## Improving Social Meaning Detection with Pragmatic Masking and Surrogate Fine-Tuning

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## Abstract

Masked language models (MLMs) are pretrained with a denoising objective that is in a mismatch with the objective of downstream fine-tuning. We propose pragmatic masking and surrogate fine-tuning as two complementing strategies that exploit social cues to drive pre-trained representations toward a broad set of concepts useful for a wide class of social meaning tasks. We test our models on 15 different Twitter datasets for social meaning detection. Our methods achieve  $2.34\% F_1$  over a competitive baseline, while outperforming domain-specific language models pre-trained on large datasets. Our methods also excel in few-shot learning: with only 5% of training data (severely few-shot), our methods enable an impressive 68.54% average  $F_1$ . The methods are also language agnostic, as we show in a zero-shot setting involving six datasets from three different languages.<sup>1</sup>

## 1 Introduction

Masked language models (MLMs) such as BERT (Devlin et al., 2019) have revolutionized natural language processing (NLP). These models exploit the idea of self-supervision where sequences of unlabeled text are masked and the model is tasked to reconstruct them. Knowledge acquired during this stage of denoising (called pretraining) can then be transferred to downstream tasks through a second stage (called *fine-tuning*). Although pre-training is general, does not require labeled data, and is task agnostic, fine-tuning is narrow, requires labeled data, and is task-specific. For a class of tasks T, some of which we may not know in the present but which can become desirable in the future, it is unclear how we can bridge the learning objective mismatch between these two stages. In particular, how can we (i) make pre-training

<sup>1</sup>Our code is available at: https://github.com/ chiyuzhang94/PMLM-SFT.



Figure 1: Illustration of our proposed pragmatic masking and surrogate fine-tuning methods.

more tightly related to downstream task learning objective; and (ii) focus model pre-training representation on an all-encompassing range of concepts of general affinity to various downstream tasks?

We raise these questions in the context of learning a cluster of tasks to which we collectively refer as social meaning. We loosely define social meaning as meaning emerging through human interaction such as on social media. Example social meaning tasks include emotion, irony, and sentiment detection. We propose two main solutions that we hypothesize can bring pre-training and finetuning closer in the context of learning social meaning: First, we propose a particular type of guided masking that prioritizes learning contexts of tokens crucially relevant to social meaning in interactive discourse. Since the type of "meaning in interaction" we are interested in is the domain of linguistic pragmatics (Thomas, 2014), we will refer to our proposed masking mechanism as pragmatic masking. We explain pragmatic masking in Section 3.1.

Second, we propose an additional novel stage of fine-tuning that does not depend on gold labels but instead exploits general data cues possibly relevant to *all* social meaning tasks. More precisely, we

Proceedings of the 12th Workshop on Computational Approaches to Subjectivity, Sentiment & Social Media Analysis, pages 141 - 156 May 26, 2022 ©2022 Association for Computational Linguistics leverage proposition-level user assigned tags for intermediate fine-tuning of pre-trained language models. In the case of Twitter, for example, hashtags naturally assigned by users at the end of posts can carry discriminative power that is by and large relevant to a wide host of tasks. Although cues such as hashtags and emojis have been previously used as surrogate lables before for one task or another, we put them to a broader use that is not focused on a particular (usually narrow) task that learns from a handful of cues. In other words, our goal is to learn extensive concepts carried by tens of thousands of cues. A model endowed with such a knowledge-base of social concepts can then be further fine-tuned on any narrower task in the ordinary way. We refer to this method as surrogate fine-tuning (Section 3.2). Another migration from previous work is that our methods excel not only in the full-data setting but also for few-shot learning, as we will explain below.

In order to evaluate our methods, we present a social meaning benchmark composed of 15 different datasets crawled from previous research sources. We perform an extensive series of methodical experiments directly targeting our proposed methods. Our experiments set new state-of-the-art (SOTA) in the supervised setting across different datasets. Moreover, our experiments reveal a striking capacity of our models in improving downstream task performance in few-shot and severely few-shot settings (i.e., as low as 1% of gold data), and even the zero-shot setting on languages other than English (i.e., as evaluated on six different datasets from three languages in Section 6).

To summarize, we make the following **contributions**: (1) We propose a novel pragmatic masking strategy that makes use of social media cues akin to improving social meaning detection. (2) We introduce a new effective surrogate fine-tuning method suited to social meaning that exploits the same simple cues as our pragmatic masking strategy. (3) We report new SOTA on eight out of 15 supervised datasets in the full-data setting. (4) Our methods are remarkably effective for few-shot and zero- and learning. We now review related work.

## 2 Related works

Masked Language models. Devlin et al. (2019) introduced BERT, a language representation model pre-trained by joint conditioning on both left and right context in all layers with the Transformer encoder (Vaswani et al., 2017). BERT's pre-training

introduces a self-supervised learning objective, i.e., masked language modeling (MLM), to train the Transformer encoder. MLM predicts masked tokens in input sequences exploiting bi-directional context. RoBERTa (Liu et al., 2019) optimizes BERT performance by removing the next sentence prediction objective and by pre-training on a larger corpus using a bigger batch size. In the last few years, several variants of LMs with different masking methods were proposed. Examples are XL-Net (Yang et al., 2019) and MASS (Song et al., 2019). To incorporate more domain specific knowledge into LMs, some works introduce knowledgeenabled masking strategies. For example, Sun et al. (2019); Zhang et al. (2019); Lin et al. (2021) propose to mask tokens of named entities, while Tian et al. (2020) and Ke et al. (2020) select sentimentrelated words to mask during pre-training. Gu et al. (2020) and Kawintiranon and Singh (2021) propose selective masking methods to mask the more important tokens for downstream tasks (e.g., sentiment analysis and stance detection). However, these masking strategies depend on external resources and/or annotations (e.g., a lexicon or labeled corpora). Corazza et al. (2020) investigate the utility of hybrid emoji-based masking for enhancing abusive language detection. Previous works, therefore, only focus on one or another particular task (e.g., sentiment, abusive language detection) rather than the type of broad representations we target.

Intermediate Fine-Tuning. Although pretrained language models (PLM) have shown significant improvements on NLP tasks, intermediate training of the PLM on one or more data-rich tasks can further improve performance on a target downstream task. Most previous work (e.g., (Wang et al., 2019; Pruksachatkun et al., 2020; Phang et al., 2020; Chang and Lu, 2021; Poth et al., 2021)) focus on intermediate fine-tuning on a given goldlabeled dataset related to a downstream target task. Different to these works, our surrogate fine-tuning method is *agnostic* to narrow downstream tasks and fine-tunes an PLM on large-scale data with tens of thousands of surrogate labels that may be relevant to all social meaning. We now introduce our methods.

## **3** Proposed Methods

#### 3.1 Pragmatic Masking

MLMs employ random masking, and so are not guided to learn any particular type of information during pre-training. Several attempts have been

| (1) Just got chased through my house with a bowl of tuna |                    |  |  |  |  |  |  |  |  |
|--|--------------------|--|--|--|--|--|--|--|--|
| fish. 😁 ing.   | [Disgust]          |  |  |  |  |  |  |  |  |
| (2) USER thanks <sup>©</sup> for this cold you           | u gave me #sarcasm |  |  |  |  |  |  |  |  |
|  | [Sarcastic]        |  |  |  |  |  |  |  |  |
| (3) USER Awww 😣 CUPCAKES                                 | S SUCK IT UP. SHE  |  |  |  |  |  |  |  |  |
| LOST 😡 😡 GET OVER IT 😡 😡                                 | [Offensive]        |  |  |  |  |  |  |  |  |

Table 1: Samples from our social meaning benchmark.

made to employ task-specific masking where the objective is to predict information relevant to a given downstream task. Task relevant information is usually identified based on world knowledge (e.g., a sentiment lexicon (Gu et al., 2020; Ke et al., 2020), part-of-speech (POS) tags (Zhou et al., 2020)) or based on some other type of modeling such as pointwise mutual information (Tian et al., 2020) with supervised data. Although task-specific masking is useful, it is desirable to identify a more general masking strategy that does not depend on external information that may not be available or hard to acquire (e.g., costly annotation). For example, there are no POS taggers for some languages and so methods based on POS tags would not be applicable. Motivated by the fact that random masking is intrinsically sub-optimal (Ke et al., 2020; Kawintiranon and Singh, 2021) and this particular need for a more general and dependency-free masking method, we introduce our novel pragmatic masking mechanism that is suited to a wide range of social meaning tasks.

