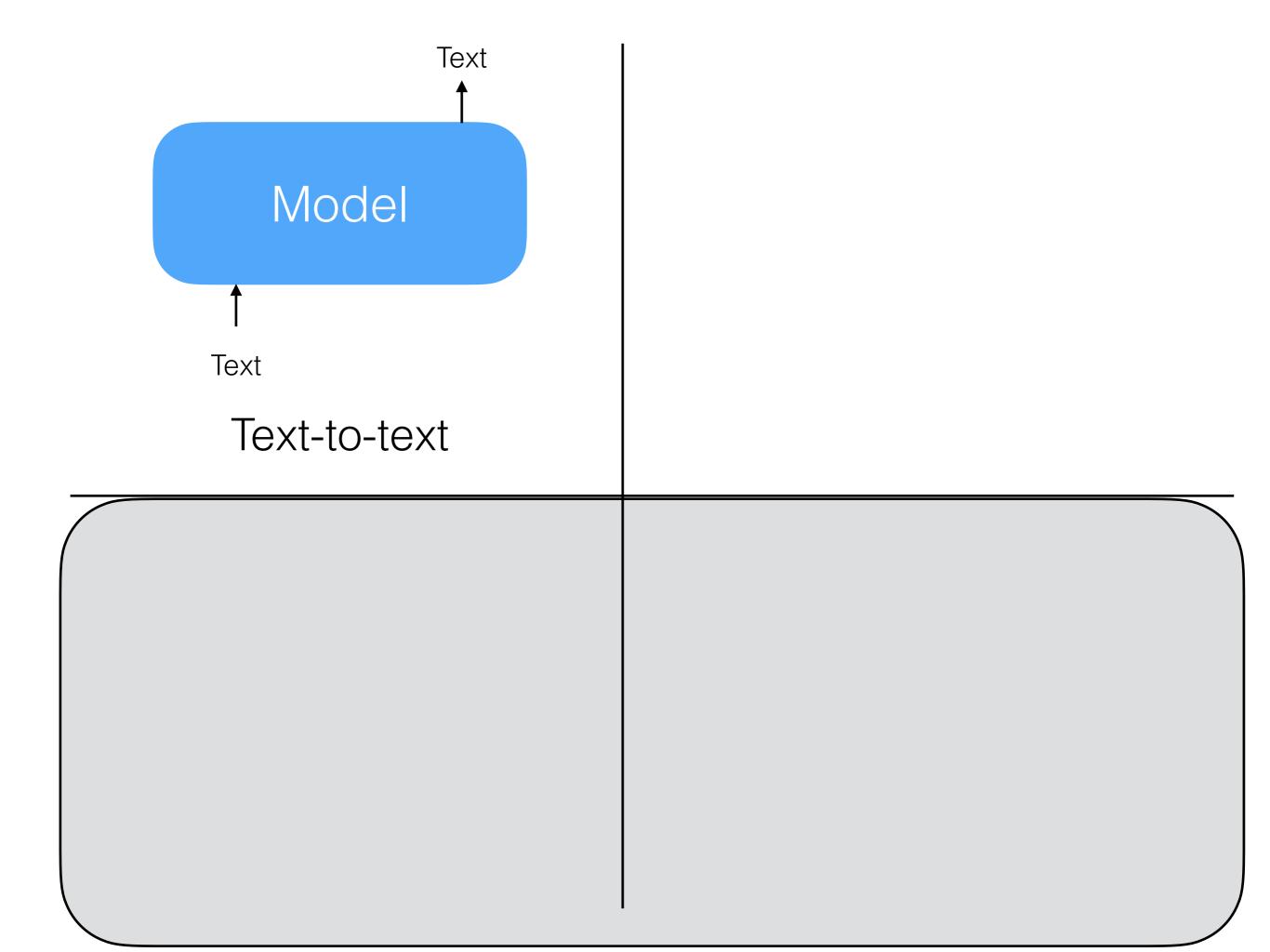
Today's lecture

