

Generative Information Retrieval



The Web Conference 2024 tutorial – Section 4

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<https://TheWebConf2024-generative-IR.github.io>

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Section 4:
Training approaches

Revisit the definition of generative retrieval

GR usually exploits a Seq2Seq encoder-decoder architecture to generate a ranked list of docids for an input query, in an autoregressive fashion

Standard training objective

The common used training objective for both indexing and retrieval is **maximum likelihood estimation** (MLE):

$$\begin{aligned}\mathcal{L}_{Global}(Q, D, I_D, I_Q; \theta) &= \mathcal{L}_{Indexing}(D, I_D; \theta) + \mathcal{L}_{Retrieval}(Q, I_Q; \theta) \\ &= - \sum_{d \in D} \log P(id | d; \theta) - \sum_{q \in Q} \sum_{id^q \in I_Q} \log P(id^q | q; \theta)\end{aligned}$$

Different learning scenarios based on the corpus

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- **Stationary scenarios:** The document collection is fixed
- **Dynamic scenarios:** Information changes and new documents emerge incrementally over time

$$\begin{aligned}\mathcal{L}_{Global}(\underline{Q}, D, I_D, \underline{I_Q}; \theta) &= \mathcal{L}_{Indexing}(D, I_D; \theta) + \mathcal{L}_{Retrieval}(\underline{Q}, \underline{I_Q}; \theta) \\ &= - \sum_{d \in D} \log P(id | d; \theta) - \sum_{q \in Q} \sum_{id^q \in I_Q} \log P(\underline{id^q} | q; \theta)\end{aligned}$$

According to the **availability of labeled data**, the training approaches in stationary scenarios can be generally classified into:

- **Supervised learning methods**
- **Pre-training methods**

- Learn the indexing task first, and then learn retrieval tasks
 - Step 1: $\mathcal{L}_{Indexing}(D, I_D; \theta) = - \sum_{d \in D} \log P(id | d; \theta)$
 - Step 2: $\mathcal{L}_{Retrieval}(Q, I_Q; \theta) = - \sum_{q \in Q} \sum_{id^q \in I_Q} \log P(id^q | q; \theta)$

Supervised learning: Basic training method

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- Learn indexing and retrieval tasks simultaneously in a **multitask** fashion

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Limitation (1): Single document granularity

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When indexing, memorizing each document at a single granularity, e.g., first L tokens or the full text, is **insufficient**, especially for long documents with rich semantics.

Supervised learning: Multi-granularity enhanced

- Given a document, the **important passages** p and **sentences** s are selected to augment the indexing data

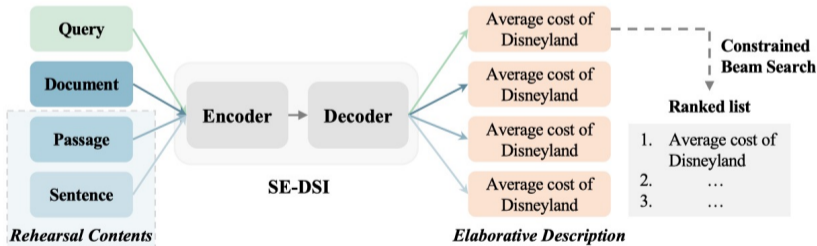
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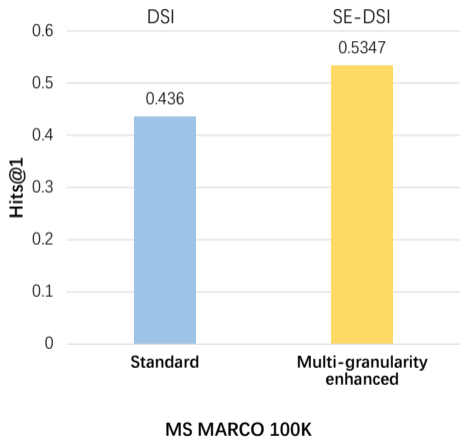
$$\mathcal{L}_{Indexing}(D, I_D; \theta) = -\left(\sum_{d \in D} \log P(id | d; \theta) + \sum_{p \in d} \log P(id | p; \theta) + \sum_{s \in d} \log P(id | s; \theta)\right)$$

Supervised learning: Multi-granularity enhanced

- Leading-style: Directly use the leading passages and sentences
- Summarization-style: Leverage the document summarization technique, e.g., TextRank, to highlight important parts



Comparisons



- Backbone: T5-base
- Multi-granularity representations of documents can comprehensively encode the documents, and further contribute to the retrieval

Limitation (2): The gap between indexing and retrieval

$$\begin{aligned}\mathcal{L}_{Global}(Q, D, I_D, I_Q; \theta) &= \mathcal{L}_{Indexing}(\underline{D}, I_D; \theta) + \mathcal{L}_{Retrieval}(\underline{Q}, I_Q; \theta) \\ &= - \sum_{d \in D} \log P(id | \underline{d}; \theta) - \sum_{q \in Q} \sum_{id^q \in I_Q} \log P(id^q | \underline{q}; \theta)\end{aligned}$$

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Long document in indexing vs. Short query in retrieval

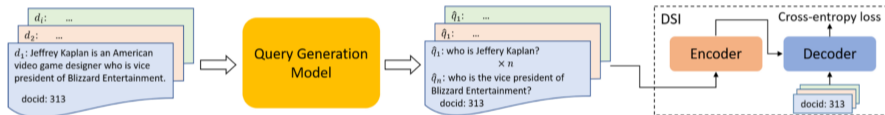
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Long document in indexing vs. Short query in retrieval

The data distribution mismatch that occurs between the indexing and retrieval

Supervised learning: Pseudo query enhanced



Using a set of **pseudo queries** pq generated from the document as the inputs of the indexing task

Supervised learning: Pseudo query enhanced

$$\mathcal{L}_{Indexing}(D, I_D; \theta) = - \sum_{d \in D} \log P(id | \underline{d}; \theta)$$



$$\mathcal{L}_{Indexing}(D, I_D; \theta) = - \sum_{pq \in D} \log P(id | \underline{pq}; \theta)$$