To illustrate, consider the tweet samples in Table 1: In example (1), the emoji " ⊖ " combined with the suffix "-ing" in " ⊖ ing" is a clear signal indicating the *disgust* emotion. In example (2) the emoji " • " and the hashtag "#sarcasm" communicate sarcasm. In example (3) the combination of the emojis " 😔 " and " ⊌ " accompany 'hard' emotions characteristic of offensive language. We hypothesize that by simply masking cues such as emojis and hashtags, we can bias the model to learn about different shades of social meaning expression. This masking method can be performed in a self-supervised fashion since hashtags and emojis can be automatically identified. We call the resulting language model pragmatically masked language model (PMLM). Specifically, when we choose tokens for masking, we prioritize hashtags and emojis as Figure 1a shows. The pragmatic masking strategy follows several steps: (1) Pragmatic token selection. We randomly select up to 15% of input sequence, giving masking **priority** to hashtags or emojis. The tokens are selected by whole word masking (i.e., whole hashtag or emoji). (2) **Regular token selection.** If the pragmatic tokens are less than 15%, we then randomly select regular BPE tokens to complete the percentage of masking to the 15%. (3) **Masking.** This is the same as the RoBERTa MLM objective where we replace 80% of selected tokens with the [MASK] token, 10% with random tokens, and we keep 10% unchanged.

## 3.2 Surrogate Fine-tuning

The current transfer learning paradigm of first pretraining then fine-tuning on particular tasks is limited by how much labeled data is available for downstream tasks. In other words, this existing set up works only given large amounts of labeled data. We propose surrogate fine-tuning where we intermediate fine-tune PLMs to predict thousands of example-level cues (i.e., hashtags occurring at the end of tweets) as Figure 1b shows. This method is inspired by previous work that exploited hashtags (Riloff et al., 2013; Ptáček et al., 2014; Rajadesingan et al., 2015; Sintsova and Pu, 2016; Abdul-Mageed and Ungar, 2017; Barbieri et al., 2018) or emojis (Wood and Ruder, 2016; Felbo et al., 2017; Wiegand and Ruppenhofer, 2021) as proxy for labels in a number of social meaning tasks. However, instead of identifying a small specific set of hashtags or emojis for a single task and using them to collect a dataset of *distant* labels, we diverge from the literature in proposing to use data with any hashtag or emoji as a surrogate labeling approach suited for any (or at least most) social meaning task. As explained, we refer to our method as surrogate fine-tuning (SFT).

#### 4 Experiments

## 4.1 Pre-training Data

**TweetEnglish Dataset.** We extract 2.4B English tweets<sup>2</sup> from a larger in-house dataset collected between 2014 and 2020. We lightly normalize tweets by removing usernames and hyperlinks and add white space between emojis to help our model identify individual emojis. We keep all the tweets, retweets, and replies but remove the 'RT USER:' string in front of retweets. To ensure each tweet

 $<sup>^2 \</sup>mathrm{We}$  select English tweets based on the Twitter language tag.

contains sufficient context for modeling, we filter out tweets shorter than 5 English words (not counting the special tokens hashtag, emoji, USER, URL, and RT). We call this dataset **TweetEng**. Exploring the distribution of hashtags and emojis within TweetEng, we find that 18.5% of the tweets include at least one hashtag but no emoji, 11.5% have at least one hashtag but no hashtag, and 2.2% have both at least one hashtag and at least one emoji. Investigating the hashtag and emoji location, we observe that 7.1% of the tweets use a hashtag as the last term, and that the last term of 6.7% of tweets is an emoji. We will use TweetEng as a general pool of data from which we derive for both our PMLM and SFT methods.

PM Datasets. We extract five different subsets from TweetEng to explore the utility of our proposed PMLM method. Each of these five datasets comprises 150M tweets as follows: Naive. A randomly selected tweet set. Based on the distribution of hashtags and emojis in TweetEng, each sample in Naive still has some likelihood to include one or more hashtags and/or emojis. We are thus still able to perform our PM method on Naive. Naive-Remove. To isolate the utility of using pragmatic cues, we construct a dataset by removing all hashtags and emojis from Naive. **Hashtag** any. Tweets with at least one hashtag anywhere but no emojis. Emoji\_any. Tweets with at least one emoji anywhere but no hashtags. Hashtag\_end. Tweets with a hashtag as the last term but no emojis. **Emoji** end. Tweets with an emoji at the end of the tweet but no hashtags.<sup>3</sup>

**SFT Datasets.** We experiment with two SFT settings, one based on *hashtags* (*SFT-H*) and another based on *emojis* (*SFT-E*). For SFT-H, we utilize the Hashtag\_end dataset mentioned above. The dataset includes 5M unique hashtags (all occurring at the end of tweets), but the majority of these are low frequency. We remove any hashtags occurring < 200 times, which gives us a set of 63Khashtags in 126M tweets. We split the tweets into Train (80%), Dev (10%), and Test (10%). For each sample, we use the end hashtag as the sample label.<sup>4</sup> We refer to this resulting dataset as **Hashtag\_pred**. For emoji SFT, we work with the emoji\_end dataset. Similar to SFT-H, we remove low-frequence emojis (< 200 times), extract the same number of tweets as Hashtag\_pred, and follow the same data splitting method. We acquire a total of 1,650 unique emojis in final positions, which we assign as class labels and remove them from the original tweet body. We refer to this dataset as **Emoji\_pred**.

#### 4.2 Evaluation Benchmark

We collect 15 datasets representing eight different social meaning tasks to evaluate our models, as follows: <sup>5</sup>

**Crisis awareness.** We use  $Crisis_{Oltea}$  (Olteanu et al., 2014), a corpus for identifying whether a tweet is related to a given disaster or not.

**Emotion.** We utilize  $Emo_{Moham}$ , introduced by Mohammad et al. (2018), for emotion recognition. We use the version adapted in Barbieri et al. (2020).

Hateful and offensive language. We use  $Hate_{Waseem}$  (Waseem and Hovy, 2016),  $Hate_{David}$  (Davidson et al., 2017), and  $Offense_{Zamp}$  (Zampieri et al., 2019a).

**Humor.** We use the humor detection datasets Humor<sub>Potash</sub> (Potash et al., 2017) and Humor<sub>Meaney</sub> (Meaney et al., 2021).

**Irony.** We utilize  $Irony_{Hee-A}$  and  $Irony_{Hee-B}$  from Van Hee et al. (2018).

**Sarcasm.** We use four sarcasm datasets from  $Sarc_{Riloff}$  (Riloff et al., 2013),  $Sarc_{Ptacek}$  (Ptáček et al., 2014),  $Sarc_{Rajad}$  (Rajadesingan et al., 2015), and  $Sarc_{Bam}$  (Bamman and Smith, 2015).

Sentiment. We employ the three-way sentiment analysis dataset from  $Senti_{Rosen}$  (Rosenthal et al., 2017).

**Stance.** We use Stance<sub>Moham</sub>, a stance detection dataset from Mohammad et al. (2016). The task is to identify the position of a given tweet towards a target of interest.

We use the Twitter API <sup>6</sup> to crawl datasets which are available only in tweet ID form. We note that we could not download all tweets since some tweets get deleted by users or become inaccessible for some other reason. Since some datasets are old (dating back to 2013), we are only able to retrieve 73% of the tweets on average (i.e., across the different datasets). We normalize each tweet by re-

<sup>&</sup>lt;sup>3</sup>We perform an analysis based on two 10M random samples of tweets from Hashtag\_any and Emoji\_any, respectively. We find that on average there are 1.83 hashtags per tweet in Hashtag\_any and 1.88 emojis per tweet in Emoji\_any.

