# Introduction to Conversational AI

James Caverlee Department of Computer Science and Engineering Texas A&M University

Tutorial @ TAMIDS :: 21 March 2022

## Resources

- Tutorial on Conversational Recommendation Systems by Zouhoi Fu, Yikun Xian, Yongfeng Zhang, Yi Zhang
  - <u>https://conversational-recsys.github.io/</u>
- Recent Advances in Conversational Information Retrieval by Jianfeng Gao, Chenyan Xiong, Paul Bennett
  - <u>https://www.microsoft.com/en-us/research/publication/recent-advances-in-</u> <u>conversational-information-retrieval/</u>
- Conversational Information Seeking by Hamed Zamani, Johanne R. Trippas, Jeff Dalton, Filip Radlinski
  - <u>https://arxiv.org/abs/2201.08808</u>

## Conversation is ...

"... a talk, especially an informal one, between two or more people, in which news and ideas are exchanged."

Oxford Languages

# Conversation is ...

"... interactive communication for exchanging information between two or more participants (i.e., humans or machines) that involves a sequence of interactions. While natural language is considered as prerequisite for conversational interactions, conversations can also exhibit other types of interaction with different characteristics and modalities (e.g., click, touch, and gestures)."

### - Zamani et al. 2022

Conversational Information Seeking: An Introduction to Conversational Search, Recommendation, and Question Answering. https://arxiv.org/pdf/2201.08808.pdf

# (Non-) Conversational Search

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About 52,700,000 results (0.89 seconds)

## Administration Building, 400 Bizzell St, College Station, TX 77843

Texas A&M University, Address

https://www.tamu.edu > about

#### About Texas A&M - Texas A&M University, College Station ...

Located in the heart of the Houston-Dallas-Austin triangle and within a two-hour drive of 26 million of the state's 28 million residents, **Texas A&M's** main ...

History of the University · Campuses & Partners





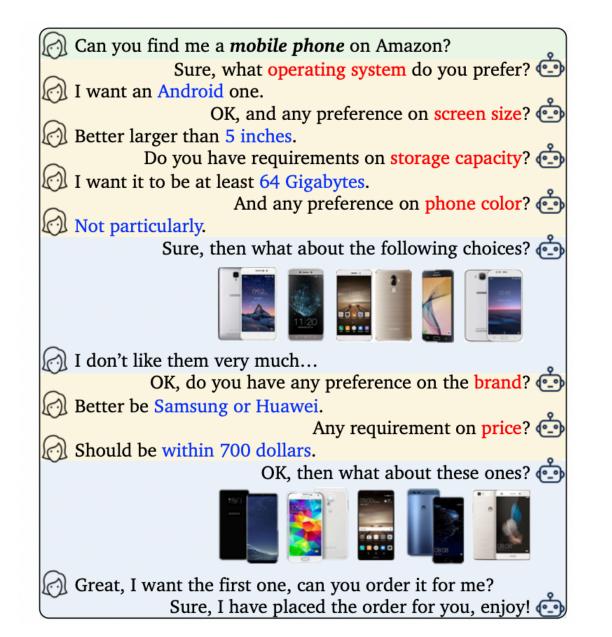
#### Texas A&M University

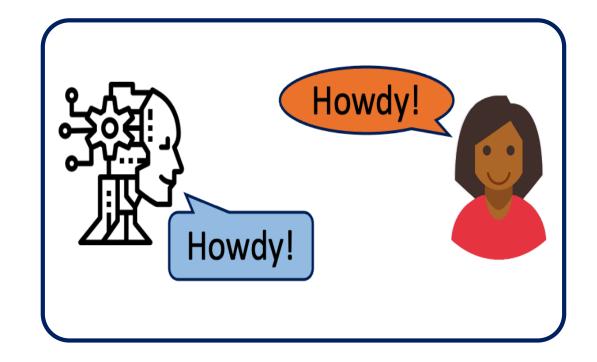
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# (Non-) Conversational Search

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From 00:52 Why is makeup so expensive?	From 01:22 Cost of Clothing	From 02:18 Purses, jewelry, clothing	From 04:02 Accessories	From 04:48 Room decoratin costs				

### **Conversational Search and Recommendation**





## **Conversational Question Answering**

The Virginia governor's race, billed as the marquee battle of an otherwise anticlimactic 2013 election cycle, is shaping up to be a foregone conclusion. Democrat Terry McAuliffe, the longtime political fixer and moneyman, hasn't trailed in a poll since May. Barring a political miracle, Republican Ken Cuccinelli will be delivering a concession speech on Tuesday evening in Richmond. In recent ...

Q1: What are the candidates running for?

A1: Governor

R1: The Virginia governor's race

Q<sub>2</sub>: Where?

A<sub>2</sub>: Virginia R<sub>2</sub>: The Virginia governor's race

Q<sub>3</sub>: Who is the democratic candidate?

#### **A<sub>3</sub>: Terry McAuliffe**

R3: Democrat Terry McAuliffe

Q4: Who is his opponent?

A<sub>4</sub>: Ken Cuccinelli

R4 Republican Ken Cuccinelli

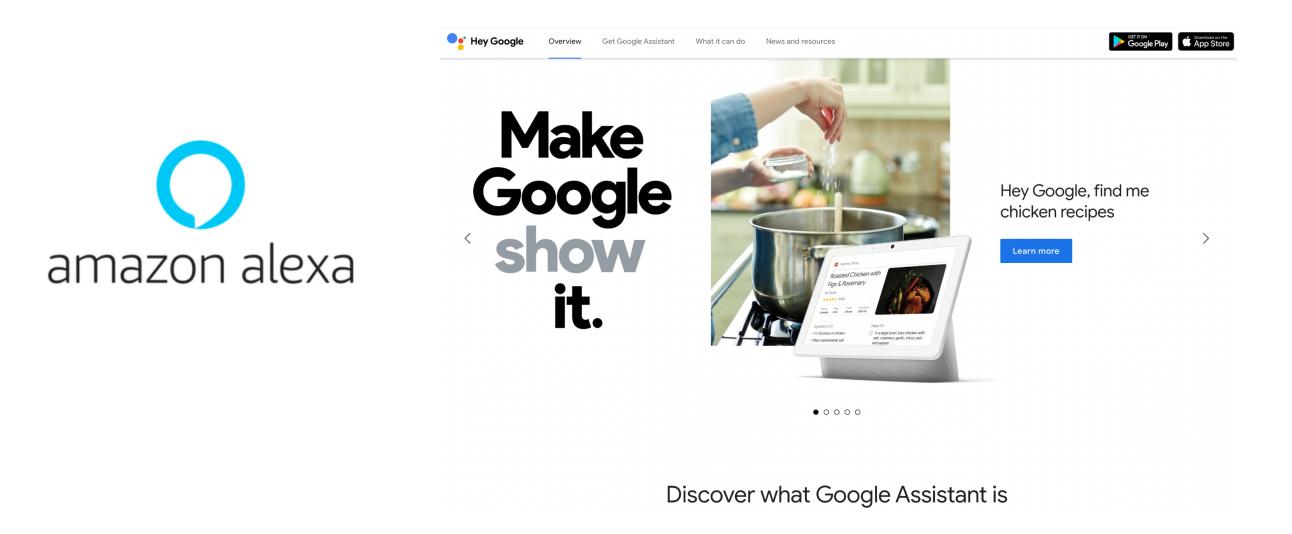
Q<sub>5</sub>: What party does **he** belong to?

A<sub>5</sub>: Republican

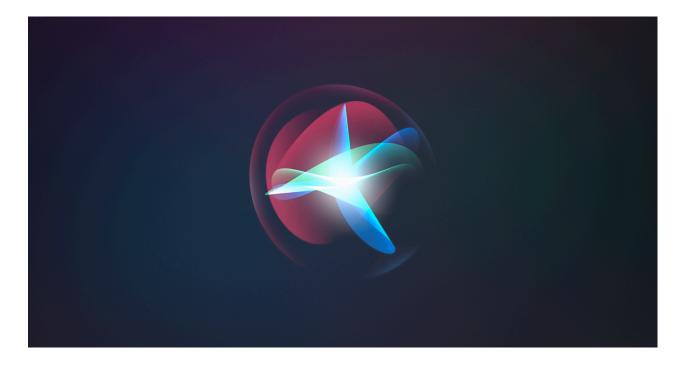
R5: Republican Ken Cuccinelli

Q<sub>6</sub>: Which of **them** is winning? A<sub>6</sub>: Terry McAuliffe

# Intelligent Assistants



# Intelligent Assistants



Set a timer

Play a song

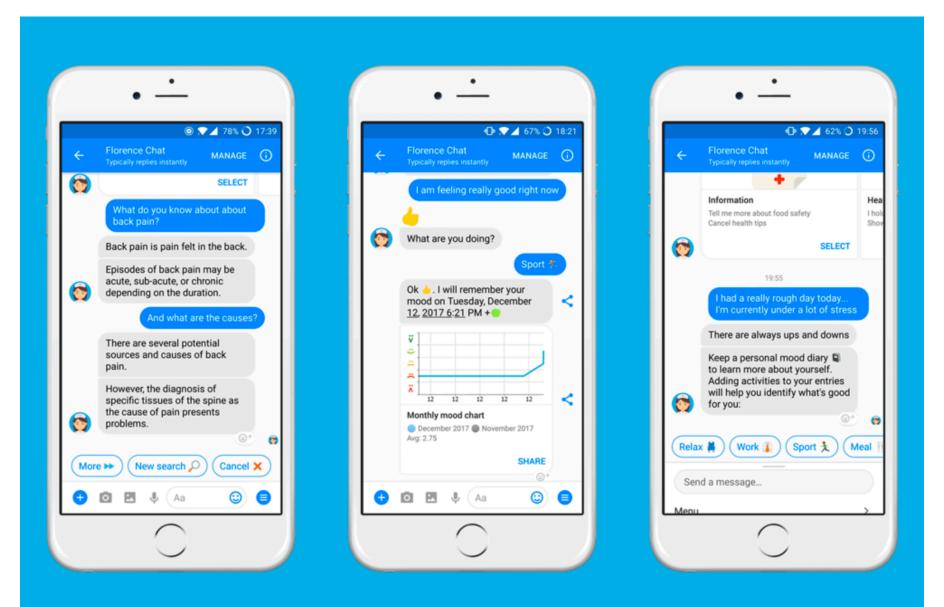
What's the weather?

. . .

# **Customer Service ChatBots**

~	Your Shop Online	& □٩			
	Your Shop Hi I'm Boughtie, your customer service assistant. How can I help? 09:28	$\bigcirc$			
	I need to know about status of my order	t the 09:28 🛷			
f	Your Shop Okay, I'll help you in a bit. Please provide me your order ID (you can find it in the confirmation email).				
	ID65432	21 09:28 📈			
Ĩ	Your Shop Your order is in status: ready for dispatch. When your order ships, we'll send you a tracking number. 09:28				
	Your Shop Is there anything else I can help with? 09:28				
	No, that's alright. Than	ks! 09:28 🛷			
Туре	a message				

## Healthcare ChatBots





Home

People

Publications

Live demo

This is a live demo of our open source code.