Supervised learning: Pseudo query enhanced

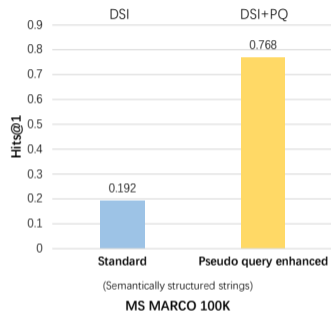
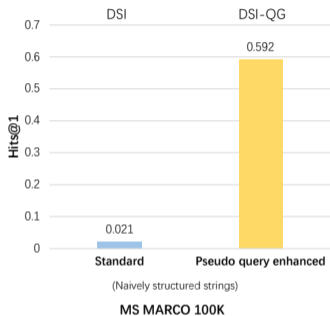
$$\mathcal{L}_{\text{Indexing}}(D, I_D; \theta) = - \sum_{d \in D} \log P(id \mid \underline{d}; \theta)$$



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$$\mathcal{L}_{\text{Retrieval}}(Q, I_Q; \theta) = - \sum_{q \in Q} \sum_{id^q \in I_Q} \log P(id^q \mid q; \theta)$$

Comparisons



- Backbone: T5-base
- Using only pseudo synthetic queries to docid during indexing is an effective training strategy on MS MARCO [Pradeep et al., 2023]

Limitation (3): Limited labeled data

$$\mathcal{L}_{Global}(Q, D, I_D, I_Q; \theta) = \mathcal{L}_{Indexing}(D, I_D; \theta) + \mathcal{L}_{Retrieval}(Q, I_Q; \theta) \quad ?$$

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What should we do if there is **no or few labeled query-docid pairs**?

Constructing **pseudo query-docid pairs** (PQ, I_Q^P) for the **pre-training** retrieval task

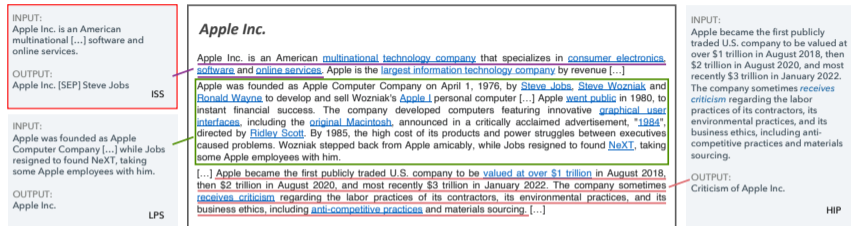
$$\mathcal{L}_{Pre-train}(PQ, D, I_D, I_Q^P; \theta) = \mathcal{L}_{Indexing}(D, I_D; \theta) + \underline{\mathcal{L}_{Retrieval}(PQ, I_Q^P; \theta)}$$

CorpusBrain [Chen et al., 2022]: Pre-training

<p>INPUT: Apple Inc. is an American multinational [...] software and online services.</p>		<p>Apple Inc.</p> <p>Apple Inc. is an American <u>multinational technology company</u> that specializes in <u>consumer electronics, software and online services</u>. Apple is the <u>largest information technology company</u> by revenue [...]</p>	
<p>OUTPUT: Apple Inc.</p>	ISS	<p>Apple was founded as Apple Computer Company on April 1, 1976, by <u>Steve Jobs, Steve Wozniak and Ronald Wayne</u> to develop and sell Wozniak's <u>Apple I</u> personal computer [...] Apple <u>went public</u> in 1980, to instant financial success. The company developed computers featuring innovative <u>graphical user interfaces</u>, including the <u>original Macintosh</u>, announced in a critically acclaimed advertisement, "1984", directed by <u>Ridley Scott</u>. By 1985, the high cost of its products and power struggles between executives caused problems. Wozniak stepped back from Apple amicably, while Jobs resigned to found <u>NeXT</u>, taking some Apple employees with him.</p>	
<p>INPUT: Apple was founded as Apple Computer Company on April 1, 1976 [...] while Jobs resigned to found NeXT, taking some Apple employees with him.</p>		<p>[...] Apple became the first publicly traded U.S. company to be <u>valued at over \$1 trillion</u> in August 2018, then <u>\$2 trillion</u> in August 2020, and most recently <u>\$3 trillion</u> in January 2022. The company sometimes <u>receives criticism</u> regarding the labor practices of its contractors, its environmental practices, and its business ethics, including <u>anti-competitive practices</u> and materials sourcing. [...]</p>	
<p>OUTPUT: Apple Inc. [SEP] Tim Cook</p>	LPS		<p>INPUT: Apple became the first publicly traded U.S. company to be valued at over \$1 trillion in August 2018, then \$2 trillion in August 2020, and most recently \$3 trillion in January 2022. The company sometimes <u>receives criticism</u> regarding the labor practices of its contractors, its environmental practices, and its business ethics, including anti-competitive practices and materials sourcing.</p> <p>OUTPUT: Criticism of Apple Inc. HIP</p>

Based on Wikipedia, three pre-training retrieval tasks are constructed

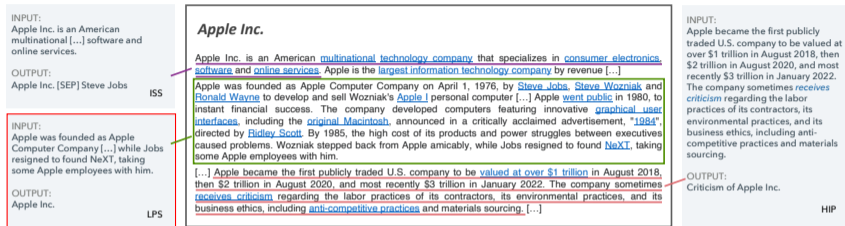
CorpusBrain [Chen et al., 2022]: Pre-training