<sup>&</sup>lt;sup>4</sup>We use the last hashtag as the label if there are more than one hashtag in the end of a tweet. Different from PMLM, SFT is a multi-class single-label classification task. We plan to explore the multi-class multi-label SFT in the future.

<sup>&</sup>lt;sup>5</sup>To facilitate reference, we give each dataset a name. <sup>6</sup>https://developer.twitter.com/

placing the user names and hyperlinks to the special tokens 'USER' and 'URL', respectively. For datasets collected based on hashtags by original authors (i.e., *distant supervision*), we also remove the seed hashtags from the original tweets. For datasets originally used in cross-validation, we acquire 80% Train, 10% Dev, and 10% Test via random splits. For datasets that had training and test splits but not development data, we split off 10% from training data into Dev. The data splits of each dataset are presented in Table 2.

| Task                    | Lg              | Classes                  | Train | Dev  | Test  |
|-------------------------|-----------------|--------------------------|-------|------|-------|
| Crisisoltea             | EN              | {on-topic, off-topic,}   | 48.0K | 6.0K | 6.0K  |
| Emo <sub>Moham</sub>    | EN              | {anger, joy, opt., sad.} | 3.3K  | 374  | 1.4K  |
| HateWaseem              | EN              | {racism, sexism, none}   | 8.7K  | 1.1K | 1.1K  |
| HateDavid               | EN              | {hate, off., neither}    | 19.8K | 2.5K | 2.5K  |
| HumorPotash             | EN              | {humor, not humor}       | 11.3K | 660  | 749   |
| Humor <sub>Meaney</sub> | EN              | {humor, not humor}       | 8.0K  | 1.0K | 1.0K  |
| Irony <sub>Hee-A</sub>  | EN              | {ironic, not ironic}     | 3.5K  | 384  | 784   |
| Irony <sub>Hee-B</sub>  | EN              | {IC, SI, OI, NI}         | 3.5K  | 384  | 784   |
| OffenseZamp             | EN              | {off., not off.}         | 11.9K | 1.3K | 860   |
| Sarc <sub>Riloff</sub>  | EN              | {sarc., non-sarc.}       | 1.4K  | 177  | 177   |
| SarcPtacek              | EN              | {sarc., non-sarc.}       | 71.4K | 8.9K | 8.9K  |
| Sarc <sub>Rajad</sub>   | EN              | {sarc., non-sarc.}       | 41.3K | 5.2K | 5.2K  |
| SarcBam                 | EN              | {sarc., non-sarc.}       | 11.9K | 1.5K | 1.5K  |
| Senti <sub>Rosen</sub>  | EN              | {neg., neu., pos.}       | 42.8K | 4.8K | 12.3K |
| Stance <sub>Moham</sub> | EN              | {against, favor, none}   | 2.6K  | 292  | 1.3K  |
| Emo <sub>Mageed</sub>   | $\overline{AR}$ | {anger, joy, sad.}       |       |      | 372   |
| IronyGhan               | AR              | {ironic, not ironic}     | -     | -    | 805   |
| Emo <sub>Bian</sub>     | IT              | {anger, joy, sad.}       | -     | -    | 196   |
| HateBosco               | IT              | {hate, not hate}         | -     | -    | 1.0K  |
| Emo <sub>Moham</sub>    | ES              | {anger, joy, sad.}       | -     | -    | 2.0K  |
| HateBas                 | ES              | {hate, not hate}         | -     | -    | 1.6K  |

Table 2: Social meaning data. **opt.:**: Optimism, **sad.:** Sadness, **off.:** offensive, **sarc.:** sarcastic, **IC:** Ironic by clash, **SI:** Situational irony, **OI:** Other irony, **NI:** Nonironic, **neg.:** Negative, **neu.:** Neutral, **pos.:** Positive.

To test our models under the *few-shot setting*, we conduct few-shot experiments on varying percentages of the Train set of each task (i.e., 1%, 5%, 10%, 20% ...90%). For each of these sizes, we randomly sample three times with replacement (*as we report the average of three runs in our experiments*) and evaluate each model on the original Dev and Test sets. We also evaluate our models on the *zero-shot setting* utilizing data from Arabic:  $Emo_{Mageed}$  (Abdul-Mageed et al., 2020),  $Irony_{Ghan}$  (Ghanem et al., 2019); Italian:  $Emo_{Bian}$  (Bianchi et al., 2021) and  $Hate_{Bosco}$  (Bosco et al., 2018); and Spanish:  $Emo_{Moham}$  (Mohammad et al., 2018) and  $Hate_{Bas}$  (Basile et al., 2019).

#### 4.3 Implementation and Baselines

For both our experiments on PMLM (Section 5.1) and SFT (Section 5.2), we use the pre-trained English RoBERTa<sub>Base</sub> (Liu et al., 2019) model as the initial checkpoint model. We use this model, rather than a larger language model, since we run a large

number of experiments and needed to be efficient with GPUs. We use the RoBERTa<sup>7</sup> tokenizer to process each input sequence and pad or truncate the sequence to a maximal length of 64 BPE tokens. We continue training RoBERTa with our proposed methods for five epochs with a batch size of 8, 192 and then fine-tune the further trained models on downstream datasets. We provide details about our hyper-parameters in AppendixA. Our baseline (1) fine-tunes original pre-trained RoBERTa on downstream datsets without any further training. Our baseline (2) fine-tunes a SOTA Transformer-based PLM for English tweets, i.e., BERTweet (Nguyen et al., 2020), on downstream datasets. For PMLM experiments, we provide baseline (3), which further pre-trains RoBERTa on Naive-Remove dataset with the random masking strategy and MLM objectives. We refer to this model as RM-NR. We now present our results.

#### 5 Results and Analysis

We report performance of our models trained with our PM strategy in Section 5.1, where we investigate two types of pragmatic signals (i.e., hashtag and emoji) and the effect of their locations (anywhere vs. at the end). Section 5.2 shows the results of our SFT method with hashtags and emojis. Moreover, we combine our two proposed methods and compare our models to the SOTA models in Sections 5.3 and 5.4, respectively.

## 5.1 PMLM Experiments

We further pre-train RoBERTa PM on Naive. on the Naive dataset with our pragmatic masking strategy (PM) and compare to a model trained on the same dataset with random masking (RM). As Table 3 shows, PM-N outperforms RM-N with an average improvement of 0.69 macro  $F_1$  points across the 15 tasks. We also observe that PM-N improves over RM-N in 12 out of the 15 tasks, thus reflecting the effectiveness of our PM strategy even when working with a dataset such as Naive where it is not guaranteed (although likely) that a tweet has hashtags and/or emojis. Moreover, RM-N outperforms RM-NR on eight tasks with improvement of 0.12 average  $F_1$ . This indicates that pragmatic cues (i.e., emoji and hashtags) are essential for learning social media data.