Hi, I'm Chirpy Cardinal. I'd like to get to know you a bit better before we chat! Is it all right if I ask for your name?

No problem. Let's move on! So, I think one of the best ways to get to know a person is via their stomach. What's one of your favorite things to eat?

Lasagna

No

Lasagna is one of my favorites! It's one the most popular Italian foods. Do you like it?

# **Overview of Conversational Al**

**Conversational AI System** 



Conversational RecSys



**Conversational Search** 



**Conversational QA** 



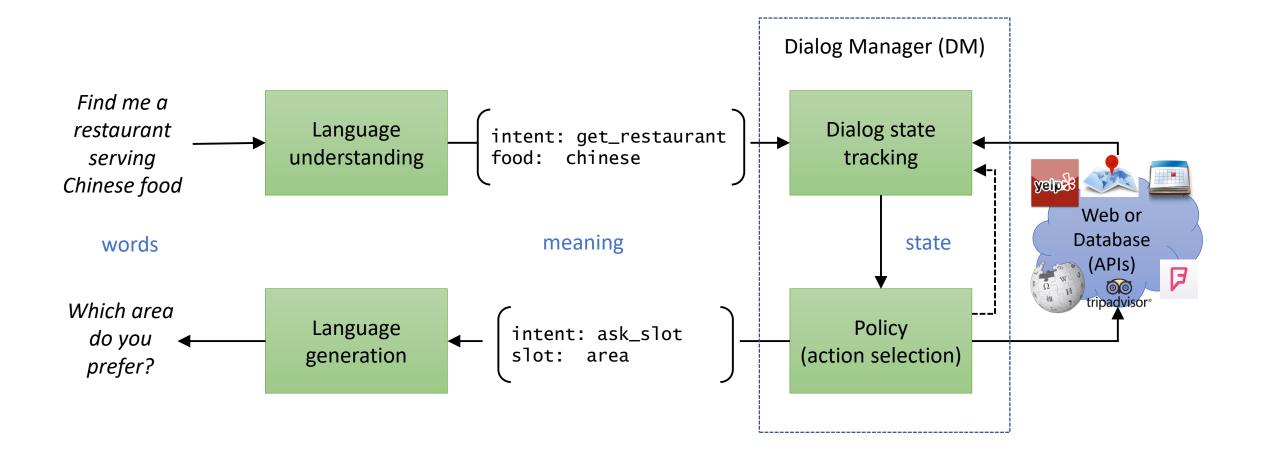
Social Chatbot



Voice Commanding

From Fu et al.

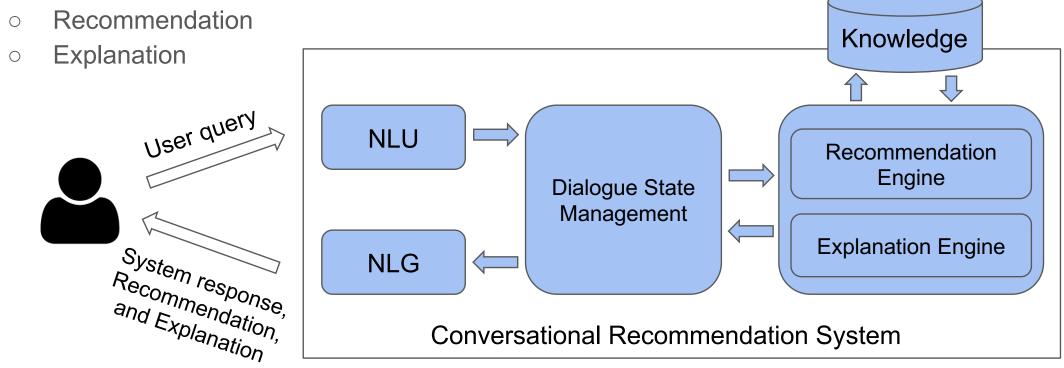
### Classical task-oriented dialog system architecture



### Architecture for Conversational Search and Recommendation

#### • Four Major Modules

- Natural Language Understanding/Generation
- Dialogue State Managment



# Today

- Brief overview of Conversational AI
- Alexa Taskbot Challenge
- Challenges and Lessons Learned
- Next Steps

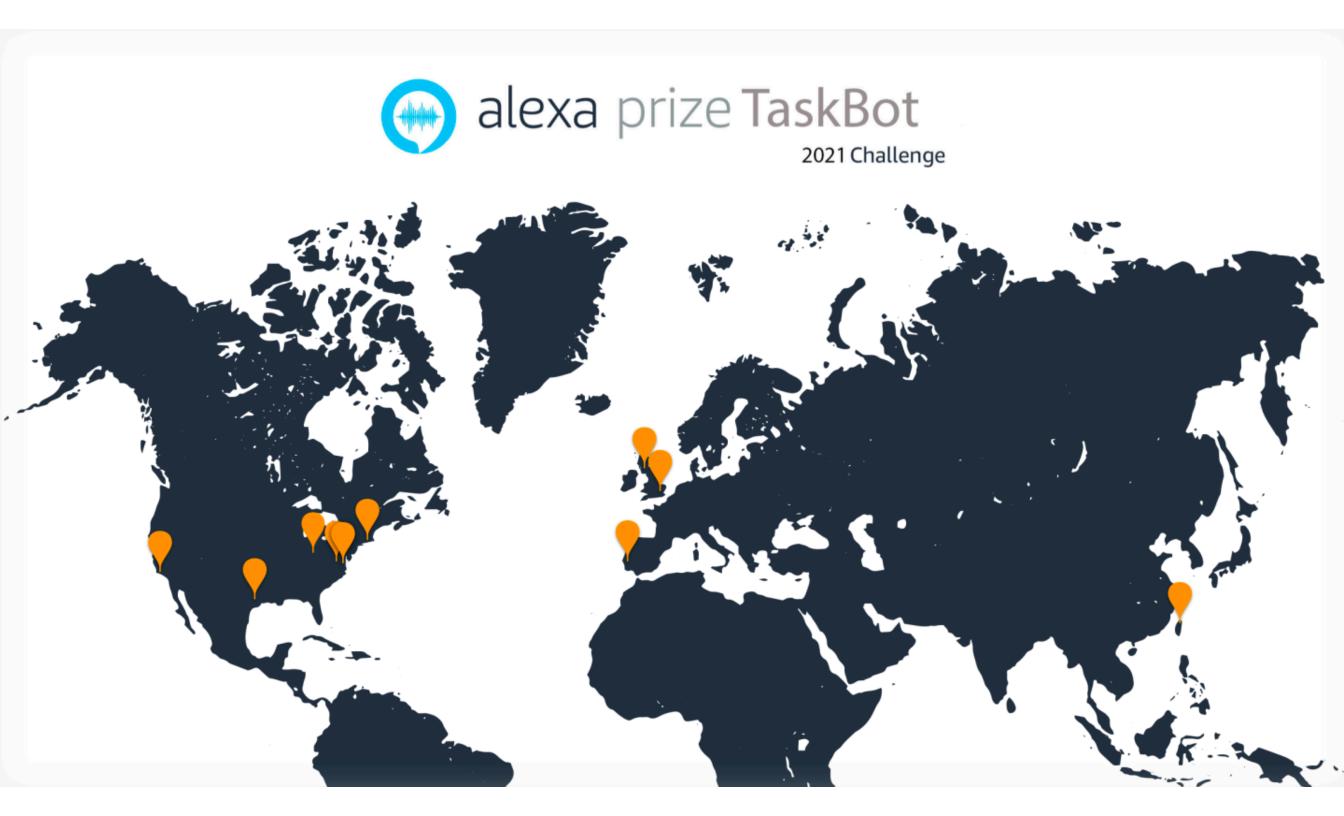
### Amazon Alexa Taskbot Challenge: Background

One year competition to build a *Conversational AI system* 

Domain: DIY and Cooking

Over 100 teams from around the world initiated an application

Amazon selected 10 teams



### The Timeline

March 18, 2021: I first learn about the competition from a prospective PhD student

April 20, 2021: Application due

May 14, 2021: We're selected!

June 2021: Start bootcamps to learn more about Amazon's infrastructure

August 2021: Deployed our beta taskbot with Amazon testers

October 2021: Once we achieve certain metrics and quality assurance, graduate to real customers!

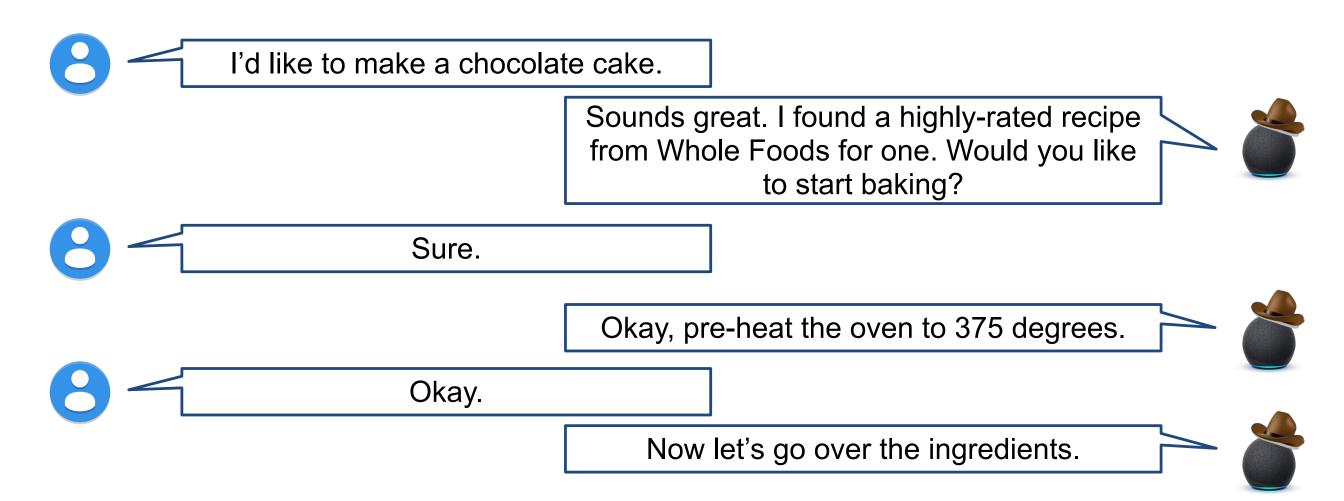
Quarterfinals: December 2021 – January 2022