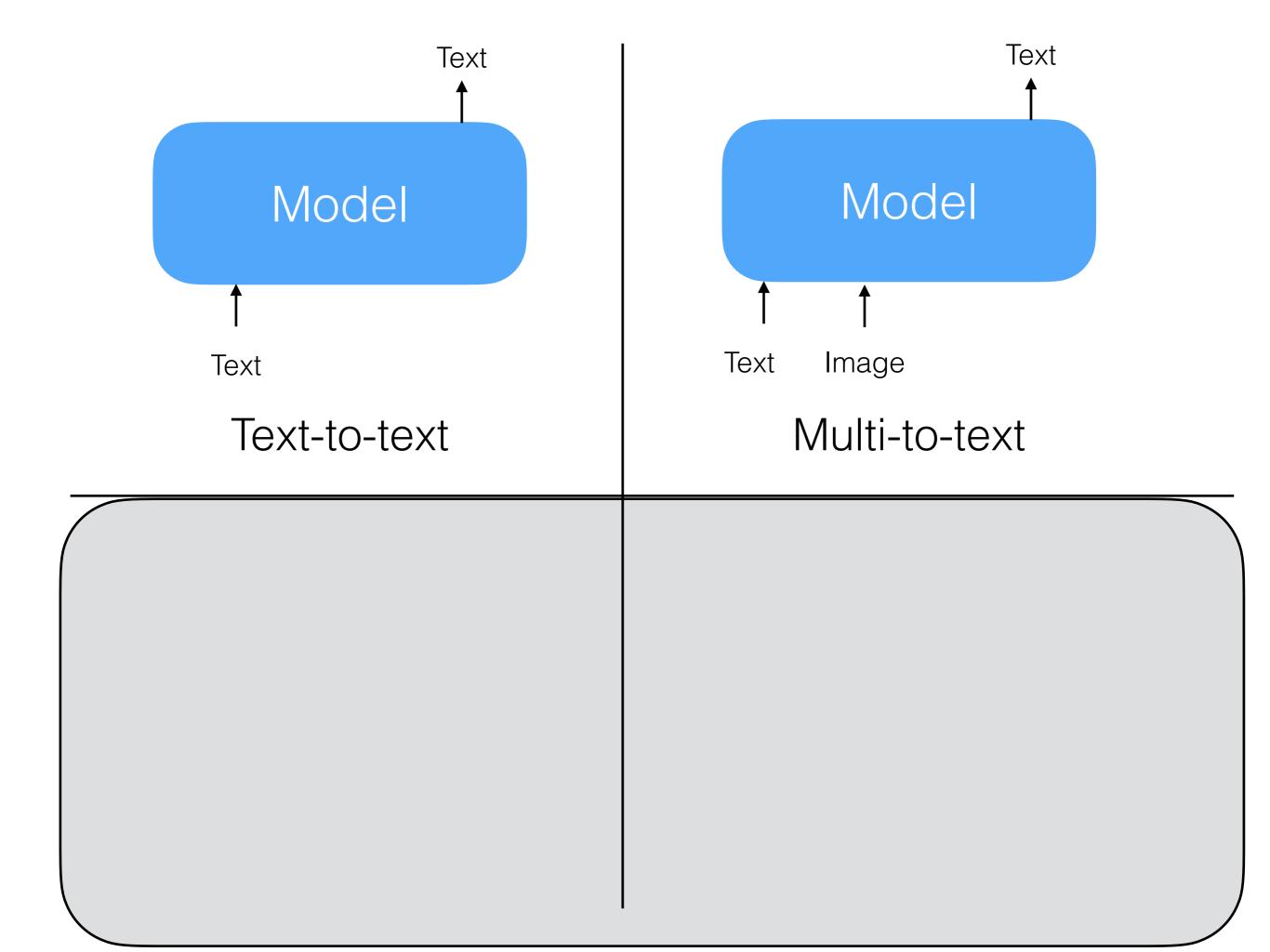
- Vision architecture basics
 - ViT