**PM of Hashtags.** To study the effect of PM on the controlled setting where we guarantee each sam-

<sup>&</sup>lt;sup>7</sup>For short, we refer to the official released English RoBERTa<sub>Base</sub> as RoBERTa in the rest of the paper.

| Task                    | RB    | RM-NR | RM-N  | PM-N  | RM-HA   | PM-HA | RM-HE | PM-HE | RM-EA | PM-EA | RM-EE | PM-EE | BTw   |
|-------------------------|-------|-------|-------|-------|---------|-------|-------|-------|-------|-------|-------|-------|-------|
| Crisis <sub>Oltea</sub> | 95.95 | 95.78 | 95.78 | +0.14 | 95.75   | +0.10 | 95.85 | +0.02 | 95.91 | +0.07 | 95.95 | -0.18 | 95.88 |
| Emo <sub>Moham</sub>    | 77.99 | 79.15 | 79.43 | +1.30 | 80.31   | -1.75 | 79.51 | +0.64 | 80.03 | +1.06 | 81.28 | +0.90 | 80.14 |
| HateWaseem              | 57.34 | 57.22 | 56.75 | -0.41 | 57.16   | +0.35 | 56.97 | +0.16 | 57.00 | +0.01 | 57.08 | -0.39 | 57.47 |
| Hate <sub>David</sub>   | 77.71 | 77.54 | 77.47 | +0.81 | 1 76.87 | +0.59 | 77.55 | -0.33 | 78.13 | +0.13 | 78.16 | -0.23 | 77.15 |
| HumorPotash             | 54.40 | 54.80 | 55.45 | -0.19 | 55.32   | -2.83 | 50.06 | +4.54 | 57.14 | -2.04 | 55.25 | +0.32 | 52.77 |
| HumorMeaney             | 92.37 | 93.50 | 93.24 | +0.45 | 93.58   | -0.10 | 92.85 | +1.67 | 93.55 | +0.95 | 93.19 | -0.50 | 94.46 |
| Irony <sub>Hee-A</sub>  | 73.93 | 74.46 | 74.52 | +0.45 | 74.50   | +0.66 | 73.97 | +2.27 | 75.34 | +2.59 | 74.40 | +1.22 | 77.35 |
| Irony <sub>Hee-B</sub>  | 52.30 | 50.70 | 52.91 | +0.88 | 51.43   | -2.14 | 50.41 | +4.35 | 54.94 | +1.15 | 54.73 | -2.26 | 58.67 |
| OffenseZamp             | 80.13 | 80.38 | 79.97 | +0.27 | 79.74   | -0.40 | 79.95 | -1.08 | 80.18 | +0.96 | 80.18 | +0.47 | 78.49 |
| Sarc <sub>Riloff</sub>  | 73.85 | 73.90 | 72.02 | +3.22 | 71.42   | +3.30 | 74.16 | +1.72 | 76.52 | +1.41 | 76.30 | +3.80 | 78.81 |
| SarcPtacek              | 95.09 | 96.15 | 95.81 | -0.17 | 95.50   | +0.12 | 95.24 | +0.57 | 95.81 | +0.25 | 95.67 | +0.34 | 96.35 |
| Sarc <sub>Rajad</sub>   | 85.07 | 85.63 | 86.18 | +0.05 | 85.04   | +0.51 | 85.20 | +0.73 | 86.14 | +0.51 | 86.02 | +0.92 | 87.58 |
| SarcBam                 | 79.08 | 79.27 | 80.03 | +0.10 | 80.22   | -0.06 | 79.83 | +0.48 | 80.73 | +0.39 | 81.13 | +0.60 | 82.08 |
| Senti <sub>Rosen</sub>  | 71.08 | 71.55 | 72.03 | +0.62 | 72.10   | -0.11 | 71.84 | -0.02 | 72.24 | -0.26 | 72.27 | -0.71 | 71.83 |
| Stance <sub>Moham</sub> | 70.41 | 67.00 | 67.14 | +2.80 | 69.51   | -1.38 | 69.23 | +0.45 | 70.20 | -1.58 | 70.04 | -1.56 | 67.41 |
| Average                 | 75.78 | 75.80 | 75.92 | +0.69 | 75.90   | -0.21 | 75.51 | +1.08 | 76.92 | +0.38 | 76.78 | +0.18 | 77.10 |

Table 3: Pragmatic masking results. **Baselines:** (1) RB: RoBERTa, (2) BTw: BERTweet, (3) RM-NR. Light green indicates our models outperforming the baseline (1). **Bold** font indicates best model across all *our* random and pragmatic masking methods. <u>Masking:</u> RM: Random masking, PM: Pragmatic masking. <u>Datasets:</u> N: Naive, NR: Naive-Remove, HA: Hashtag\_any, HE: Hashtag\_end, EA: Emoji\_any, EE: Emoji\_end.

ple has at least one hashtag *anywhere*, we further pre-train RoBERTa on the Hashtag\_any dataset with PM (PM-HA in Table 3) and compare to a model further pre-trained on the same dataset with the RM (RM-HA). As Table 3 shows, PM-HA does not improve over RM-HA. Rather, PM-HA results are marginally lower than those of RM-HA. We suspect that the degradation is due to confusions when a hashtag is used as a word of a sentence. Thus, we investigate the effectiveness of hashtag location.

Effect of Hashtag Location. Previous studies (Ren et al., 2016; Abdul-Mageed and Ungar, 2017) use hashtags as a proxy to label data with social meaning concepts, indicating that hashtags occuring at the end of posts are reliable cues. Hence, we further pre-train RoBERTa on the Hashtag\_end dataset with PM and RM, respectively. As Table 3 shows, PM exploiting hashtags in the end (PM-HE) outperforms random masking (RM-HE) with an average improvement of 1.08  $F_1$ across the 15 tasks. It is noteworthy that PM-HE shows improvements over RM-HE in the majority of tasks (12 tasks), and both of them outperform the baselines (1) and (3). Compared to RM-HA and PM-HA, the results demonstrate the utility of end-location hashtags on training a LM.

**PM of Emojis.** Again, in order to study the impact of PM of emojis under a controlled condition where we guarantee each sample has at least one emoji, we further pre-train RoBERTa on the Emoji\_any dataset with PM and RM, respectively. As Table 3 shows, both methods result in sizable improvements on most of tasks. PM-EA outperforms the random masking method (RM-EA) (macro  $F_1$ =0.38 improvement) and also exceeds the baseline (1), (2), and (3) with 1.52, 0.20, and 1.50 average  $F_1$ , respectively. PM-EA thus obtains the best overall performance (macro  $F_1$  = 77.30) and also achieves the best performance on Crisis<sub>Oltea-14</sub>, two irony detection tasks, Offense<sub>Zamp</sub>, and Sarc<sub>Ptacek</sub> across all settings of our PM. This indicates that emojis carry important knowledge for social meaning tasks and demonstrates the effectiveness of our PM mechanism to distill and transfer this knowledge to diverse tasks.

*Effect of Emoji Location.* We analyze whether learning is sensitive to emoji location: we further pre-train RoBERTa on Emoji\_end dataset with PM and RM and refer to these two models as PM-EE and RM-EE, respectively. Both models perform better than our baselines (1) and (3), and PM-EE achieves the best performance on four datasets across all settings of our PM. Unlike the case of hashtags, the location of the masked emoji is not sensitive for the learning.

Overall, results show the effectiveness of our PMLM method in improving the self-supervised LM. All models trained with PM on emoji data obtain better performance than those pre-trained on hashtag data. It suggests that emoji cues are somewhat more helpful than hashtag cues for this type of guided model pre-training in the context of social meaning tasks. This implies emojis are more relevant to many social meaning tasks than hashtags are. In other words, in addition to them being cues for social meaning, hashtags can also stand for general topical categories to which different social meaning concepts can apply (e.g., *#lunch* can be accompanied by both *happy* and *disgust* emotions).