Semifinals: February 2022 – March 2022

Finals: May 2022

Winners Announced: June 2022

### **Example Conversation**

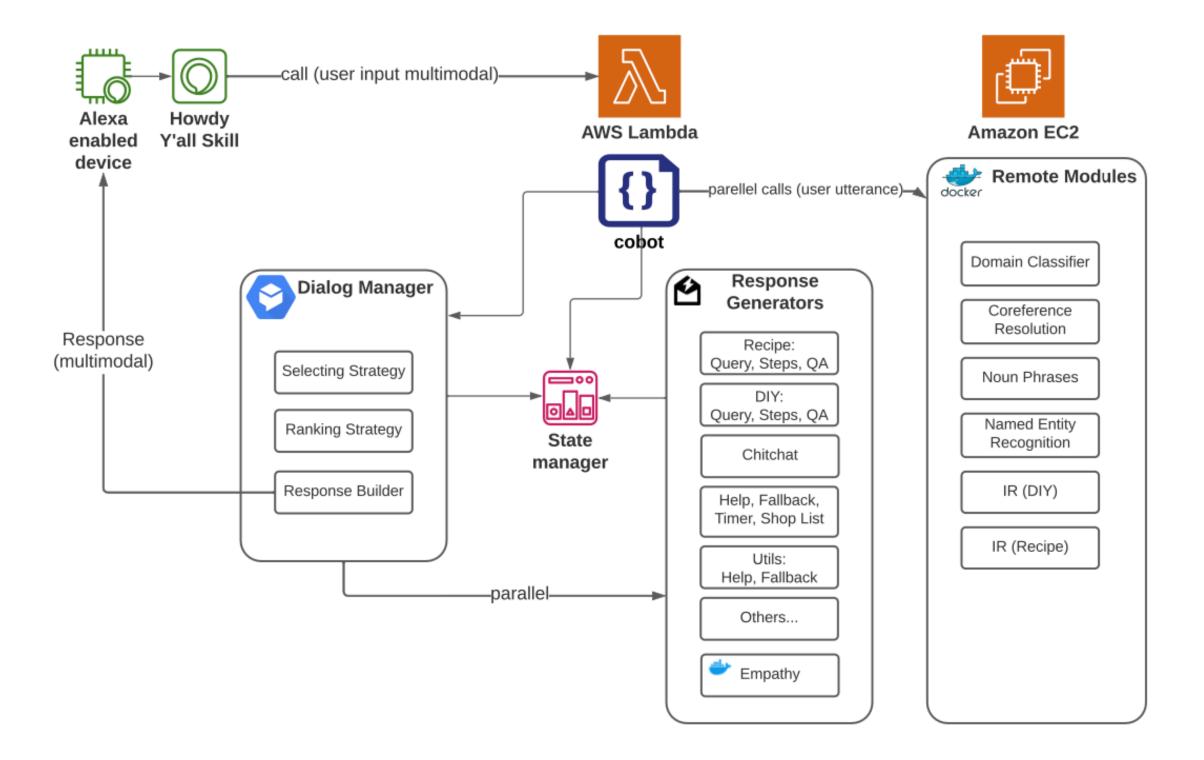


### Launching the taskbot

Say "assist me" or "let's work together"

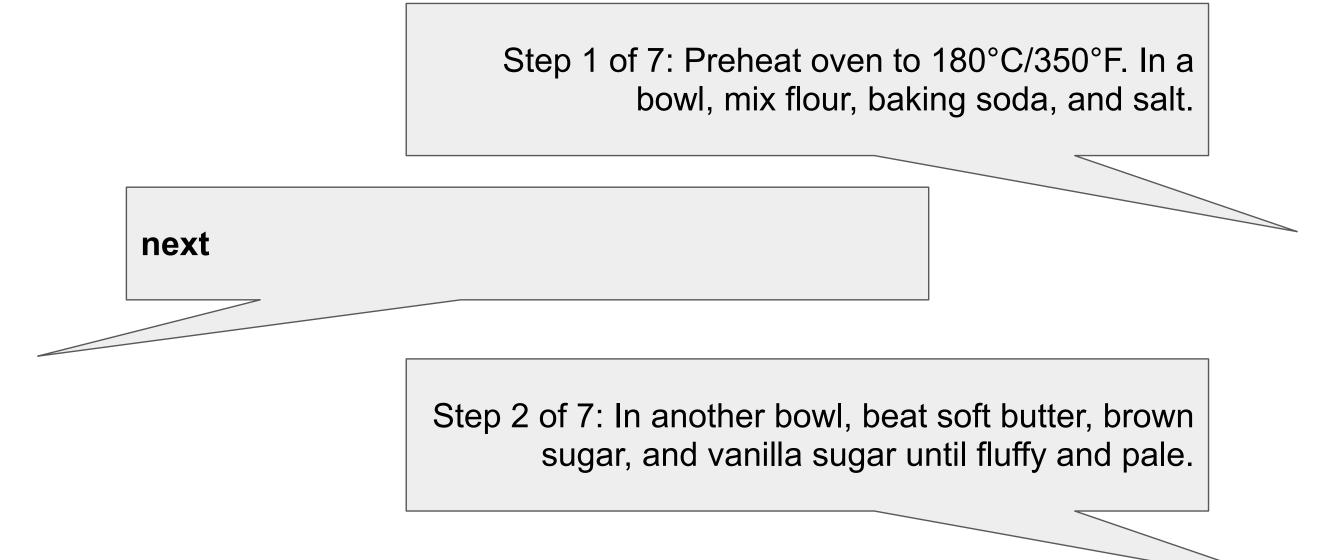
Amazon picks one of the ten taskbots at random

After you complete the interaction, Amazon asks for a 1-5 rating



## Challenge #1: Automated Speech Recognition (ASR)

### Here's what **part** of a normal conversation looks like...



### And here's (simplified) how the code works!

```
def decide_what_to_say(user_text, current_step):
```

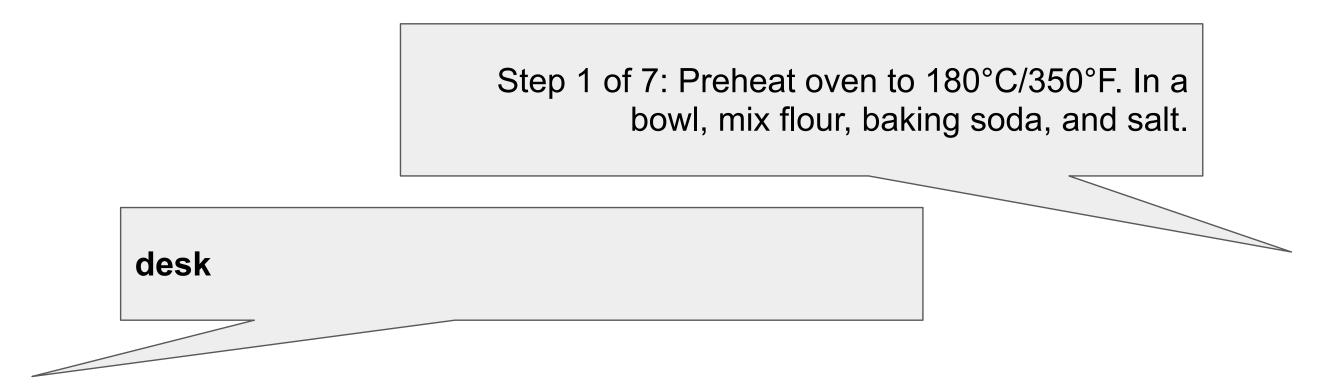
```
if user_text == "next" and current_step == 1:
```

"Step 2 of 7: In another bowl, beat soft butter, brown sugar, and vanilla sugar until fluffy and pale."

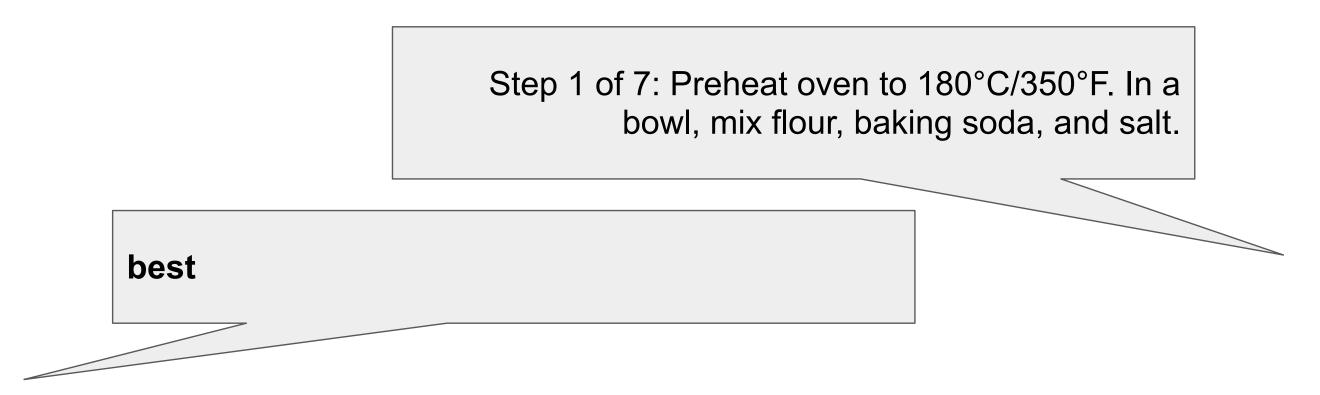
# ...other logic for other userText goes here...

return response

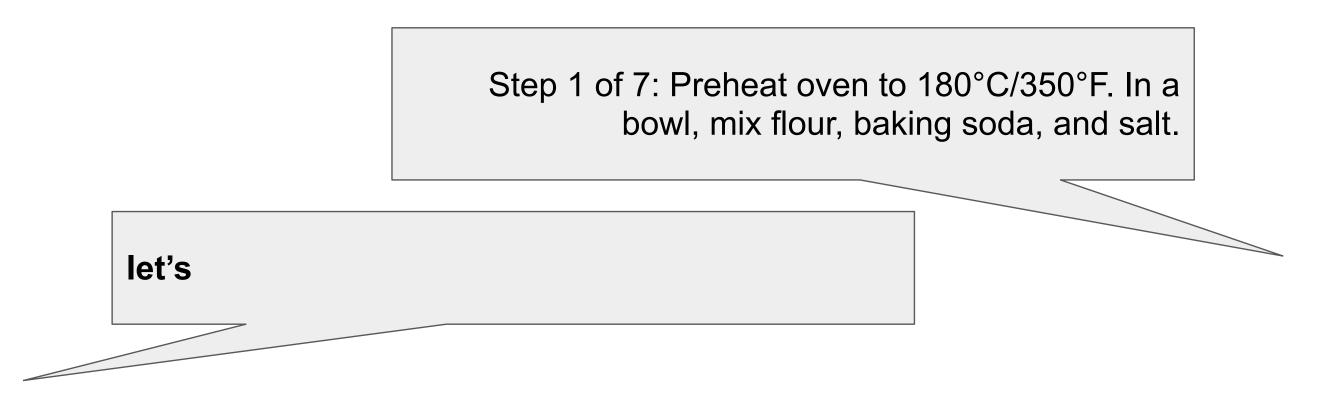
### But here's something we see a lot...