Inner Sentence Selection (ISS):

- Pseudo query (PQ): Randomly selected **inner sentence** from its document
- Docid (I_Q^P): Concatenated relevant **document titles**, i.e., "title [SEP] title [SEP] title"

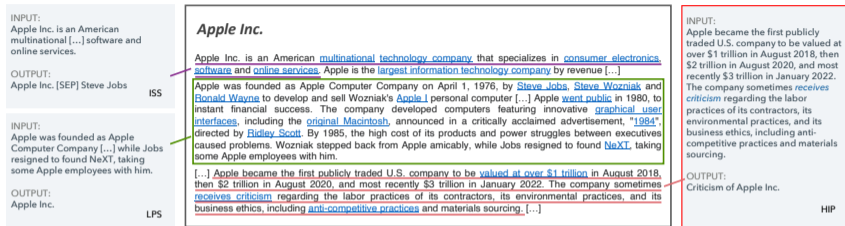
CorpusBrain [Chen et al., 2022]: Pre-training



Lead Paragraph Selection (LPS):

- Pseudo query (PQ): A (lead) **paragraph** is sampled from the document
- Docid (I_Q^P): Concatenated relevant **document titles**

CorpusBrain [Chen et al., 2022]: Pre-training



Hyperlink Identifier Prediction (HIP):

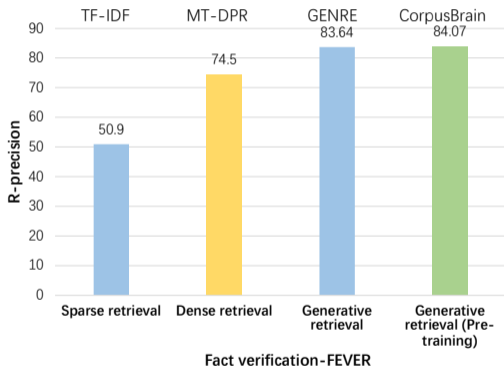
- Pseudo query (PQ): The **anchor context**, i.e., the surrounding contextual information in the anchor's corresponding sentence
- Docid (I_Q^P): The **document title** of the destination page

- **Pre-training:** Based on the three pre-training tasks, a large number of pseudo pairs of query and document identifiers are constructed. All the tasks are formulated by a standard seq2seq objective for the pre-training

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- **Fine-tuning:** CorpusBrain is fine-tuned using the processed data (in a Seq2Seq pair format) in downstream tasks
- **Test:** Given a test query, the fine-tuned CorpusBrain utilizes constrained beam search to decode relevant docids

CorpusBrain [Chen et al., 2022]: Performance



- In the KILT leaderboard, Corpusbrain achieved first place in 5 of them, second place in 1 task, and third place in 4 tasks, outperforming traditional pipelined approaches

Limitation (4): Pointwise optimization for GR

$$\begin{aligned}\mathcal{L}_{Global}(Q, D, I_D, I_Q; \theta) &= \mathcal{L}_{Indexing}(D, I_D; \theta) + \mathcal{L}_{Retrieval}(Q, I_Q; \theta) \\ &= - \sum_{d \in D} \log P(id | d; \theta) - \underbrace{\sum_{q \in Q} \sum_{id^q \in I_Q} \log P(id^q | q; \theta)}\end{aligned}$$

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- It assumes the likelihood for each relevant docid is **independent** of the other docids in the list for a query
- Ranking is a prediction task on **list of objects**

Limitation (4): Pointwise optimization for GR

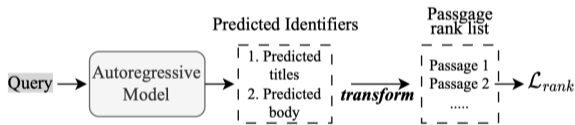
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Pairwise and listwise optimization strategies for GR are necessary!

Pairwise optimization: LTRGR [Li et al., 2023c]

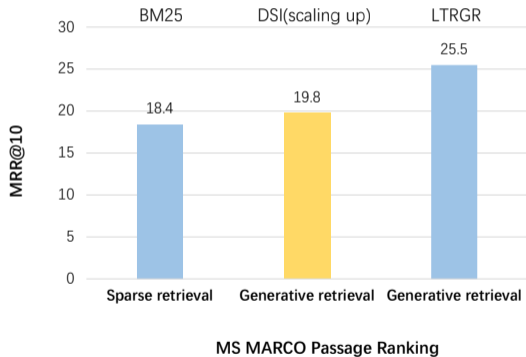
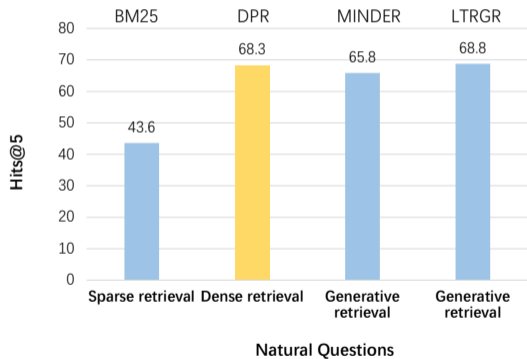
- Step 1: Initial training with pointwise optimization
- Step 2: Based on the trained initial model, perform **pairwise** optimization



$$\max(0, s(q, d_-) - s(q, d_+) + m),$$

where d_- and d_+ are negative and positive documents, and m is the margin

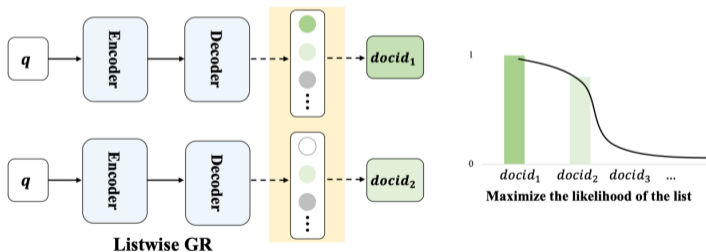
LTRGR [Li et al., 2023c]: Performance



Listwise optimization: [Tang et al., 2023b]