## 5.2 SFT Experiments

We conduct SFT using hashtags and emojis. We continue training the original RoBERTa on the Hashtag\_pred and Emoji\_pred dataset for 35 epochs and refer to these trained models as SFT-H and SFT-E, respectively. To evaluate SFT-H and SFT-E, we further fine-tune the obtained models on 15 task-specific datasets. As Table 4 shows, SFT-E outperforms the first baseline (i.e., RoBERTa) with 1.16  $F_1$  scores. Comparing SFT-E and PMLM trained with the same dataset (PM-EE), we observe that the two models perform similarly (76.94 for SFT-E vs. 76.96 for PM-EE). Our proposed SFT-H method is also highly effective. On average, SFT-H achieves 2.19 and 0.87  $F_1$  improvement over our baseline (1) and (2), respectively. SFT-H also yields sizeable improvements on datasets with smaller training samples, such Irony<sub>Hee-B</sub> (improvement of 7.84  $F_1$ ) and Sarc<sub>Riloff</sub> (improvement of  $6.65 F_1$ ). Comparing SFT-H to the PMLM model trained with the same dataset (i.e., PM-HE), we observe that SFT-H also outperforms PM-H with 1.38  $F_1$ . This result indicate that SFT can more effectively utilize the information from tweets with hashtags.

| Task                    | RB    | SFT-E | SFT-H | PragS1 | PragS2 | BTw   |
|-------------------------|-------|-------|-------|--------|--------|-------|
| Crisis <sub>Oltea</sub> | 95.95 | 95.76 | 95.87 | 96.02  | 95.68  | 95.88 |
| Emo <sub>Moham</sub>    | 77.99 | 79.69 | 78.69 | 82.04  | 80.50  | 80.14 |
| HateWaseem              | 57.34 | 56.47 | 63.97 | 60.92  | 60.25  | 57.47 |
| HateDavid               | 77.71 | 76.45 | 77.29 | 77.00  | 76.93  | 77.15 |
| HumorPotash             | 54.40 | 54.75 | 55.51 | 54.93  | 53.83  | 52.77 |
| HumorMeaney             | 92.37 | 93.82 | 93.74 | 93.68  | 94.49  | 94.46 |
| Irony <sub>Hee-A</sub>  | 73.93 | 76.63 | 76.22 | 72.73  | 79.89  | 77.35 |
| Irony <sub>Hee-B</sub>  | 52.30 | 57.59 | 60.14 | 56.11  | 61.67  | 58.67 |
| OffenseZamp             | 80.13 | 80.18 | 79.82 | 81.34  | 79.50  | 78.49 |
| Sarc <sub>Riloff</sub>  | 73.85 | 78.34 | 80.50 | 78.74  | 80.49  | 78.81 |
| SarcPtacek              | 95.09 | 95.88 | 96.01 | 96.16  | 96.24  | 96.35 |
| SarcRajad               | 85.07 | 86.80 | 87.56 | 87.48  | 88.92  | 87.58 |
| SarcBam                 | 79.08 | 81.48 | 81.19 | 82.53  | 81.53  | 82.08 |
| Senti <sub>Rosen</sub>  | 71.08 | 71.27 | 71.83 | 72.07  | 71.08  | 71.38 |
| StanceMoham             | 70.41 | 69.06 | 71.27 | 69.65  | 70.77  | 67.41 |
| Average                 | 75.78 | 76.94 | 77.97 | 77.43  | 78.12  | 77.10 |

Table 4: Surrogate fine-tuning (SFT). **Baselines:** RB (RoBERTa) and BTw (BERTweet). **SFT-H:** SFT with hashtags. **SFT-E:** SFT with emojis. **PragS1:** PMLM with Hashtag\_end (best hashtag PM condition) followed by SFT-H. **PragS2:** PMLM with Emoji\_any (best emoji PM condition) followed by SFT-E.

#### 5.3 Combining PM and SFT

To further improve the PMLM with SFT, we take the best hashtag-based model (i.e., PM-HE in Table 3) and fine-tune on Emoji\_pred (i.e., SFT- E) for 35 epochs. We refer to this last setting as PM-HE+SFT-E but use the easier alias **PragS1** in Table 4. We observe that PragS1 outperforms both, reaching an average  $F_1$  of 77.43 vs. 75.78 for the baseline (1) and 76.94 for SFT-E. Similarly, we also take the best emoji-based PMLM (i.e., PM-EA in Table 3) and fine-tune on Hashtag\_pred SFT (i.e., SFT-H) for 35 epochs. This last setting is referred to as PM-EA+SFT-H, but we again use the easier alias **PragS2**. Our best result is achieved with a combination of PM with emojis and SFT on hashtags (the PragS2 condition). This last model achieves an average  $F_1$  of 78.12 and is 2.34 and 1.02 average points higher than baselines of RoBERTa and BERTweet, respectively.

## 5.4 Model Comparisons

The purpose of our work is to produce representations effective across all social meaning tasks, rather than a single given task. However, we still compare our best model (i.e., PragS2) on each dataset to the SOTA of that particular dataset and the published results on a Twitter evaluation benchmark (Barbieri et al., 2020). All our reported results are an average of three runs, and we report using the same respective metric adopted by original authors on each dataset. As Table 5 shows, our model achieves the best performance on eight out of 15 datasets. On average, our models are 0.97 points higher than the closest baseline, i.e., BERTweet. This shows the superiority of our methods, even when compared to models trained simply with MLM with  $\sim 3 \times$  more data (850M tweets for BERTweet vs. only 276M for our best method). We also note that some SOTA models adopt taskspecific approaches and/or require task-specific resources. For example, Bamman and Smith (2015) utilize Stanford sentiment analyzer to identify the sentiment polarity of each word. In addition, taskspecific methods can still be combined with our proposed approaches to improve performance on individual tasks.

#### 6 Zero- and Few-Shot Learning

Since our methods exploit general cues in the data for pragmatic masking and learn a broad range of social meaning concepts, we hypothesize they should be particularly effective in *few-shot learning*. To test this hypothesis, we fine-tune our best models (i.e., PragS1 and PragS2) on varying percentages of the Train set of each task as explained in Section 4.2. Figure 2 shows that our two mod-

| Task                    | Metric    | SOTA                      | TwE   | BTw   | Ours<br>(PragS2) |
|-------------------------|-----------|---------------------------|-------|-------|------------------|
| Crisis <sub>Oltea</sub> | $M-F_1$   | 95.60*                    | -     | 95.88 | 95.68            |
| Emo <sub>Moham</sub>    | $M-F_1$   | -                         | 78.50 | 80.14 | 80.50            |
| Hate <sub>Waseem</sub>  | $W-F_1$   | 73.62**                   | -     | 88.00 | 88.36            |
| HateDavid               | $W-F_1$   | 90.00 <sup>†</sup>        | -     | 91.27 | 91.01            |
| Humor <sub>Potash</sub> | $M-F_1$   | -                         | -     | 52.77 | 53.83            |
| Humor <sub>Meaney</sub> | $M-F_1$   | <b>98.54</b> <sup>=</sup> | -     | 94.46 | 94.49            |
| Irony <sub>Hee-A</sub>  | $F^{(i)}$ | 70.50 <sup>††</sup>       | 65.40 | 71.49 | 76.47            |
| Irony <sub>Hee-B</sub>  | $M-F_1$   | 50.70 <sup>††</sup>       | -     | 58.67 | 61.67            |
| Offense-Zamp            | $M-F_1$   | 82.90 <sup>‡</sup>        | 80.50 | 78.49 | 79.50            |
| Sarc <sub>Riloff</sub>  | $F^{(s)}$ | 51.00 <sup>‡‡</sup>       | -     | 66.35 | 68.88            |
| SarcPtacek              | $M-F_1$   | 92.37 <sup>§</sup>        | -     | 96.35 | 96.24            |
| Sarc <sub>Rajad</sub>   | Acc       | 92.94 <sup>§§</sup>       | -     | 95.29 | 95.66            |
| SarcBam                 | Acc       | 85.10 <sup>  </sup>       | -     | 82.28 | 81.27            |
| Senti <sub>Rosen</sub>  | M-Rec     | $68.50^{\diamond}$        | 72.60 | 72.90 | 71.76            |
| Stance <sub>Moham</sub> | Avg(a,f)  | 71.00 <sup>©</sup>        | 69.30 | 69.79 | 73.45            |
| Average                 |           | - 77.02-                  | 73.26 | 79.61 | 80.58            |