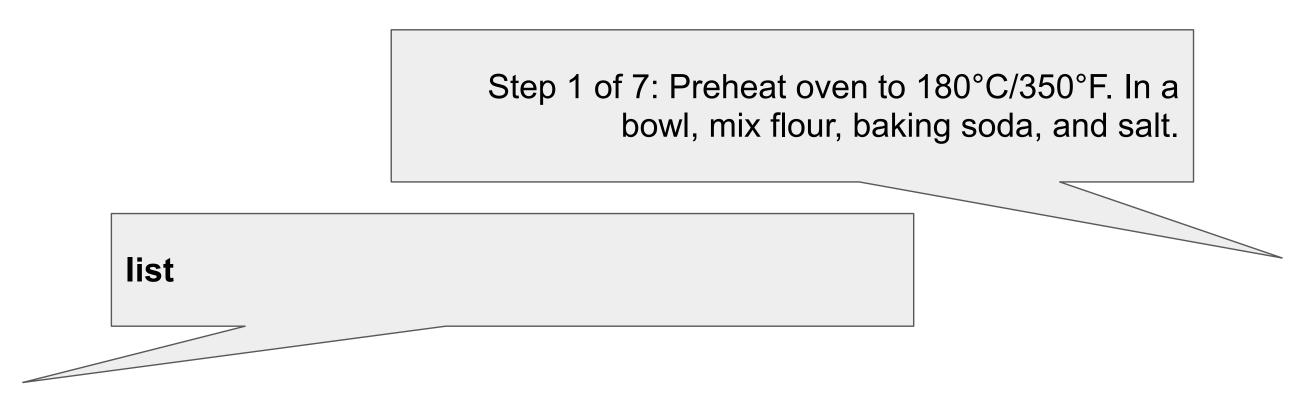
### Another one...



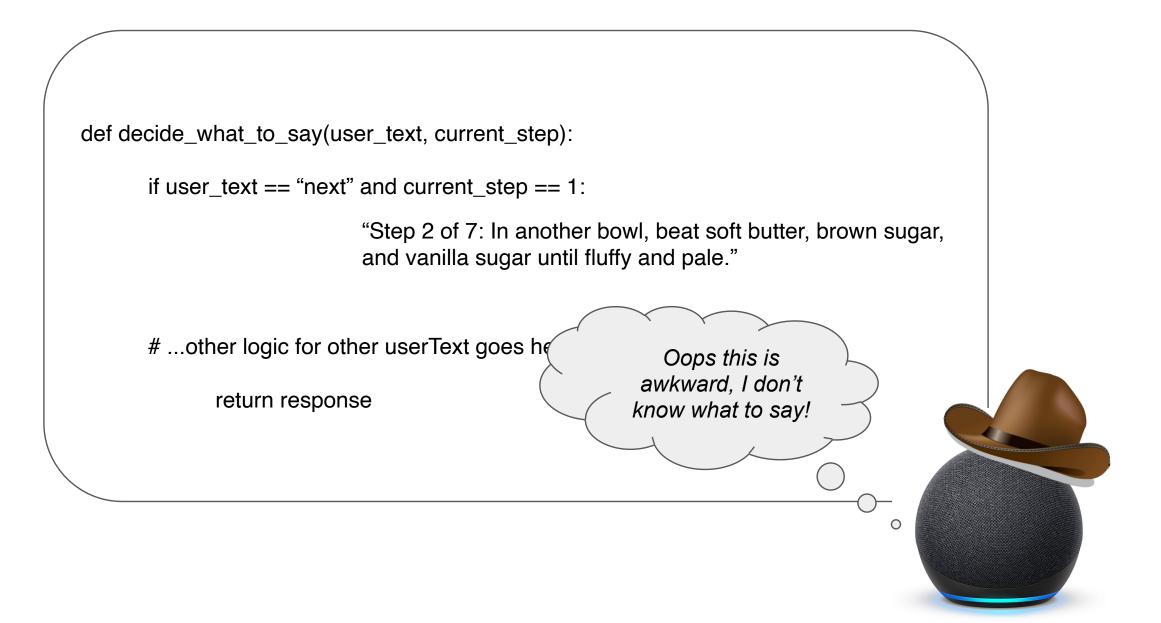
### This one too...



### One more...



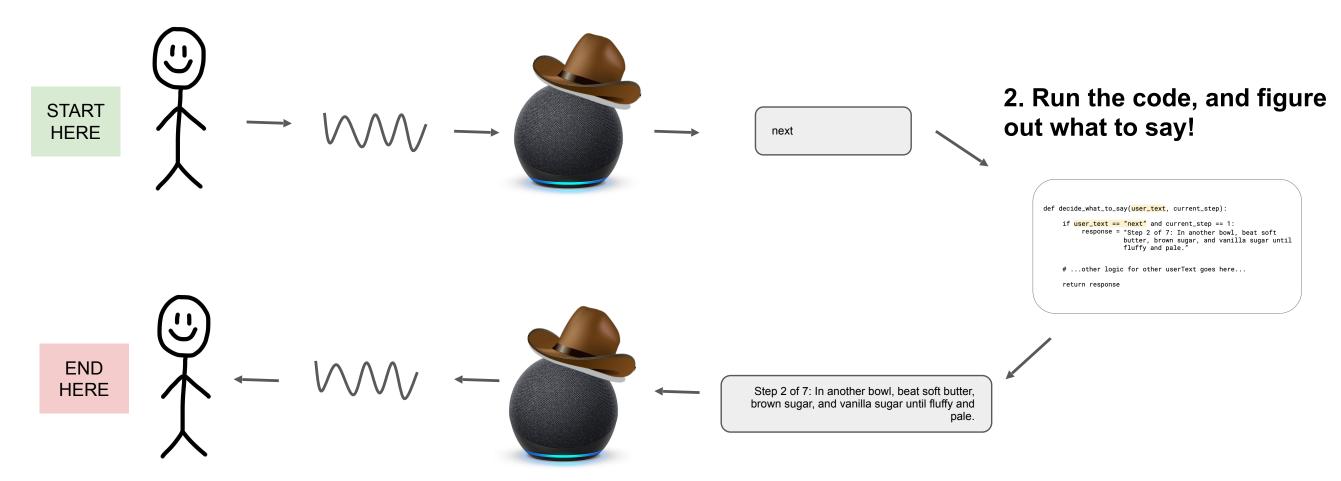
### Oh no!!! Does our code still work?



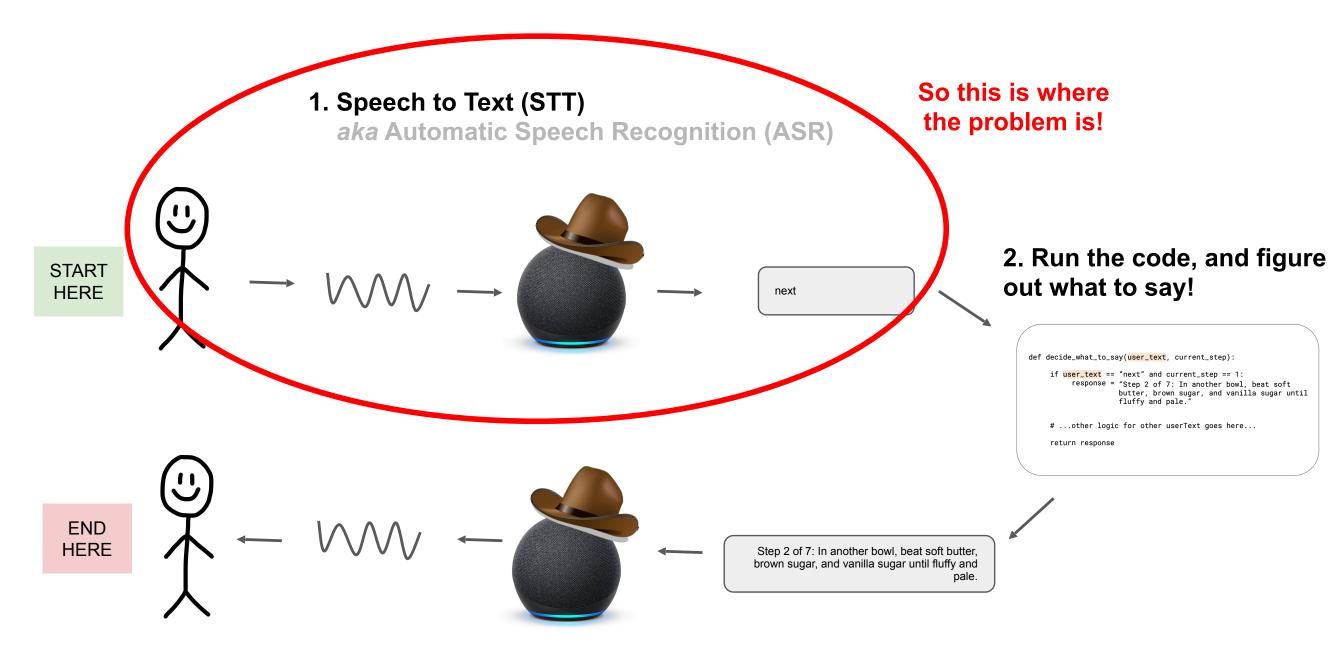
## So what's going on?

#### 1. Speech to Text (STT)

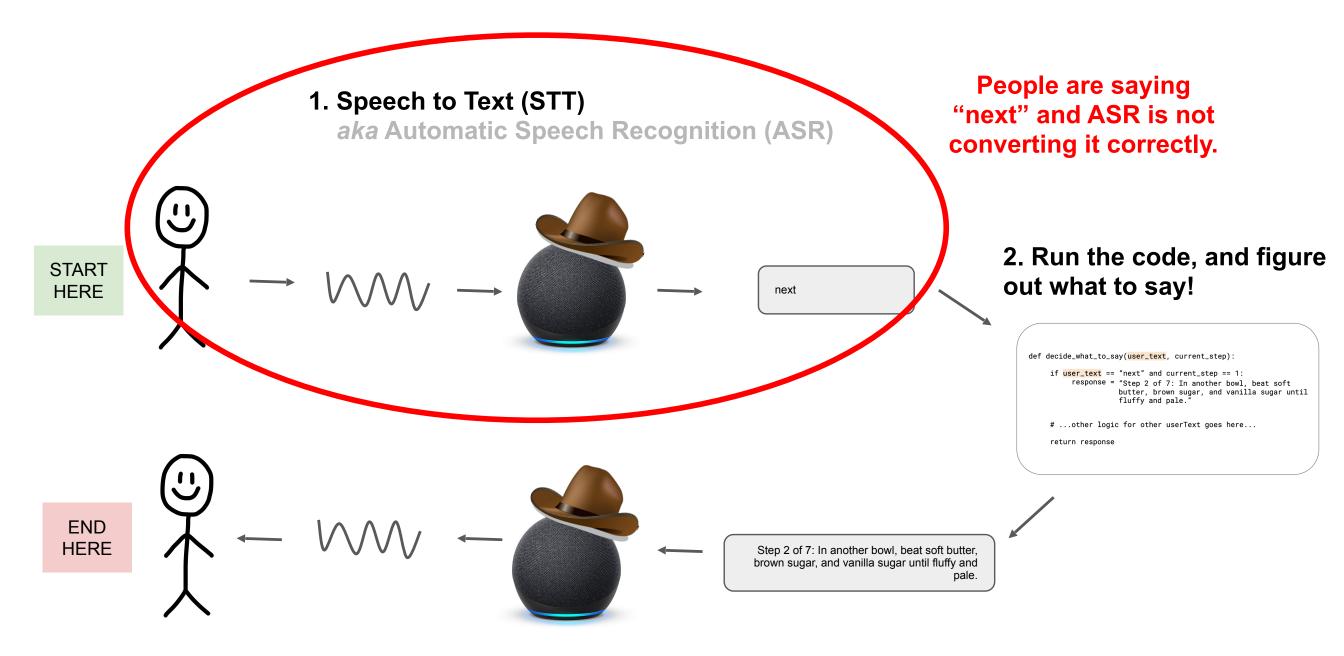
aka Automatic Speech Recognition (ASR)