Training with position-aware ListMLE

- View the docid ranking problem as a **sequential learning process**, with each step targeting to maximize the corresponding stepwise probability distribution



Listwise optimization: [Tang et al., 2023b]

Given:

- A query q
- Its ground-truth docid list $\pi_q = [id^{(1)}, id^{(2)}, \dots]$, in descending order of relevance, where $id^{(1)}$ is the docid ranked at the first position, and $id^{(2)}$ is the docid ranked at the second position, and so on

Step 1: Maximize the following top-1 positional conditional probability:

$$P(id^{(1)} | q; \theta) = \frac{\exp(\tilde{P}(id^{(1)} | q; \theta))}{\sum_{j=1}^n \exp(\tilde{P}(id^{(j)} | q; \theta))},$$

where $\tilde{P}(id^{(i)} | q; \theta) = \frac{\log \prod_{t \in [1, |id^{(i)}|]} P(w_t | q, w_{<t}; \theta)}{|id^{(i)}|}$ (without considering the ranking order information), and $P(id^{(i)} | q; \theta)$ is the generated likelihood of the i -th relevant docid $id^{(i)}$ for q

Step 2: For $i = 2, \dots, n$, maximize the following i -th positional conditional probability given the preceding top $i - 1$ docids,

$$P(id^{(i)} | q, id^{(1)}, \dots, id^{(i-1)}; \theta) = \frac{\exp(\tilde{P}(id^{(i)} | q; \theta))}{\sum_{j=i}^n \exp(\tilde{P}(id^{(j)} | q; \theta))}$$

The learning process ends at step $n + 1$

Listwise loss with position importance

- Listwise probability with position importance

$$\begin{aligned} \min_{\theta} -\log P(\pi_q | q; \theta) \\ = -\alpha(1) \log P(id^{(1)} | q; \theta) - \sum_{i=2}^n \alpha(i) \log P(id^{(i)} | q, id^{(1)}, \dots, id^{(i-1)}; \theta), \end{aligned}$$

where the weight $\alpha(\cdot)$ is a decreasing function

- Listwise loss function incorporating the probability based on Plackett-Luce model

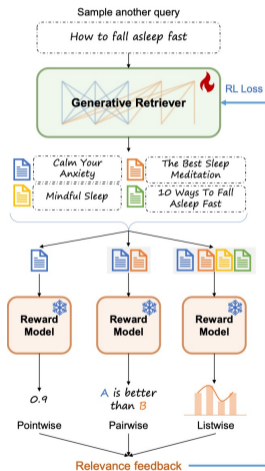
$$\mathcal{L}_{List}(q, \pi_q; \theta) = \sum_{i=1}^n \alpha(i) \left(-\tilde{P}(id^{(i)} | q; \theta) + \log \left(\sum_{k=i}^n \exp(\tilde{P}(id^{(k)} | q; \theta)) \right) \right)$$

Multiple optimization: GenRRL [Zhou et al., 2023]

Based on reinforce learning framework

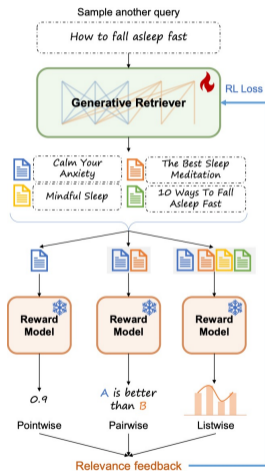
- train a linear reward model
- train a GR model with **pointwise, pairwise and listwise** optimization strategies

Multiple optimization: GenRRL [Zhou et al., 2023]



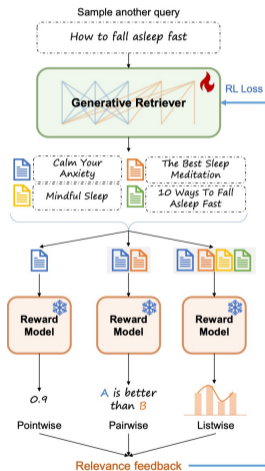
- Pointwise optimization:
$$-\sum_i (R(q, id_i) - b) \sum_t \log P(w_t^i | w_{<t}, q),$$
where R is a reward model, and b is a baseline

Multiple optimization: GenRRL [Zhou et al., 2023]



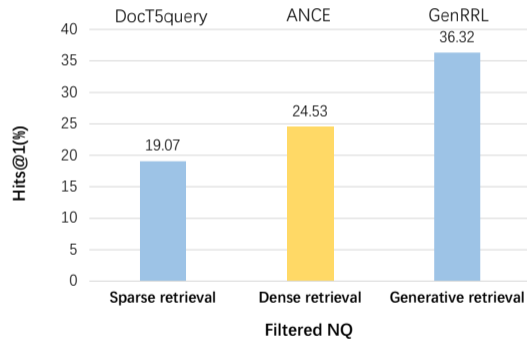
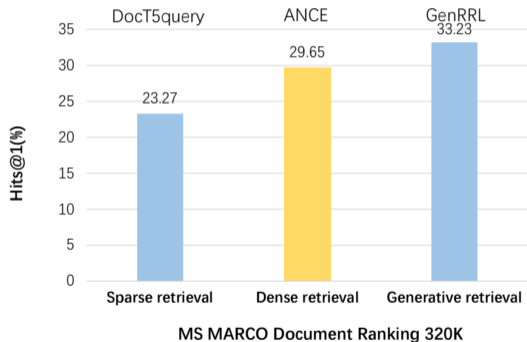
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- Pairwise optimization:
$$-\sum_{(id_i, id_j)} (R(q, id_i) \log p_{ij} + R(q, id_j) \log p_{ji}),$$
where $p_{ij} = |P(w_t^i | q) - P(w_t^j | q)|$

Multiple optimization: GenRRL [Zhou et al., 2023]