Table 5: Model comparisons. **SOTA:** Best performance on each respective dataset. **TwE:** TweetEval (Barbieri et al., 2020) is a benchmark for tweet classification evaluation. **BTw:** BERTweet (Nguyen et al., 2020). We compare using the same metrics employed on each dataset. **Metrics: M**- $F_1$ : macro  $F_1$ , **W**- $F_1$ : weighted  $F_1$ ,  $F_1^{(i)}$ :  $F_1$  irony class,  $F_1^{(i)}$ :  $F_1$  irony class,  $F_1^{(s)}$ :  $F_1$ sarcasm class, **M-Rec:** macro recall, **Avg(a,f)**: Average  $F_1$  of the *against* and *in-favor* classes (three-way dataset). \* Liu et al. (2021b), \*\* Waseem and Hovy (2016), <sup>†</sup> Davidson et al. (2017), <sup>=</sup> Meaney et al. (2021), <sup>††</sup> Van Hee et al. (2018), <sup>‡</sup> Zampieri et al. (2019b), <sup>‡‡</sup> Riloff et al. (2013), <sup>§</sup> Ptáček et al. (2014), <sup>§§</sup> Rajadesingan et al. (2017), <sup>©</sup> Mohammad et al. (2016).

els *always* achieve better average macro  $F_1$  scores than each of the RoBERTa and BERTweet baselines across all data size settings. Strikingly, our PragS1 and PragS2 outperform RoBERTa with an impressive 11.16 and 10.55 average macro  $F_1$ , respectively, when we fine-tune them on only 1%of the downstream gold data. If we use only 5% of gold data, our PragS1 and PragS2 improve over the RoBERTa baseline with 5.50% and 5.08points, respectively. This demonstrates that our proposed methods most effectively alleviate the challenge of labeled data even under the severely few-shot setting. In addition, we observe that the domain-specific LM, BERTweet, is outperformed by RoBERTa when labeled training data is severely scarce ( $\leq 20\%$ ) (although it achieves superior performance when it is fine-tuned on the full dataset). These results suggest that, for the scarce data setting, it may be better to further pre-train and surrogate fine-tune an PLM than pre-train a domainspecific LM from scratch. We provide model performance on each downstream task and various few-shot settings in Section B in Appendix.

Our proposed methods are language agnostic,



Figure 2: Few-shot learning on downstream with varying percentages of Train sets. The y-axis indicates the average Test macro  $F_1$  across the 15 tasks. The x-axis indicates the percentage of Train set used to fine-tune the model.

|                      | Fask                         | RB                     | Prag2                           |
|----------------------|------------------------------|------------------------|---------------------------------|
| A                    | <b>Emo</b> <sub>Mageed</sub> | 29.81                  | 40.37                           |
| Arabic               | Irony <sub>Ghan</sub>        | 31.53                  | 44.40                           |
| - – – – –<br>Italian | Emo <sub>Bian</sub>          | $\overline{27.22}^{-}$ | 26.40                           |
| Itanan               | HateBosco                    | 40.59                  | 47.04                           |
|                      | Emo <sub>Moham</sub>         | 30.58                  | 35.09                           |
| Spanish              | Hate <sub>Bas</sub>          | 41.43                  | 43.66                           |
| A                    | verage                       | 33.53                  | <sup>-</sup> 39.49 <sup>-</sup> |

Table 6: Zero-shot performance. RB: RoBERTa.

and may fare well on languages other than English. Although we do not test this claim directly in this work, we do score our English-language best models on six datasets from three other languages (zero-shot setting). We fine-tune our best English model (i.e., PragS2 in Table 4) on the English dataset Emo<sub>Moham</sub>, Irony<sub>Hee-A</sub>, and Hate<sub>David</sub> and, then, evaluate on the Test set of emotion, irony, and hate speech datasets from other languages, respectively. We compare these models against the English RoBERTa baseline fine-tuned on the same English data. As Table 6 shows, our models outperform the baseline in the zero-shot setting on five out of six dataset with an average improvement of 5.96  $F_1$ . These results emphasize the effectiveness of our methods even in the zero-shot setting across different languages and tasks, and motivate future work further extending our methods to other languages.

#### 7 Model Analyses

To better understand model behavior, we carry out both a qualitative and a quantitative analysis. For the qualitative analysis, we encode all the Dev and Test samples from one emotion downstream task using two PLMs (RoBERTa and BERTweet) and our two best models (i.e., PragS1 and PragS2)<sup>8</sup>. We then use the hidden state of the [CLS] token from the last Transformer encoder layer as the representation of each input. We then map these tweet representation vectors (768 dimensions) to a 2-D space through t-SNE technique (Van der Maaten and Hinton, 2008) and visualize the results. Comparing our models to the original RoBERTa and BERTweet, we observe that the representations from our models give sensible clustering of emotions before fine-tuning on downstream dataset.



Figure 3: t-SNE plots of the learned embeddings on Dev and Test sets of Emo<sub>Moham</sub>. Our learned representations clearly help tease apart the different classes.

Recent research (Ethayarajh, 2019; Li et al., 2020; Gao et al., 2021) has identified an anisotropy problem with the sentence embedding from PLMs, i.e., learned representations occupy a narrow cone, which significantly undermines their expressiveness. Hence, several concurrent studies (Gao et al., 2021; Liu et al., 2021a) seek to improve uniformity of PLMs. However, Wang and Liu (2021) reveal a uniformity-tolerance dilemma, where excessive uniformity makes a model intolerant to semantically similar samples, thereby breaking its underlying semantic structure. Following Wang and Liu (2021), we investigate the uniformity and tolerance of our models. The uniformity metric indicates the embedding distribution in a unit hypersphere, and the tolerance metric is the mean similarities of samples belonging to the same class. Formulas of uniformity and tolerance are defined in Section C in appendix. We calculate these two metrics for each model using development data from our

13 downstream datasets (excluding Crisis<sub>Oltea</sub> and Stance<sub>Moham</sub>). As Table 7 shows, RoBERTa obtains a low uniformity and high tolerance score with its representations are located at a narrow cone where the cosine similarities of data points are extremely high. Results reveal that none of MLMs (i.e., pragmatic masking and random masking models) improves the spatial anisotropy. Nevertheless, surrogate fine-tuning is able to alleviate the anisotropy improving the uniformity. SFT-H achieves best uniformity (at 3.00). Our hypothesis is that fine-tuning on our extremely fine-grained hashtag prediction task forces the model to learn a more uniform representation where hashtag classes are separable. Finally, we observe that our best model, Prag2, makes a balance between uniformity and tolerance (uniformity = 2.36, tolerance = 0.35).

| Model   | Performance | Uniformity | Tolerance |
|---------|-------------|------------|-----------|
| RoBERTa | 75.78       | 0.02       | 1.00      |
| RM-NR   | 75.80       | 0.06       | 0.99      |
| RM-N    | 75.92       | 0.06       | 0.99      |
| PM-N    | 76.61       | 0.02       | 0.99      |
| RM-HA   | 75.90       | 0.01       | 0.99      |
| PM-HA   | 75.69       | 0.04       | 0.99      |
| RM-HE   | 75.51       | 0.02       | 0.99      |
| PM-HE   | 76.59       | 0.05       | 0.99      |
| RM-EA   | 76.92       | 0.02       | 1.00      |
| PM-EA   | 77.30       | 0.02       | 0.99      |
| RM-EE   | 76.78       | 0.02       | 0.99      |
| PM-EE   | 76.96       | 0.03       | 0.99      |
| SFT-H   | 77.79       | 3.00       | 0.21      |
| SFT-E   | 76.94       | 2.65       | 0.30      |
| PragS1  | 77.43       | 2.98       | 0.21      |
| PragS2  | 78.12       | 2.36       | 0.35      |

Table 7: Comparison of uniformity and tolerance. For both metrics, higher is better.

## 8 Conclusion

We proposed two novel methods for improving transfer learning with PLMs, pragmatic masking and surrogate fine-tuning, and demonstrated the effectiveness of these methods on a wide range of social meaning datasets. Our models exhibit remarkable performance in the few-shot setting and even the severely few-shot setting. Our models also establish new SOTA on eight out of fifteen datasets when compared to tailored, task-specific models with access to external resources. Our proposed methods are also language independent, and show promising performance when applied in zeroshot settings on six datasets from three different languages. In future research, we plan to further test this language independence claim. We hope our methods will inspire new work on improving language models without use of much labeled data.