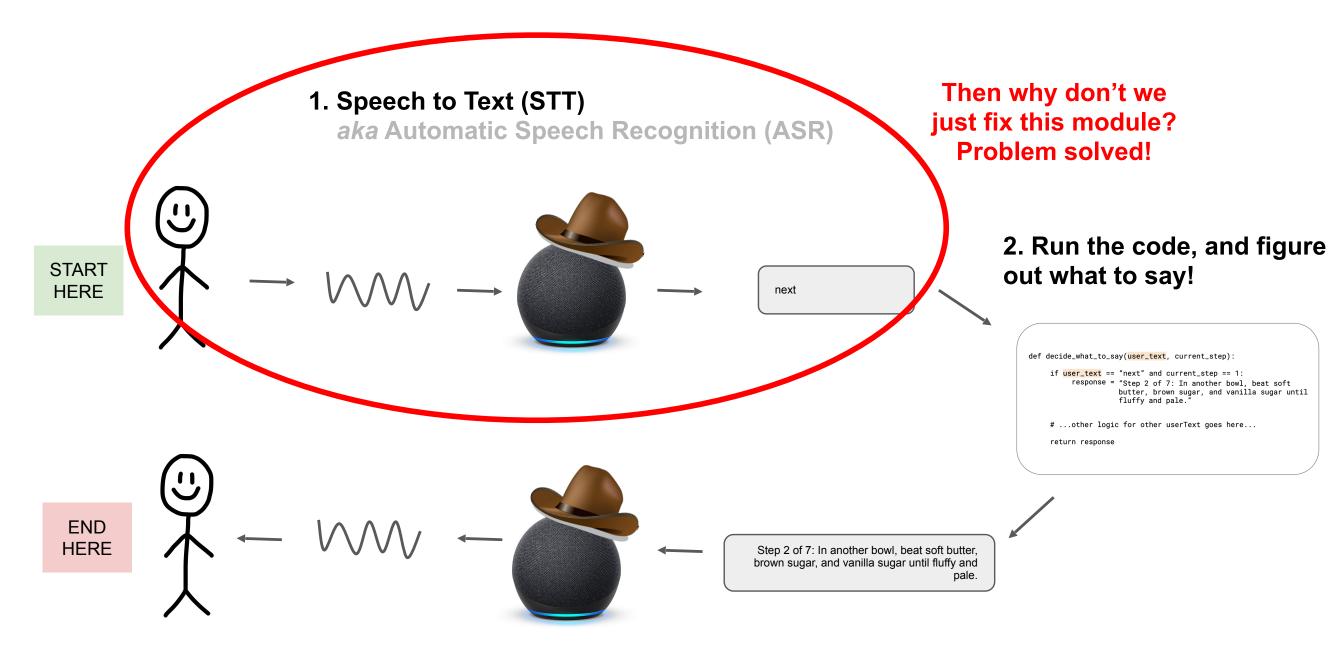
#### 3. Text to Speech (TTS)



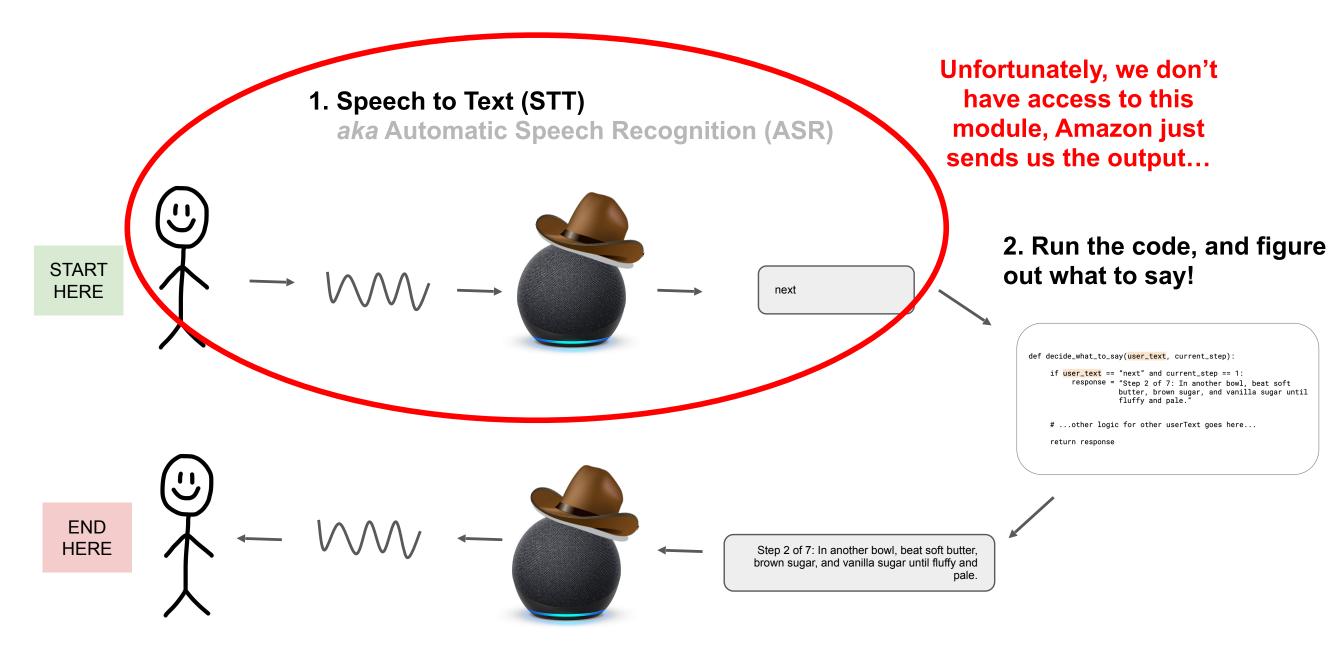
#### 3. Text to Speech (TTS)



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#### 3. Text to Speech (TTS)

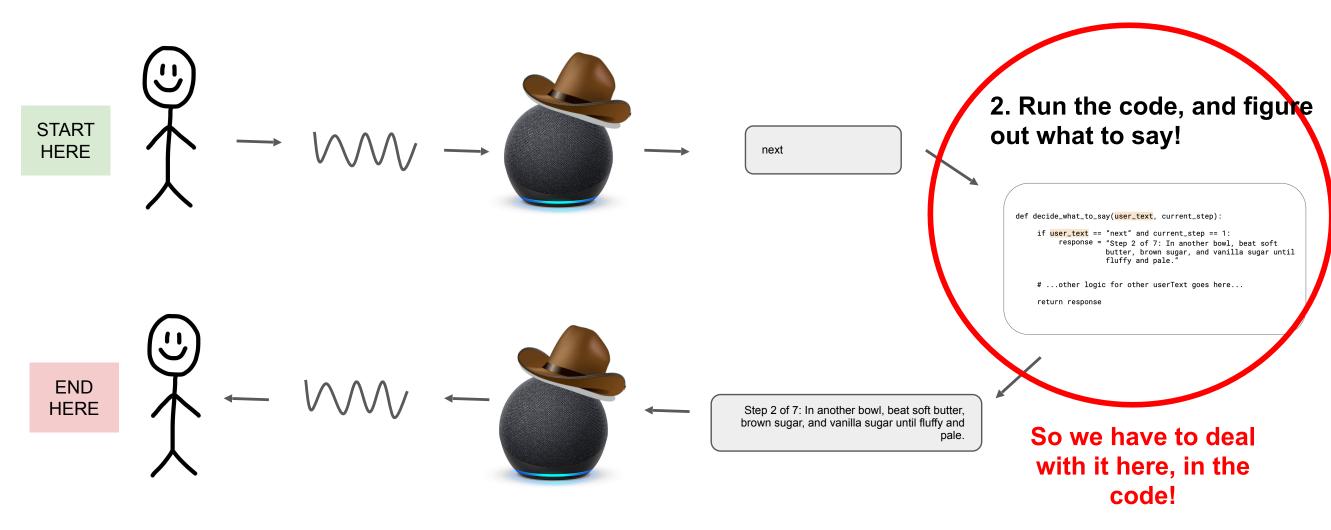


#### 3. Text to Speech (TTS)

Play the response out of Alexa's speaker.

#### 1. Speech to Text (STT)

aka Automatic Speech Recognition (ASR)



3. Text to Speech (TTS)

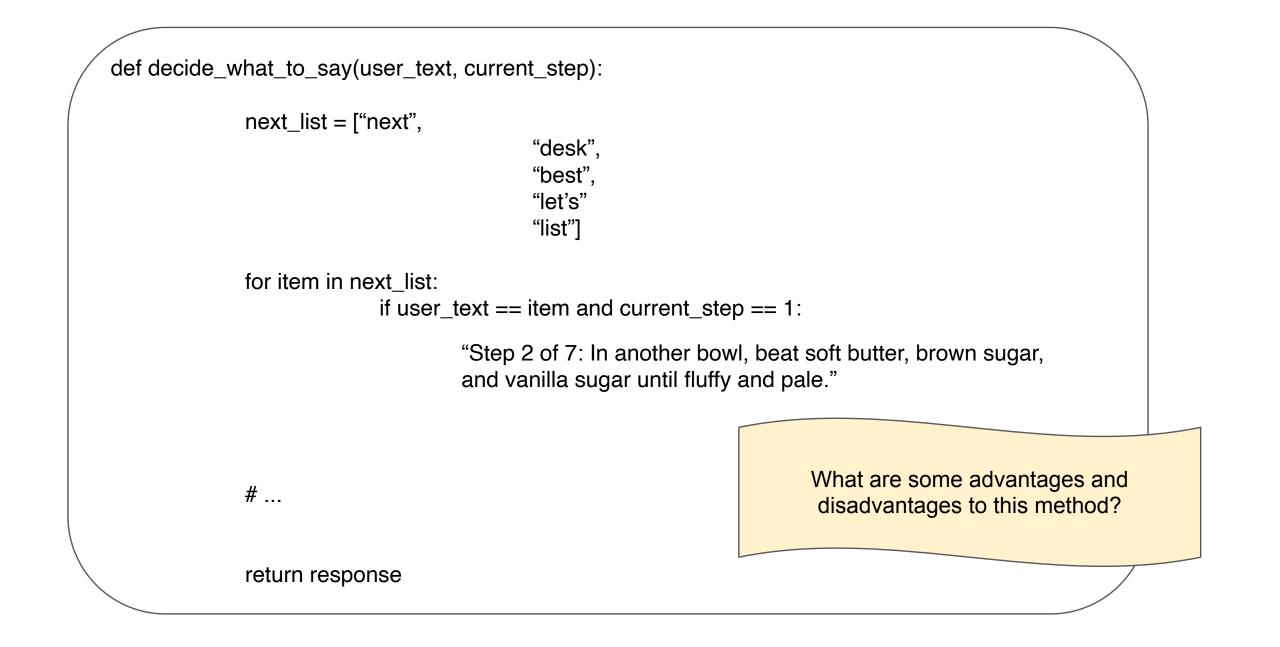
Play the response out of Alexa's speaker.