- Learning image representations
 - CLIP

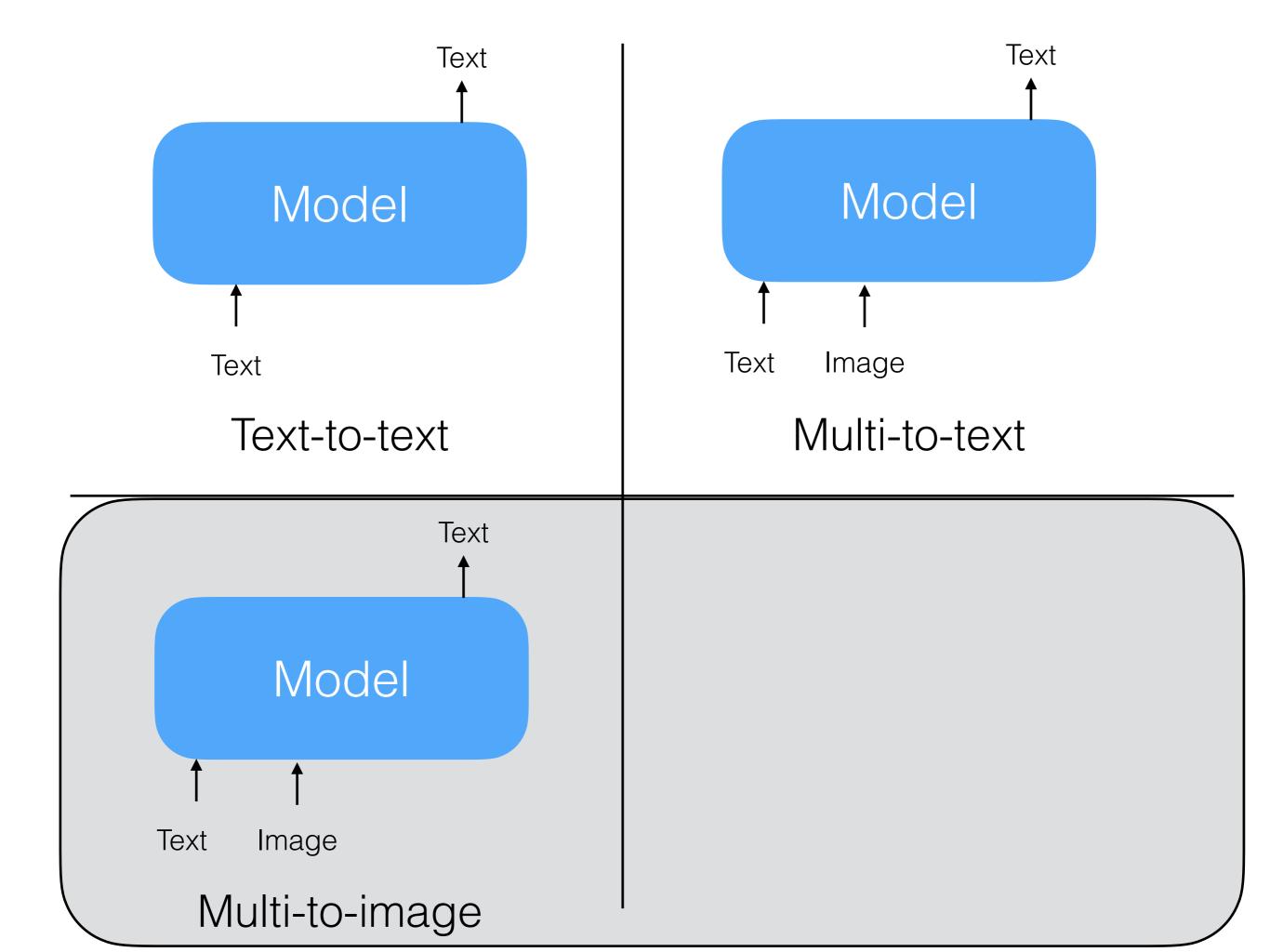