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where $p_{ij} = |P(w_t^i | q) - P(w_t^j | q)|$
- Listwise optimization:
$$-\sum_{id_i \in C} R(q, id_i) \log \frac{\exp(P(id_i | q))}{\sum_j \exp(P(id_j | q))}$$

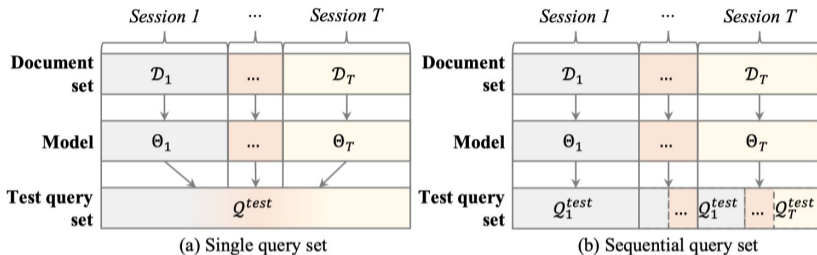
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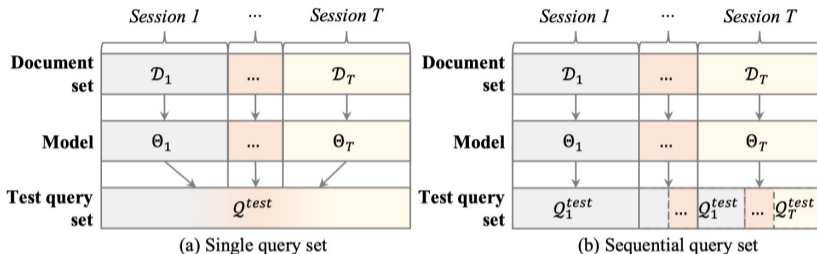
Information changes and new documents emerge incrementally over time

Continual learning task: Formulation



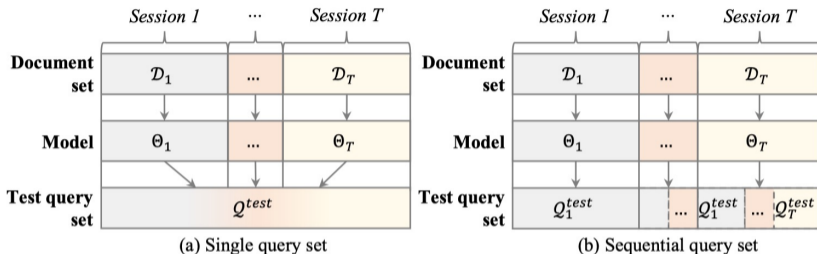
- **Initial model:** A large-scale base document set D_0 and sufficiently many labeled query-document pairs

Continual learning task: Formulation



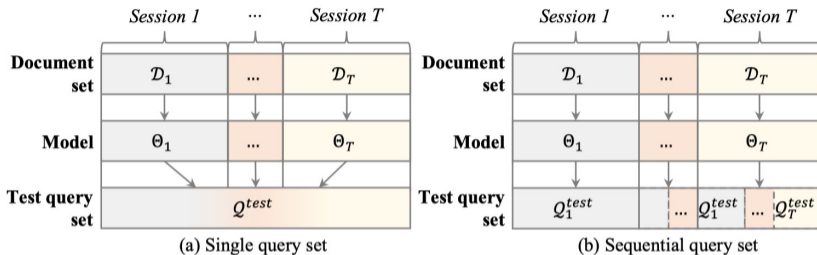
- **Initial model:** A large-scale base document set D_0 and sufficiently many labeled query-document pairs
- **New datasets:** T new datasets D_1, \dots, D_T , from T sessions arriving in a sequential manner, which are only composed of newly encountered documents without queries related to these documents

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- **New datasets:** T new datasets D_1, \dots, D_T , from T sessions arriving in a sequential manner, which are only composed of newly encountered documents without queries related to these documents
- **Model update:** The new dataset D_t and previous datasets D_0, \dots, D_{t-1}

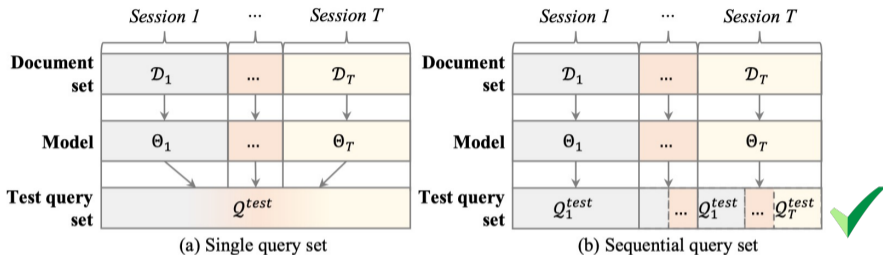
Continual learning task: Evaluation



Two types of test query set for performance evaluation:

- **Single query set:** There is only one test query set, and their relevant documents arrive in different sessions
- **Sequential query set:** The test query set is specific for each session, and the relevant documents appear in existing sessions

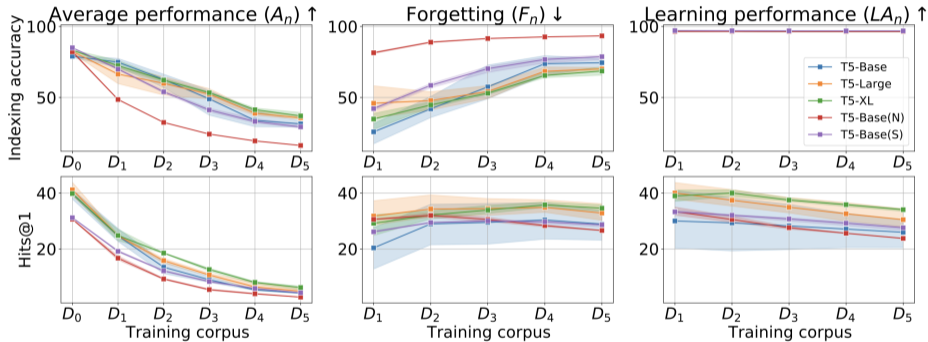
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Catastrophic forgetting