## Any ideas?

Now that we know what the problem is, how do we deal with it?

## Ideas?

### Here's one way...



## Here's another way...

## Soundex is a popular

algorithm for dealing with these issues.

- Soundex takes words and turns them into codes.
- If multiple words have the same code, then they all sound the same!

One step in Soundex is swapping each of letters for numbers:

a, e, i, o, u, y, h, w 
$$\rightarrow$$
 0  
b, f, p, v  $\rightarrow$  1  
x, g, j, k, q, s, x, z,  $\rightarrow$  2  
d, t  $\rightarrow$  3  
l  $\rightarrow$  4  
m, n  $\rightarrow$  5  
r  $\rightarrow$  6

Why do you think the letters are grouped together in these specific groups?

Let's try it! What is the **Soundex code** for each of these **words**?

- "Robert"
- "Rupert"
- "Rubin"

What are some advantage	
and disadvantages to this	•
method?	

- 1. Keep the first letter of the word.
- 2. For the rest of the letters in the word:
  - a. Replace each letter with its corresponding number:

```
a, e, i, o, u, y, h, w \rightarrow 0
b, f, p, v \rightarrow 1
c, g, j, k, q, s, x, z \rightarrow 2
d, t \rightarrow 3
l \rightarrow 4
m, n \rightarrow 5
r \rightarrow 6
```

- a. Replace all adjacent repeating numbers with just one number.
- b. Remove all zeroes.
- 1. Now look at that first letter again. If its number (see chart) is the same as the number next to it, get rid of the number next to it!
- 2. How long is it now?
  - a. If it's less than length 4, pad it with zeroes until it's length 4.
  - b. If it's longer than length 4, remove from the end to make it length 4.
  - c. If it's length 4, awesome! Leave it!

### Next Steps

At one point, we asked clarification questions: For "star cooking" our taskbot may ask "Did you mean "start cooking"?

But users get annoyed, so we try to avoid this as much as possible

Next Steps:

More principled machine learning approach, but we need data We are hand labeling examples from our conversations to train a model

## Challenge #2: Searching for the Right Task

#### Help me clean my bathroom.

#### wikiHow to do anything...

wikiHow is where trusted research and expert knowledge come together. Learn why people trust wikiHow

#### HOUSEKEEPING » CLEANING

#### **How to Clean Your Bathroom Fast**

Co-authored by Fabricio Ferraz Co-Last Updated: October 21, 2021 TReferences

We all try to keep our homes as clean as possible, but some rooms can be a challenge. The bathroom is definitely one of the hardest rooms to keep because it gets used so often and is prone to plenty of messes, such as soap scum or mildew. If you have trouble keeping your bathroom clean and you have guests coming over shortly, you need a quick plan of attack to get it sparkling again. Focus on a few key areas of the space that will make a big impact -- and try to develop a more consistent cleaning schedule going forward. **Download Article** 

Q

PRO

EDIT

#### METHODS

- **1** Cleaning on the Spot
- **2** Starting Quick Cleaning Habits
- **3** Keeping Your Bathroom Clean

**OTHER SECTIONS** 

- **?** Questions & Answers
- Wideo
- (!) Tips and Warnings
- Related Articles
- **References**

### Step 1: Gather up any trash

If your trash can is full or the vanity is littered with crumpled tissues, your bathroom is definitely going to look messy. Getting rid of the garbage can instantly make the space appear cleaner. Start by emptying the trash can into a plastic garbage bag, and toss in any other trash that might be in the room. It's a good idea to leave the garbage bag hanging on the



## Default search engine is Elasticsearch

Only supports keyword, phrase or more-like-this query WikiHow articles are indexed in Elasticsearch

(we don't have access to full WikiHow data)

Not very good

But our entire taskbot relies on the articles returned by the search engine!

# Here's an example from Elasticsearch (results from WikiHow): *How to clean my restroom*

How to Overcome Public Restroom Embarrassment

How to use a public restroom

How to avoid germs in public restrooms

How to setup a restroom trailer

How to clean bathroom tile

And another example:

### How to draw on a wall?

How to draw a brick wall

How to draw wall-e

How to get a toddler to stop drawing on walls

How to paint a concrete wall

How to hang pictures on a concrete wall

### Okay, so what would we like?

Move beyond just strict keyword match:

How to clean my **restroom**?  $\rightarrow$  How to use a public **restroom** 

Incorporate contextual meaning instead of keywords

Support broader topic, meaning or synonyms

Handle typos and variants

Be more "semantically" aware

## Our Approach

- Index vector representations of each title and description
  - Use machine learning-based model to encode text to a contextual word embedding that embeds the meaning of words

■ Sentence-BERT<sup>1</sup>

- Query and retrieve relevant documents by computing vector similarity search
- Use FAISS<sup>2</sup> to make it scalable and fast

o RAM based index

- o C++ library (Python wrapper)
- Supports add/remove/filter documents

<sup>1</sup>N. Reimers, I. Gurevych, <u>Sentence-BERT: Sentence Embeddings using Siamese BERT-Networks</u> (2019), Proceedings of the 2019 Conference on Empirical Methods in NLP

<sup>2</sup>Johnson, Jeff, Matthijs Douze, and Hervé Jégou. "Billion-scale similarity search with gpus." *IEEE Transactions on Big Data* 7.3 (2019): 535-547.

## BERT? Embeddings?

Instead of representing a word by a sparse one-hot vector:

Learn a dense "embedding":

bathroom = [0.21 -0.91 -0.34 0.19 0.14 0.26 ... ]

The hope: words related to bathroom are nearby in this dense vector space!

BERT (and its variants) are a special way to learn smart embeddings over billions of documents (**pre-trained language models**)

#### BERT: Pre-training of Deep Bidirectional Transformers for Language Understanding

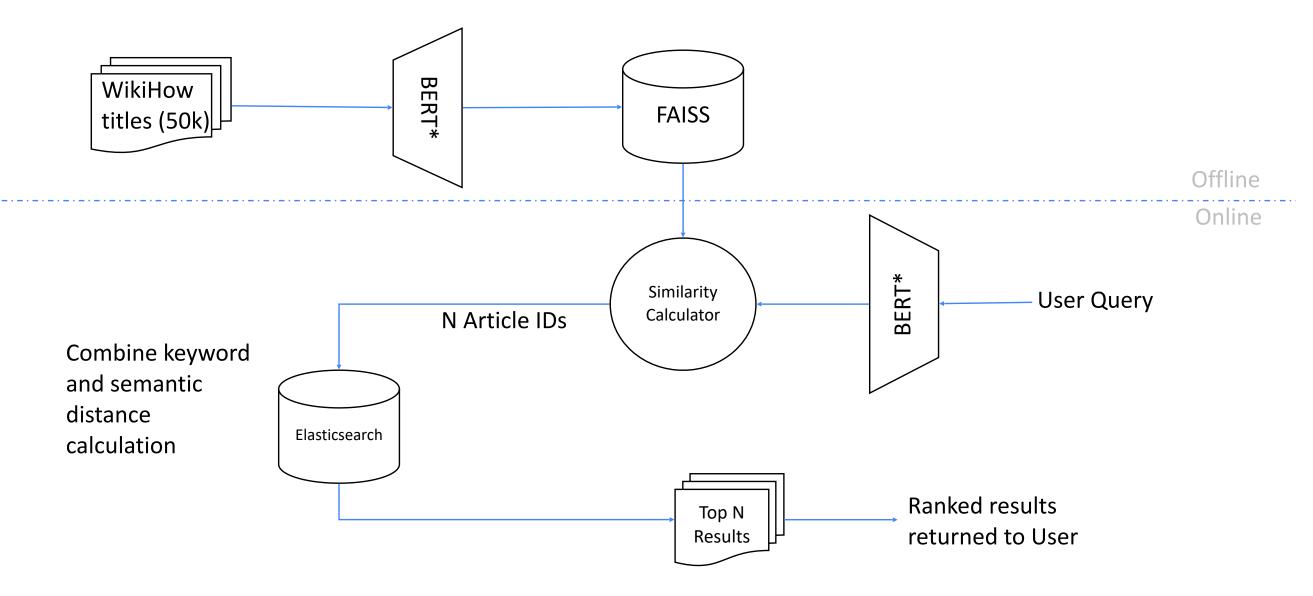
Jacob Devlin Ming-Wei Chang Kenton Lee Kristina Toutanova Google AI Language

{jacobdevlin,mingweichang,kentonl,kristout}@google.com

#### Abstract

We introduce a new language representation model called **BERT**, which stands for **B**idirectional Encoder **R**epresentations from **T**ransformers. Unlike recent language representation models (Peters et al., 2018a; Radford et al., 2018), BERT is designed to pretrain deep bidirectional representations from unlabeled text by jointly conditioning on both left and right context in all layers. As a result, the pre-trained BERT model can be finetuned with just one additional output layer to create state-of-the-art models for a wide range of tasks, such as question answering and language inference, without substantial taskspecific architecture modifications. There are two existing strategies for applying pre-trained language representations to downstream tasks: *feature-based* and *fine-tuning*. The feature-based approach, such as ELMo (Peters et al., 2018a), uses task-specific architectures that include the pre-trained representations as additional features. The fine-tuning approach, such as the Generative Pre-trained Transformer (OpenAI GPT) (Radford et al., 2018), introduces minimal task-specific parameters, and is trained on the downstream tasks by simply fine-tuning *all* pretrained parameters. The two approaches share the same objective function during pre-training, where they use unidirectional language models to learn general language representations.

## Semantic Search



## Example: How to clean my restroom

#### Elasticsearch

- How to Overcome Public Restroom Embarrassment
- How to use a public restroom
- How to avoid germs in public restrooms
- How to setup a restroom trailer
- How to clean bathroom tile

#### **Our Approach**

- How to clean a bathroom
- How to clean bathroom grout
- How to clean a bathroom sink
- How to clean a bathroom sink drain
- How to clean a jetted tub

## Example: How to color my wall

#### Elasticsearch

- How to pick a color for an accent wall
- How to choose paint color for an bedroom
- How to paint a concrete wall
- How to change your eye color
- How to get colored contacts to change your eye color

#### **Our Approach**

- How to paint a wall
- How to paint an interior wall
- How to paint walls near a ceiling
- How to paint designs on walls
- How to paint textured walls

## Example: How to draw on a wall

#### Elasticsearch

- How to draw a brick wall
- How to draw wall-e
- How to get a toddler to stop drawing on walls
- How to paint a concrete wall
- How to hang pictures on a concrete wall

#### **Our Approach**

- How to paint designs on wall
- How to paint a wall
- How to arrange pictures on a wall
- How to draw graffiti
- How to frame a wall

## Challenge #3: Determining User Intent

## What are Intents?

An intent represents a **task** or **action** the user wants to perform. It is a purpose or goal expressed in a user's utterance.

Wait, what's an utterance? Whatever it is that the ASR gives us (what the user says)

### **Examples of intents**

. . .