Llava

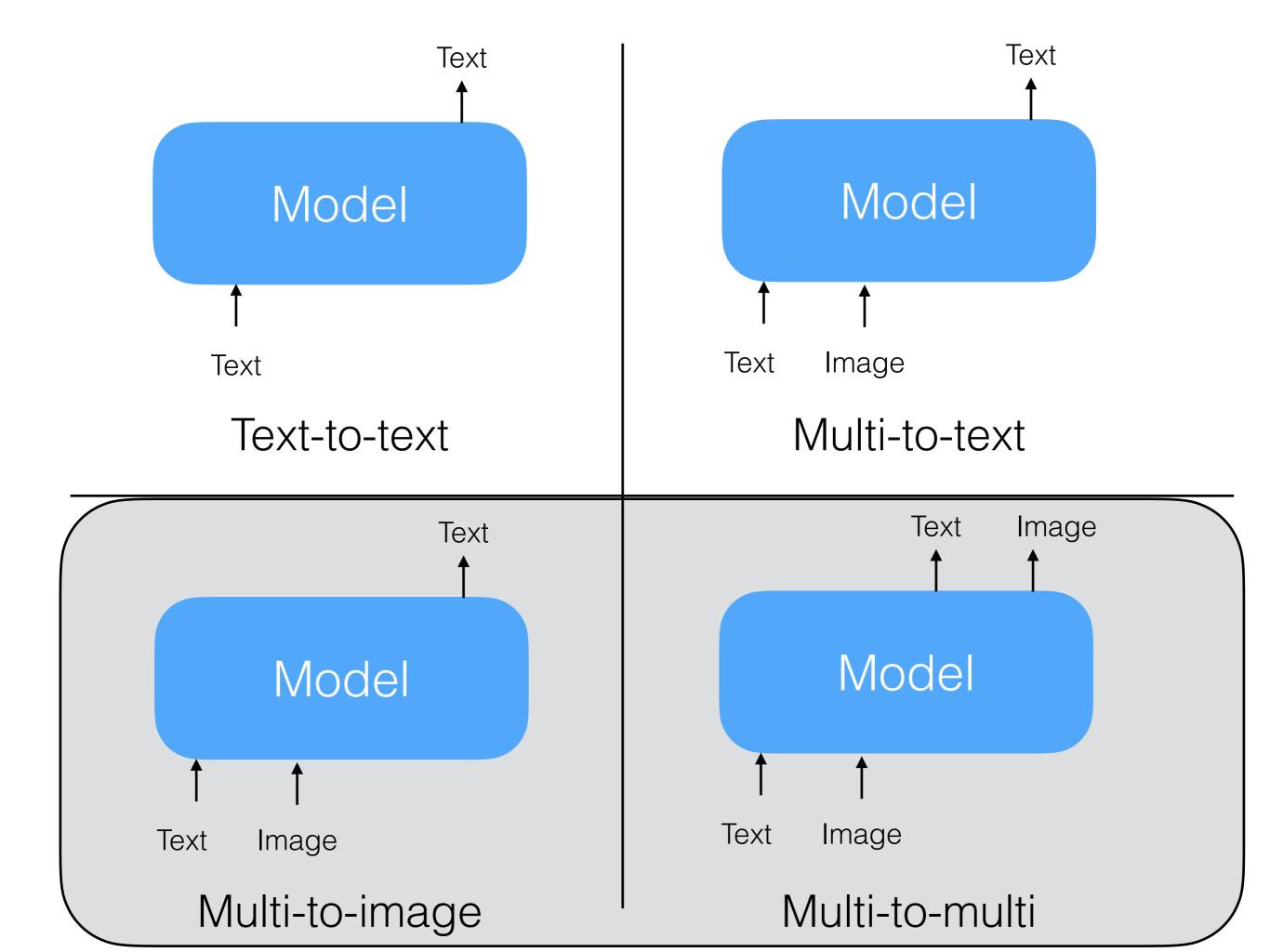
• Combining with a language model