The GR model undergoes **severe forgetting** under continual indexing of new documents

Challenges of continual learning for GR

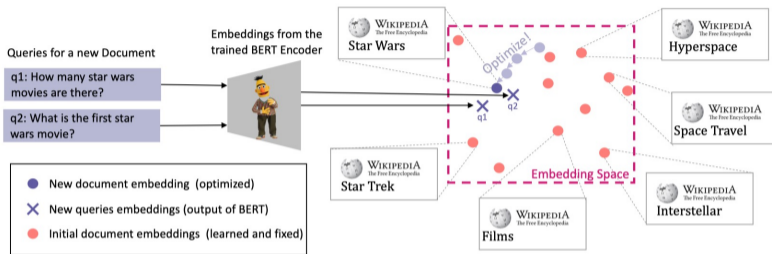
- How to **incrementally index** new documents with **low computational and memory costs**?

Challenges of continual learning for GR

- How to **incrementally index** new documents with **low computational and memory costs**?
- How to **prevent catastrophic forgetting** for previously indexed documents and **maintain the retrieval ability**?

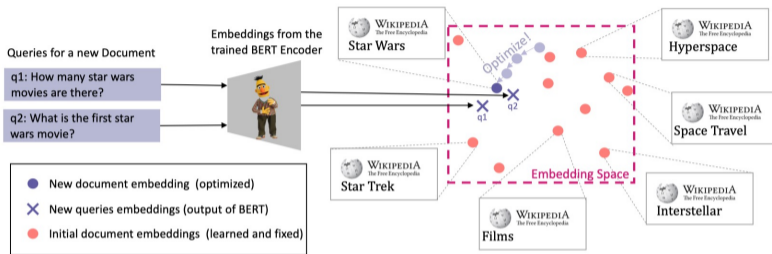
- Docid: unique atomic integers
- Constrained optimization problem: find the optimal document vector for a new document, do not modify any other existing document vectors and do not require broader updates to the query encoder

IncDSI [Kishore et al., 2023]: Incrementally indexing new documents



- Constrained optimization:
 - The new document is scored higher than all the existing documents for the its representative query embedding

IncDSI [Kishore et al., 2023]: Incrementally indexing new documents



- Constrained optimization:

- The new document is scored higher than all the existing documents for the its representative query embedding
- The new document is scored lower than all the existing documents for other representative query embedding

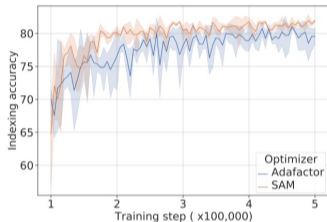
DSI++ [Mehta et al., 2022]: Incrementally indexing new documents

- Docids: The new documents are assigned **unstructured atomic integers** as docids, and the GR model learns new embeddings for each of them

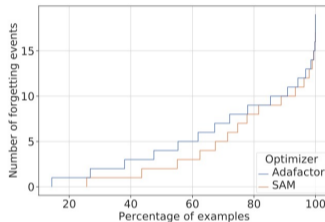
DSI++ [Mehta et al., 2022]: Incrementally indexing new documents

- Docids: The new documents are assigned **unstructured atomic integers** as docids, and the GR model learns new embeddings for each of them
- **Modifying the training dynamics**: Since flatter minima implicitly alleviate forgetting, optimizing for flatter loss basins using Sharpness-Aware Minimization (SAM) as an objective allows the model to stably memorize more documents

DSI++ [Mehta et al., 2022]: Incrementally indexing new documents



(a) Indexing accuracy during memorization



(b) Cumulative histogram of forgetting events

- SAM outperforms Adafactor in terms of the overall indexing accuracy

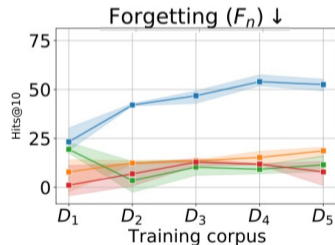
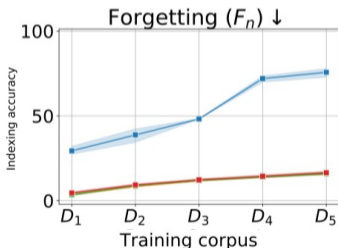
- SAM undergoes less severe fluctuations during the course of training

DSI++ [Mehta et al., 2022]: Preventing catastrophic forgetting

- **Generative memory**: Train a query generator model to sample pseudo-queries for previously seen documents and supplement the query-docid pairs during continual indexing

DSI++ [Mehta et al., 2022]: Preventing catastrophic forgetting

- **Generative memory**: Train a query generator model to sample pseudo-queries for previously seen documents and supplement the query-docid pairs during continual indexing
- It **reduces the forgetting**, and **improves average Hits@10 by +21.1%** over baselines



Limitations of DSI++

- Learning embeddings for each individual new docid from scratch incurs prohibitively **high computational costs**

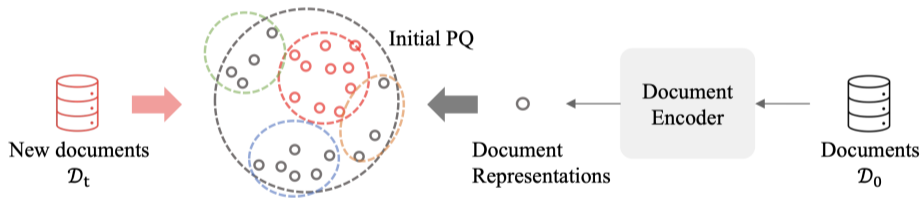
Limitations of DSI++

- Learning embeddings for each individual new docid from scratch incurs prohibitively **high computational costs**
- The relationships between new and old documents may not be easily obtained from **randomly-selected exemplars**