MoreIntent  $\rightarrow$  tell me more about a particular step

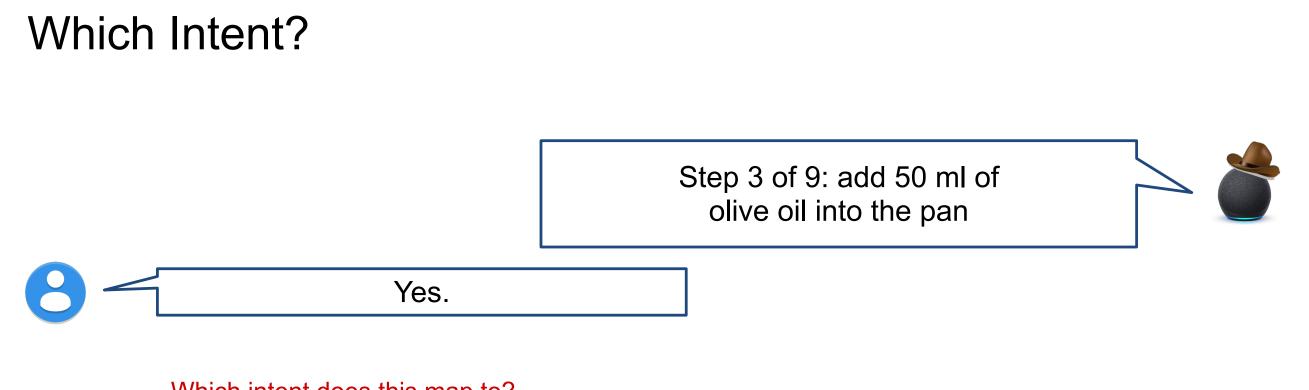
NextIntent  $\rightarrow$  give me the next step in a task

PreviousIntent  $\rightarrow$  give me the previous step in a task

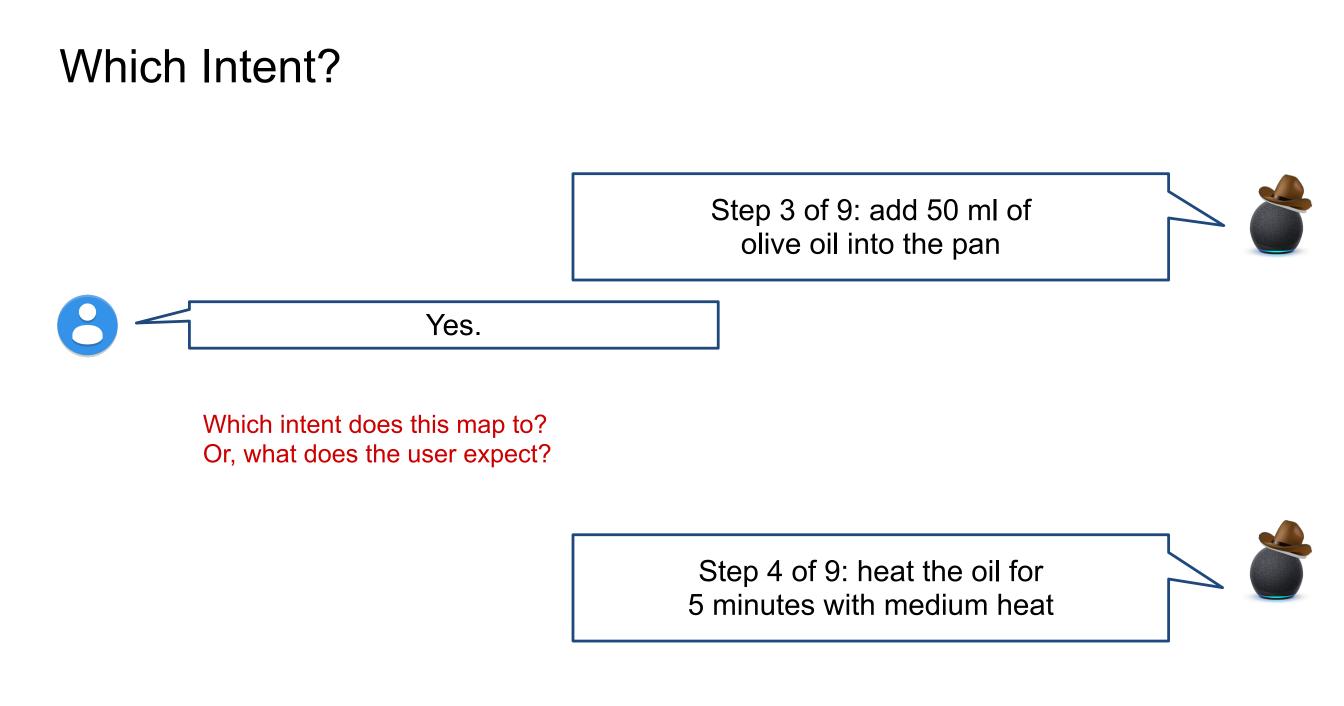
StartIntent  $\rightarrow$  start a particular task

SetTimerIntent  $\rightarrow$  set a timer (like for baking)

NewSearchIntent  $\rightarrow$  start a new search

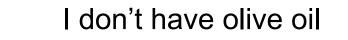


Which intent does this map to? Or, what does the user expect?