<sup>&</sup>lt;sup>8</sup>Note that we use these representation models *without* downstream fine-tuning.

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# Appendices

## **A** Hyper-parameters and Procedure

**Pragmatic Masking.** For pragmatic masking, we use the Adam optimizer with a weight decay of 0.01 (Loshchilov and Hutter, 2019) and a peak learning rate of 5e - 5. The number of the epochs is five.

**Surrogate Fine-Tuning.** For surrogate fine-tuning, we fine-tune RoBERTa on surrogate classification tasks with the same Adam optimizer but use a peak learning rate of 2e - 5.

The pre-training and surrogate fine-tuning models are trained on eight Nvidia V100 GPUs (32G each). On average the running time is 24 hours per epoch for PMLMs, 2.5 hours per epoch for SFT models. All the models are implemented by Huggingface Transformers (Wolf et al., 2020).

**Downstream Fine-Tuning.** We evaluate the further pre-trained models with pragmatic masking and surrogate fine-tuned models on the 15 downstream tasks in Table 2. We set maximal sequence length as 60 for 13 text classification tasks. For Crisis<sub>Oltea</sub> and Stance<sub>Moham</sub>, we append the topic term behind the post content, separate them by [SEP] token, and set maximal sequence length to 70, especially. For all the tasks, we pass the hidden

state of [CLS] token from the last Transformerencoder layer through a non-linear layer to predict. Cross-Entropy calculates the training loss. We then use Adam with a weight decay of 0.01to optimize the model and fine-tune each task for 20 epochs with early stop (*patience* = 5 epochs). We fine-tune the peak learning rate in a set of  $\{1e-5, 5e-6\}$  and batch size in a set of  $\{8, 32, 64\}$ . We find the learning rate of 5e - 6 performs best across all the tasks. For the downstream tasks whose Train set is smaller than 15,000 samples, the best mini-batch size is eight. The best batch size of other larger downstream tasks is 64. For fine-tuning BERTweet, we use the hyperparameters identified in Nguyen et al. (2020), i.e., a fixed learning rate of 1e - 5 and a batch size of 32.

We use the same hyperparameters to run three times with random seeds for all downstream finetuning (unless otherwise indicated). All downstream task models are fine-tuned on four Nvidia V100 GPUs (32G each). At the end of each epoch, we evaluate the model on the Dev set and identify the model that achieved the highest performance on Dev as our best model. We then test the best model on the Test set. In order to compute the model's overall performance across 15 tasks, we use same evaluation metric (i.e., macro  $F_1$ ) for all tasks. We report the average Test macro  $F_1$  of the best model over three runs. We also average the macro  $F_1$  scores across 15 tasks to present the model's overall performance.

#### **B** Few-Shot Experiment

Tables B.1, B.2, B.3, and B.4 respectively, present the performance of RoBERTa, BERTweet, PragS1, and PragS2 on all our 15 English downstream datasets and various few-shot settings.

#### **C** Uniformity and Tolerance

Wang and Liu (2021) investigate representation quality measuring the uniformity of an embedding distribution and the tolerance to semantically similar samples. Given a dataset D and an encoder  $\Phi$ , the uniformity metric is based on a gaussian potential kernel and is formulated as:

$$Uniformity = \log \mathbb{E}_{x_i, x_j \in D}[e^{t||\Phi(x_i) - \Phi(x_j)||_2^2}],$$
(1)

where t = 2.

The tolerance metric measures the mean of similarities of samples belonging to the same class, which defined as:

$$Tolerance = \log \mathop{\mathbb{E}}_{x_i, x_j \in D} [(\Phi(x_i)^T \Phi(x_j)) \cdot I_{l(x_i) = l(x_j)}],$$
(2)

where  $l(x_i)$  is the supervised label of sample  $x_i$ .  $I_{l(x_i)=l(x_j)}$  is an indicator function, giving the value of 1 for  $l(x_i) = l(x_j)$  and the value of 0 for  $l(x_i) \neq l(x_j)$ . In our experiments, we use gold development samples from 13 our social meaning datasets.

| Task                       | 1     | 5     | 10    | 20    | 30    | 40    | 50    | 60    | 70    | 80    | 90    |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Crisis <sub>Oltea-14</sub> | 94.67 | 95.36 | 95.55 | 95.74 | 95.90 | 95.81 | 95.89 | 95.84 | 95.99 | 96.03 | 96.11 |
| Emo <sub>Moham-18</sub>    | 14.10 | 30.36 | 71.76 | 73.62 | 76.26 | 77.02 | 77.59 | 77.19 | 77.38 | 77.84 | 78.86 |
| Hatewaseem-16              | 28.23 | 52.66 | 54.66 | 54.82 | 56.26 | 56.42 | 56.70 | 57.10 | 56.92 | 56.99 | 57.25 |
| Hate <sub>David-17</sub>   | 42.01 | 70.92 | 74.76 | 75.71 | 75.08 | 75.70 | 76.05 | 75.21 | 76.38 | 76.58 | 77.63 |
| Humor <sub>Potash-17</sub> | 47.91 | 47.91 | 52.89 | 52.67 | 54.43 | 52.30 | 53.89 | 55.00 | 53.69 | 54.16 | 56.78 |
| Humor <sub>Meaney-21</sub> | 53.44 | 89.50 | 89.47 | 90.12 | 91.95 | 91.65 | 92.33 | 91.96 | 92.65 | 91.78 | 92.27 |
| Irony <sub>Hee-18A</sub>   | 40.75 | 60.47 | 61.97 | 70.49 | 67.64 | 70.40 | 72.04 | 71.33 | 72.01 | 72.67 | 72.54 |
| Irony <sub>Hee-18B</sub>   | 19.41 | 26.27 | 43.61 | 46.47 | 44.78 | 48.41 | 50.40 | 51.65 | 51.80 | 53.15 | 53.17 |
| Offense-Zamp-19            | 41.89 | 76.87 | 74.44 | 76.53 | 79.75 | 79.29 | 78.95 | 78.13 | 79.01 | 79.42 | 79.90 |
| Sarc <sub>Riloff-13</sub>  | 44.41 | 44.80 | 43.99 | 70.49 | 51.10 | 70.70 | 67.72 | 72.46 | 67.98 | 72.88 | 73.75 |
| Sarc <sub>Ptacek-14</sub>  | 81.57 | 85.92 | 87.18 | 88.78 | 89.84 | 91.33 | 91.76 | 92.38 | 93.58 | 94.29 | 94.98 |
| Sarc <sub>Rajad-15</sub>   | 68.52 | 77.80 | 78.47 | 81.59 | 82.60 | 82.58 | 83.61 | 83.77 | 84.44 | 84.76 | 84.43 |
| Sarc <sub>Bam-15</sub>     | 64.17 | 74.01 | 75.95 | 76.18 | 77.00 | 78.07 | 78.43 | 78.68 | 79.35 | 79.08 | 79.40 |
| Senti <sub>Rosen-17</sub>  | 64.84 | 68.00 | 69.95 | 70.10 | 70.51 | 70.04 | 71.70 | 70.07 | 70.12 | 70.30 | 71.17 |
| Stance <sub>Moham-16</sub> | 25.20 | 44.73 | 62.03 | 62.67 | 65.11 | 65.44 | 64.97 | 65.74 | 68.59 | 68.54 | 69.21 |
| Average                    | 48.74 | 63.04 | 69.11 | 72.40 | 71.88 | 73.68 | 74.14 | 74.43 | 74.66 | 75.23 | 75.83 |

Table B.1: Full result of few-shot learning on Baseline (1), fine-tuning RoBERTa.