CLEVER [Chen et al., 2023]: Incrementally indexing new documents

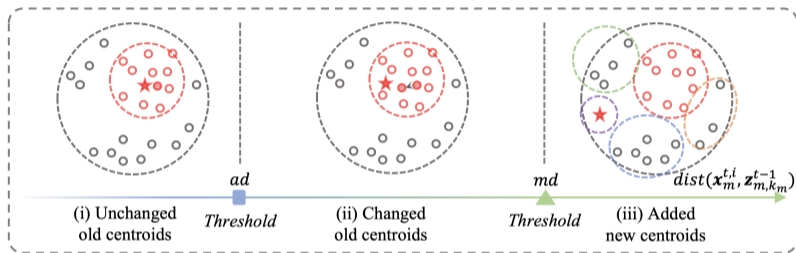
Incremental product quantization (PQ) codes as identifiers: Update a partial quantization codebook according to two adaptive thresholds

Incremental product quantization (PQ) codes as identifiers: Update a partial quantization codebook according to two adaptive thresholds



- Build base PQ
 - Centroids are obtained via clustering over document representations
 - Document representations are learned with a bootstrapped training process

CLEVER [Chen et al., 2023]: Incremental product quantization



- Update adaptively

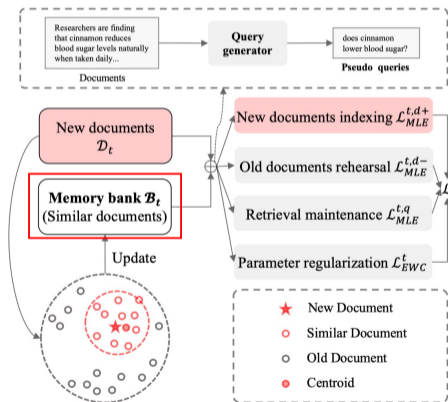
- Dynamic thresholds: Average distance (ad); maximum distance (md)
- Three types of update for centroid representation: Depend on contributions to centroid update

CLEVER [Chen et al., 2023]: Preventing catastrophic forgetting

Memory-augmented learning mechanism: Form meaningful connections between old and new documents

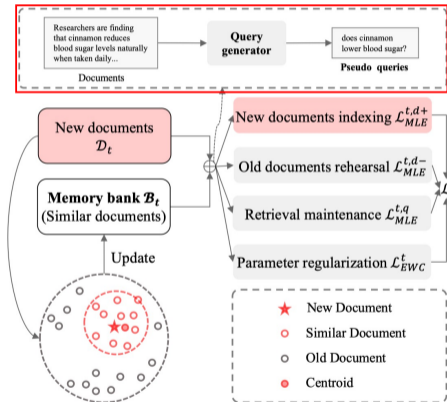
CLEVER [Chen et al., 2023]: Preventing catastrophic forgetting

Memory-augmented learning mechanism: Form meaningful connections between old and new documents



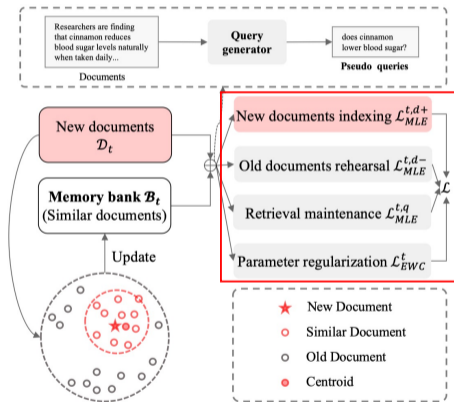
- **Dynamic memory bank:** Construct a memory bank with similar documents for each new session and replay the process of indexing them alongside the indexing of new documents

CLEVER [Chen et al., 2023]: Memory-augmented learning mechanism



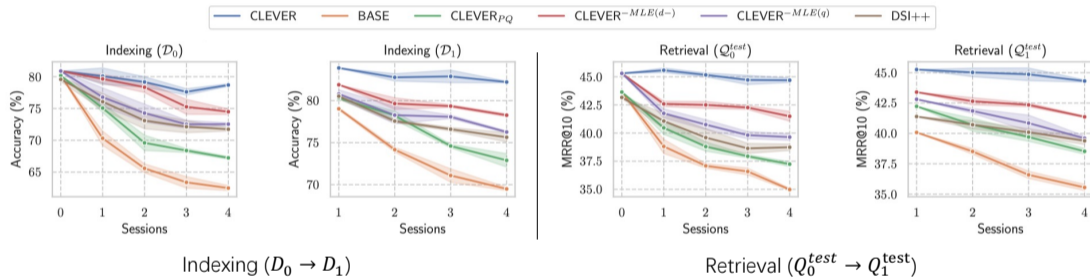
- **Pseudo query-docid pairs:** Train a query generator model to sample pseudo-queries for documents and supplement the query-docid pairs during indexing

CLEVER [Chen et al., 2023]: Memory-augmented learning mechanism



- **Sequentially training:** new documents indexing, old document rehearsal, retrieval maintenance losses and an elastic weight consolidation (EWC) loss as a regularization term

CLEVER [Chen et al., 2023]: Performance



Indexing ($D_0 \rightarrow D_1$)

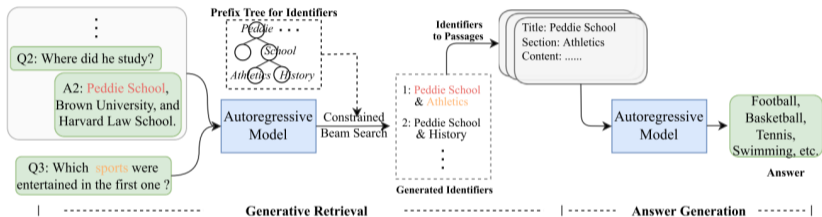
Retrieval ($Q_0^{test} \rightarrow Q_1^{test}$)

- CLEVER almost avoids catastrophic forgetting on both indexing and retrieval tasks, showing its effectiveness in a dynamic setting