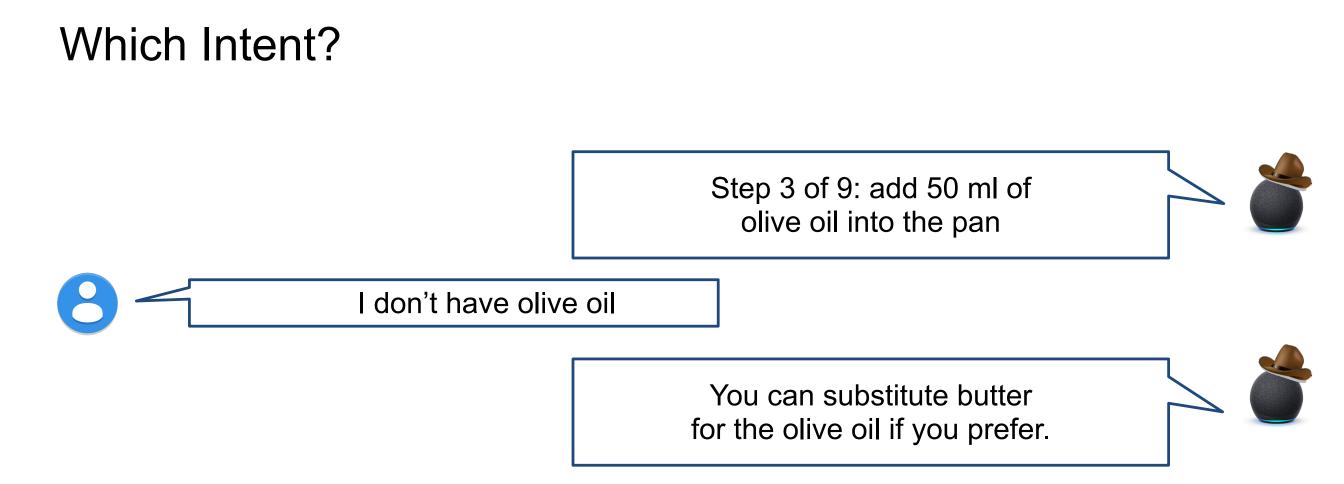




Step 3 of 9: add 50 ml of olive oil into the pan

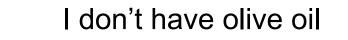




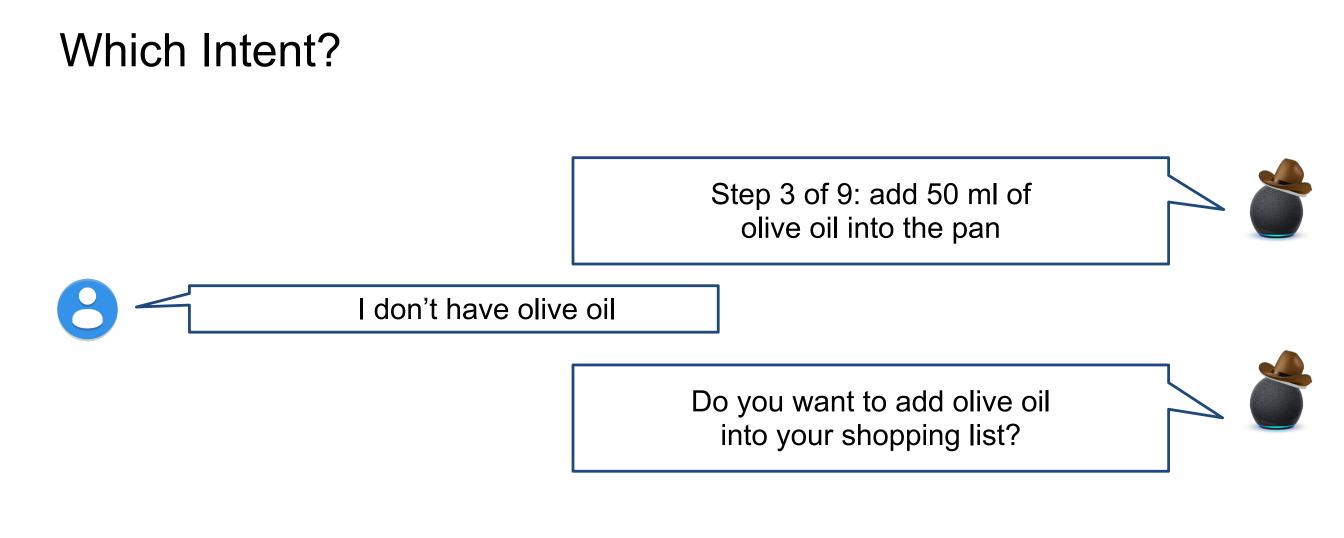


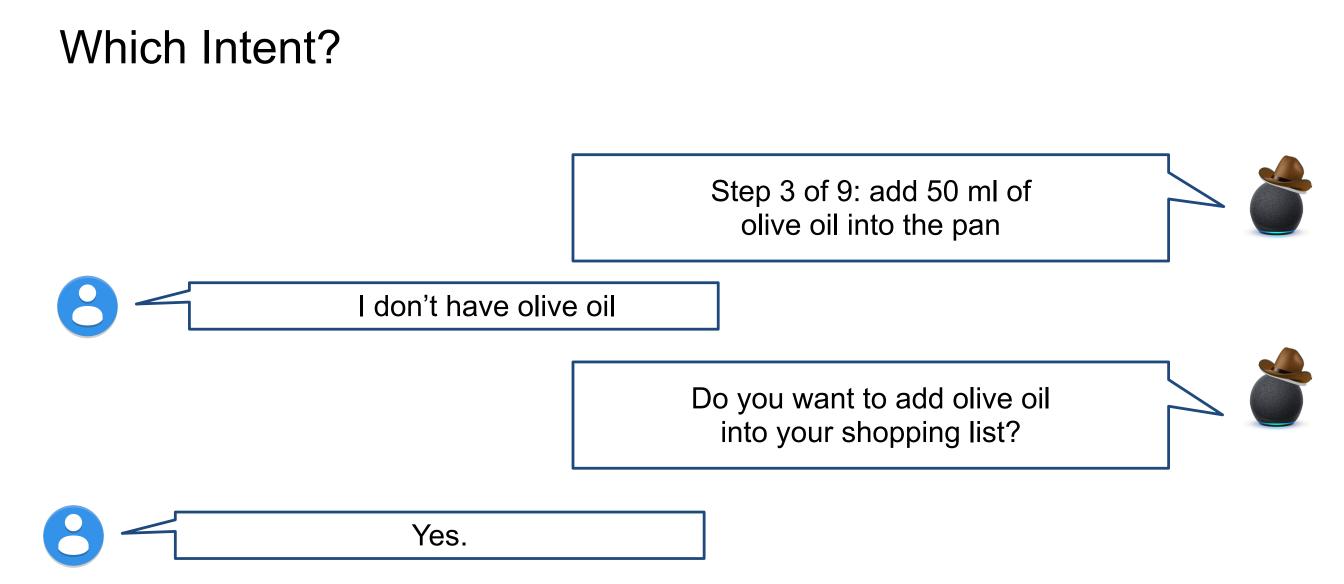


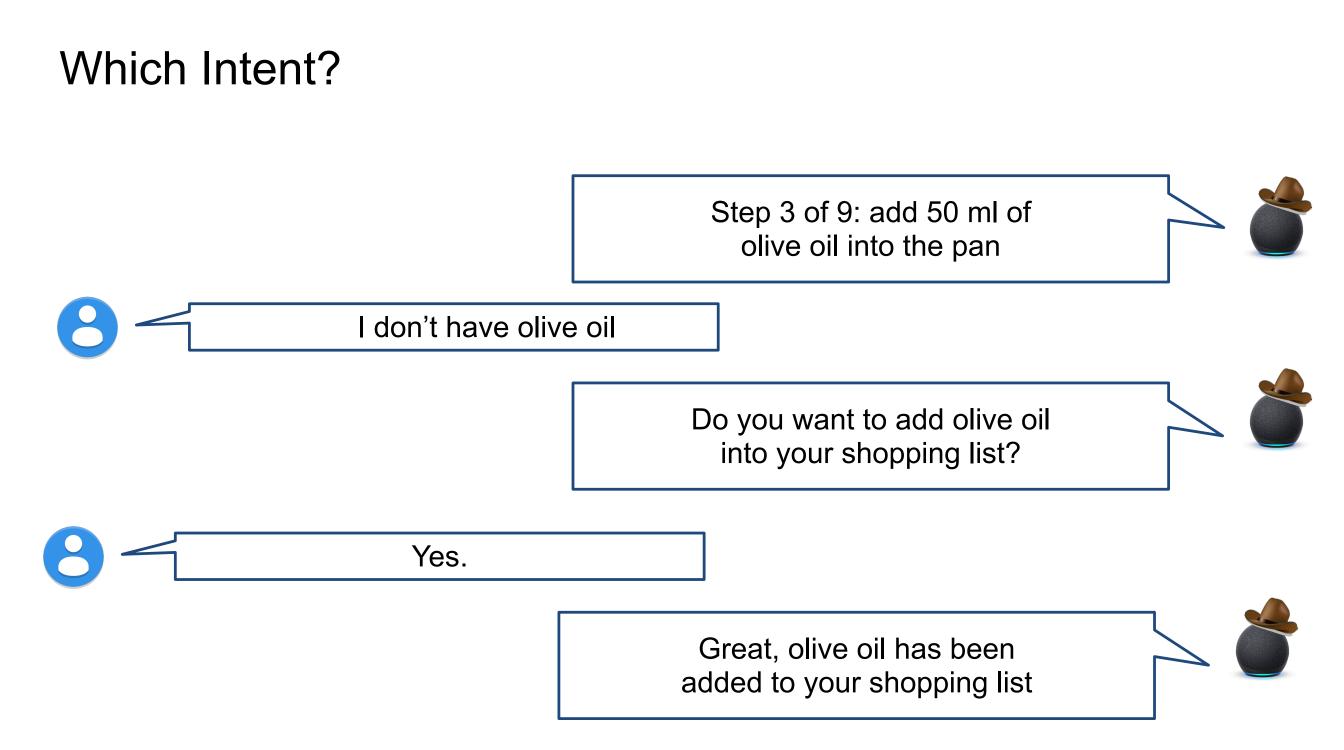
Step 3 of 9: add 50 ml of olive oil into the pan











## Determining User Intent

Given a user utterance (and maybe the history of the conversation), our goal is to map the utterance to an intent

Ideas?

## Our Approach: BERT! (again)

## Challenge #4: Answering Questions

## Users Ask Questions (a lot!)

We handle three kinds of question answering models:

- Factoid QA Model (EVI from Amazon): answer factoid questions
- Extractive QA Model: answer task or recipe related questions, e.g. temperature, cooking time, recipe rating, ingredient substitute, etc.
- Abstractive QA Model: answer task related questions

### Factoid QA

Respond to factoid questions.

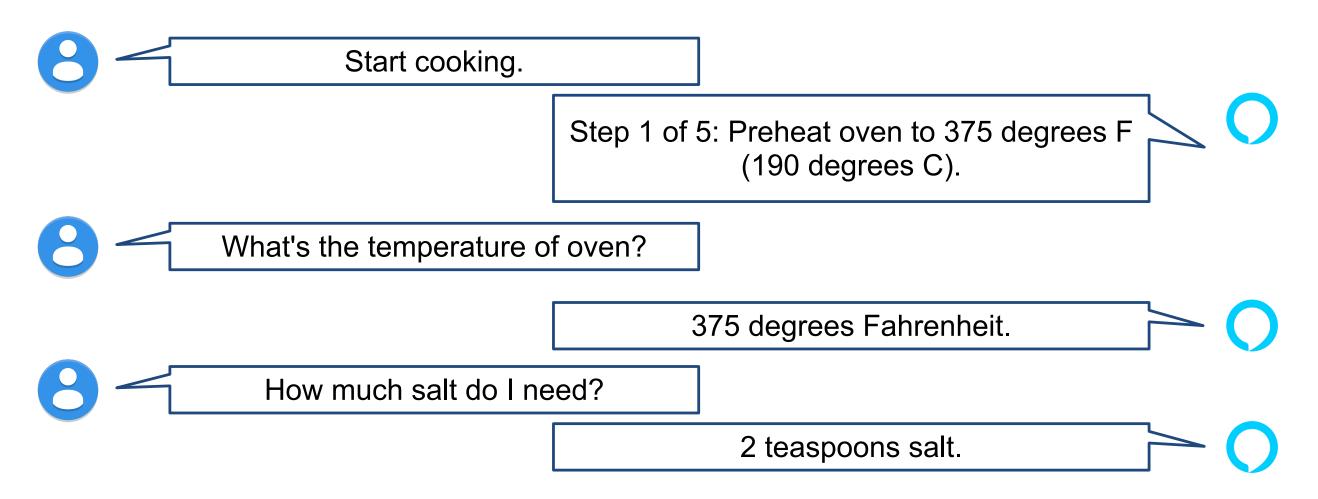


How many planets of the galaxy?

The Milky Way has 10,000,000,000 planets.

## Extractive QA

Extract answers from **data** or knowledge base.



## Extractive QA

Extract answers from data or **knowledge base**.

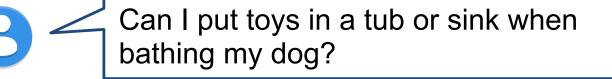


You may substitute Bottled lemon or lime juice or white vinegar for lemon or lime juice (fresh).

## Abstractive QA

Generate responses from generative model.

Wash the dog's body. Massage the shampoo onto the whole body except for the head.



Yes, but use waterproof toys.

Can I wash my dog daily?

It is recommended to bathe your dog when it stinks or every couple to few months. Challenge #5: Keeping the User Engaged

## **Empathic Responses**

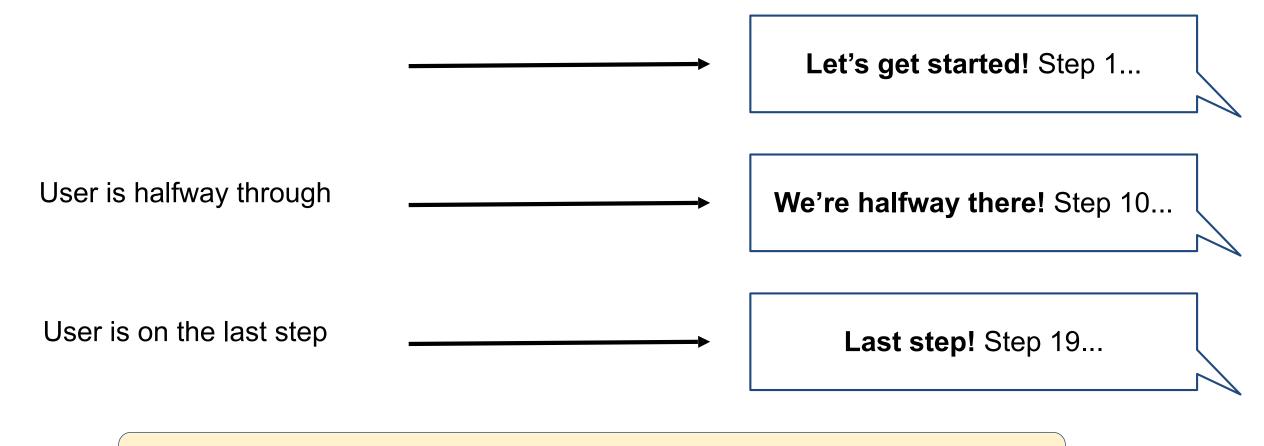
Problem:

How can we design for the **emotional aspects** of **encouraging users to complete tasks**?

Current:

- Rule-based Approach
  - Example 1: Conversationalize Steps
  - Example 2: User is still working
  - Example 3: User tells us their name
- "Bad Conversation" Model

# **Rule-Based Example 1**



Beginnings of **conversationalizing** the steps...

# **Rule-Based Example 2**

#### User is is still working and needs more time

"I'm still working...."

"I am still mixing the eggs..."

O.K., no rush, take your time! I'm here to help whenever you're ready.

# **Rule-Based Example 3**

User tells us their name

"I'm Reveille..."

"My name is Reveille..."

"I am called Reveille..."

Hi! I'm so happy you're here, Reveille.

## "Bad Conversation" Model

"Bad Conversation" Model categorizes current conversation as "bad" It seems like this conversation isn't going well. I'm sorry about that, I'm still a work in progress... If you want to give me another chance, you can try telling me the same thing in a different way, and I'll do my best to understand. If not, I'm always learning, so please come back to chat again soon! To exit taskbot, say: stop.

# **Future Directions**

- **1.**Classify and respond to **more situations** using rules and the **intent classification model**:
  - User wanting to chitchat
    - o "Let's talk"
    - o "How old are you"
  - User who needs more guidance
     *"i don't know what you're talking about"*

## Summary

Conversational AI is an exciting area!

Lots of open challenges ...

Both in terms of engineering

And in terms of fundamental research advances

Preparation?

Strong understanding of algorithms and data structures

Probability, statistics, linear algebra

Machine learning, AI, NLP, Information Retrieval, ...