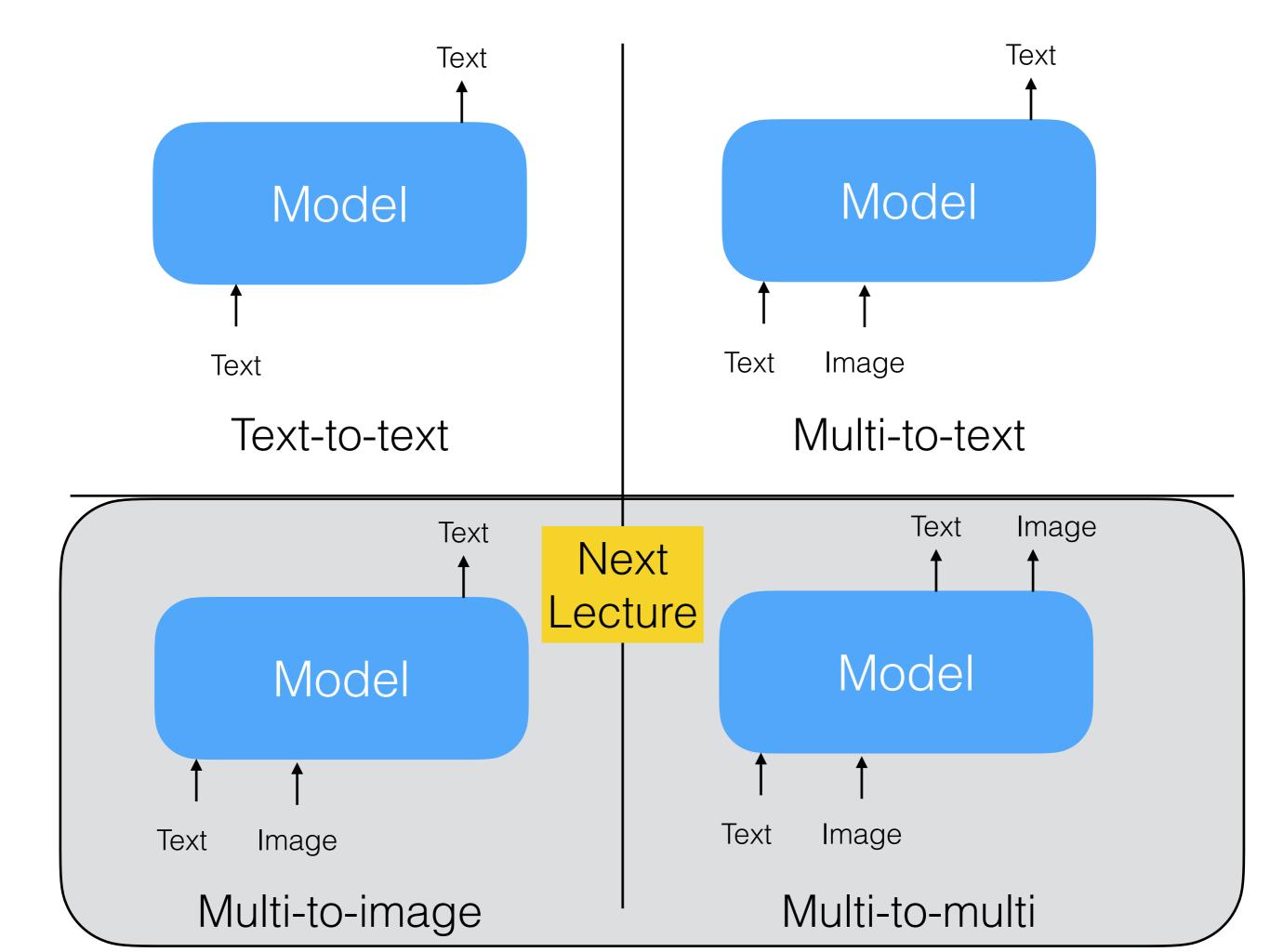












Questions?