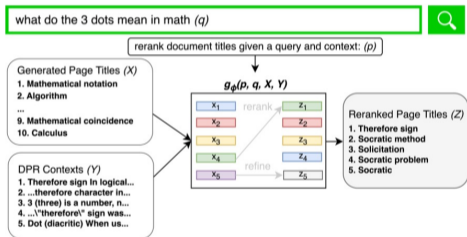
How to jointly train the GR model and QA model?

$$\mathcal{L}_{QA}(Q^*, I_D^*, D^*, A; \psi) = - \sum_{q^* \in Q^*, id \in I_D, d \in D, a \in A} \log f(a|q^*, id, d; \psi),$$

where Q^* is the query set of the downstream task, I_D^* are the docids retrieved by a GR model, D^* are the corresponding documents, a is an answer in the answer set A , f is the QA function and ψ is the model parameters

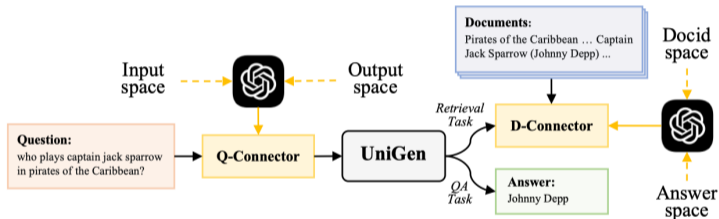


- Step 1: **Document retrieval** with a GR model
- Step 2: **Answer generation** with another autoregressive model



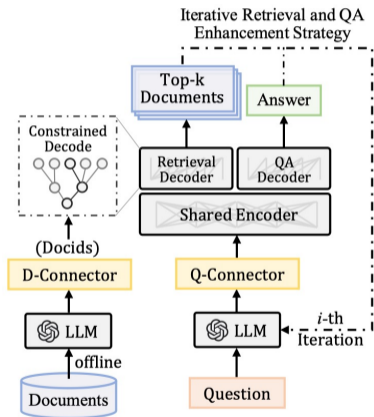
- Step 1: Relevant titles generation using a GR model
- Step 2: Retrieved titles **reranking** using a cross-encoder
- Step 3: **Context retrieval** for titles using BM25
- Step 4: Answer generation using an generative model

Generative document retrieval and grounded answer generation rely on **separate retrieval and reader module**, which may hinder simultaneous optimization

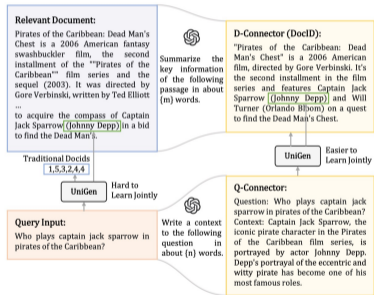


- **Joint learning** for GR and QA

UniGen [Li et al., 2023a]: Architecture

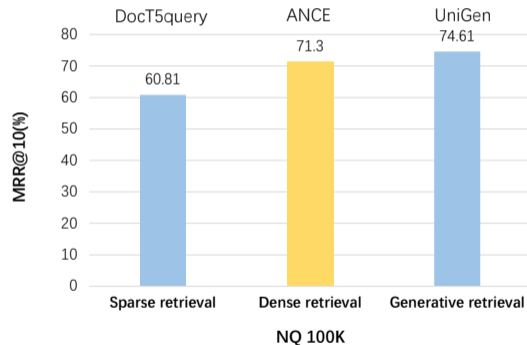
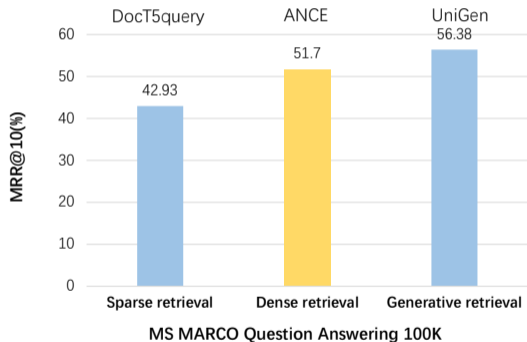


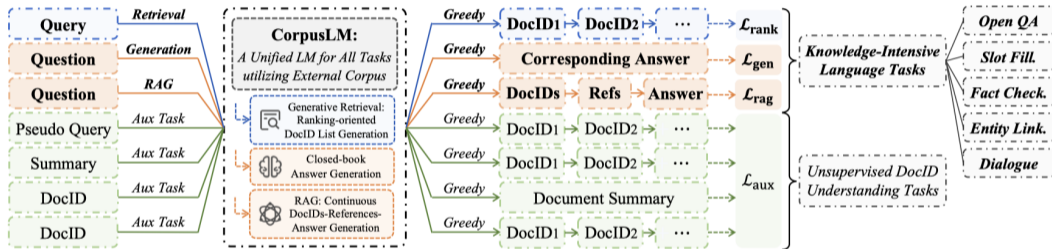
- A shared encoder and two distinct decoders for GR and QA



- Use LLMs to generate a query context and document summary, serving as bridges between query inputs, documents, and answer outputs

UniGen [Li et al., 2023a]: Performance





- a **unified language model** that leverages external corpus to tackle various knowledge-intensive tasks by integrating GR, closed-book generation, and RAG through a unified greedy decoding process

Limitations in large-scale corpus

- Existing GR models only perform well on artificially-constructed and **small-scale collections**
- [Zeng et al. \[2024a\]](#) and [Zeng et al. \[2024b\]](#) introduced RIPOR and PAG, designed to improve the performance of GR models for MS MARCO dataset, with 8.8M passages.

It is necessary to explore the capacity of GR models to larger corpus

- **How to memorize the whole corpus effectively and efficiently?**

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 - Multi-granularity enhanced document content
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- **How to handle a dynamically evolving document collection?**
 - Low computational and memory costs
 - Maintaining the retrieval ability

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