| Task                       | 1     | 5     | 10    | 20    | 30    | 40    | 50    | 60    | 70    | 80    | 90                                  |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------------------------------------|
| Crisis <sub>Oltea-14</sub> | 94.71 | 94.95 | 95.38 | 95.32 | 95.60 | 95.53 | 95.78 | 95.72 | 95.65 | 95.71 | 95.68                               |
| Emo <sub>Moham-18</sub>    | 21.68 | 17.29 | 66.13 | 75.03 | 76.50 | 77.72 | 76.20 | 79.16 | 79.22 | 79.37 | 80.58                               |
| Hate <sub>Waseem-16</sub>  | 30.92 | 52.27 | 53.70 | 55.05 | 55.18 | 55.80 | 56.48 | 56.44 | 56.46 | 57.10 | 56.66                               |
| Hate <sub>David-17</sub>   | 29.21 | 69.18 | 74.17 | 76.58 | 77.95 | 76.97 | 77.19 | 77.43 | 77.29 | 77.72 | 78.30                               |
| Humor <sub>Potash-17</sub> | 47.90 | 47.91 | 48.24 | 51.68 | 51.25 | 53.37 | 54.80 | 54.39 | 54.91 | 52.31 | 55.83                               |
| Humor <sub>Meaney-21</sub> | 52.07 | 90.67 | 92.43 | 92.68 | 93.50 | 93.32 | 92.88 | 93.52 | 94.31 | 94.18 | 94.55                               |
| Irony <sub>Hee-18A</sub>   | 44.88 | 57.78 | 67.90 | 71.87 | 74.40 | 75.42 | 75.15 | 75.94 | 75.42 | 76.80 | 76.82                               |
| Irony <sub>Hee-18B</sub>   | 17.16 | 20.69 | 27.30 | 39.72 | 46.40 | 49.26 | 50.29 | 51.41 | 54.08 | 54.08 | 55.49                               |
| Offense-Zamp-19            | 45.03 | 74.68 | 76.49 | 78.02 | 79.26 | 78.55 | 78.86 | 79.59 | 80.54 | 79.74 | 78.30                               |
| Sarc <sub>Riloff-13</sub>  | 44.38 | 43.99 | 44.88 | 43.99 | 77.89 | 78.23 | 77.73 | 79.73 | 78.20 | 79.98 | 78.82                               |
| Sarc <sub>Ptacek-14</sub>  | 85.36 | 88.06 | 89.18 | 90.58 | 91.44 | 92.60 | 93.44 | 93.64 | 94.40 | 95.30 | 95.77                               |
| Sarc <sub>Rajad-15</sub>   | 47.01 | 81.87 | 83.24 | 84.22 | 85.31 | 85.38 | 85.73 | 85.86 | 86.11 | 86.77 | 86.76                               |
| Sarc <sub>Bam-15</sub>     | 56.24 | 76.75 | 78.61 | 80.01 | 80.06 | 81.05 | 81.05 | 81.64 | 81.86 | 82.72 | 82.84                               |
| Senti <sub>Rosen-17</sub>  | 65.42 | 67.96 | 69.85 | 70.38 | 71.24 | 71.49 | 71.76 | 71.29 | 71.49 | 72.29 | 71.63                               |
| Stance <sub>Moham-16</sub> | 25.69 | 25.36 | 24.27 | 59.25 | 61.58 | 63.45 | 62.31 | 65.08 | 66.64 | 66.54 | 67.63                               |
| Average                    | 47.18 | 60.63 | 66.12 | 70.96 | 74.50 | 75.21 | 75.31 | 76.06 | 76.44 | 76.71 | $^{-}\bar{7}\bar{7}.\bar{0}\bar{4}$ |

Table B.2: Full result of few-shot learning on BERTweet.

| Task                       | 1     | 5     | 10    | 20    | 30    | 40    | 50    | 60    | 70    | 80    | 90    |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Crisis <sub>Oltea-14</sub> | 94.35 | 95.34 | 95.37 | 95.74 | 95.85 | 95.83 | 95.92 | 95.92 | 95.91 | 95.98 | 95.86 |
| Emo <sub>Moham-18</sub>    | 36.95 | 64.31 | 74.68 | 77.94 | 79.79 | 80.19 | 80.23 | 80.19 | 80.30 | 80.78 | 81.27 |
| Hate <sub>Waseem-16</sub>  | 38.81 | 51.76 | 53.54 | 54.32 | 55.70 | 56.00 | 56.49 | 56.43 | 57.06 | 59.56 | 59.76 |
| Hate <sub>David-17</sub>   | 57.07 | 68.95 | 72.66 | 75.03 | 75.14 | 75.11 | 75.86 | 77.53 | 77.09 | 76.11 | 76.88 |
| Humor <sub>Potash-17</sub> | 47.91 | 50.24 | 51.87 | 51.21 | 51.92 | 54.91 | 53.26 | 52.22 | 52.37 | 54.36 | 54.39 |
| Humor <sub>Meaney-21</sub> | 87.10 | 91.79 | 92.16 | 92.42 | 92.80 | 93.01 | 93.05 | 93.53 | 93.64 | 93.86 | 93.70 |
| Irony <sub>Hee-18A</sub>   | 60.35 | 66.13 | 70.77 | 72.26 | 74.24 | 73.82 | 74.95 | 74.92 | 75.97 | 75.87 | 77.37 |
| Irony <sub>Hee-18B</sub>   | 29.82 | 36.42 | 41.72 | 46.50 | 50.14 | 53.57 | 52.63 | 55.80 | 54.23 | 55.92 | 56.62 |
| Offense-Zamp-19            | 61.17 | 74.22 | 77.05 | 77.63 | 79.22 | 80.62 | 79.09 | 80.77 | 81.27 | 79.85 | 79.68 |
| Sarc <sub>Riloff-13</sub>  | 52.83 | 63.39 | 73.40 | 74.34 | 77.10 | 78.01 | 77.87 | 77.53 | 77.32 | 77.32 | 78.72 |
| Sarc <sub>Ptacek-14</sub>  | 85.64 | 87.81 | 88.87 | 89.90 | 91.17 | 92.18 | 92.82 | 93.64 | 94.00 | 95.08 | 95.68 |
| Sarc <sub>Rajad-15</sub>   | 82.80 | 84.95 | 85.84 | 85.79 | 86.62 | 86.39 | 86.84 | 86.96 | 86.81 | 87.14 | 87.02 |
| Sarc <sub>Bam-15</sub>     | 72.44 | 77.74 | 78.97 | 80.27 | 81.08 | 81.74 | 81.56 | 81.62 | 81.98 | 81.53 | 82.29 |
| Senti <sub>Rosen-17</sub>  | 59.48 | 65.39 | 69.06 | 69.29 | 70.18 | 70.32 | 71.51 | 71.42 | 71.28 | 71.87 | 72.13 |
| Stance <sub>Moham-16</sub> | 31.80 | 49.63 | 56.29 | 60.94 | 64.59 | 64.58 | 65.44 | 67.27 | 68.23 | 67.95 | 68.13 |
| Average                    | 59.90 | 68.54 | 72.15 | 73.57 | 75.04 | 75.75 | 75.83 | 76.38 | 76.50 | 76.88 | 77.30 |

Table B.3: Full result of few-shot learning on PragS1.

| Task                       | 1     | 5     | 10    | 20    | 30    | 40    | 50    | 60    | 70    | 80    | 90    |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Crisis <sub>Oltea-14</sub> | 93.92 | 95.07 | 95.50 | 95.30 | 95.60 | 95.50 | 95.73 | 95.66 | 95.52 | 95.70 | 95.96 |
| Emo <sub>Moham-18</sub>    | 35.90 | 58.23 | 71.27 | 75.36 | 77.71 | 78.80 | 79.25 | 78.99 | 79.74 | 80.06 | 81.28 |
| Hate <sub>Waseem-16</sub>  | 43.42 | 53.24 | 59.36 | 54.85 | 55.51 | 56.32 | 56.57 | 56.52 | 56.91 | 61.08 | 63.86 |
| Hate <sub>David-17</sub>   | 57.30 | 71.09 | 73.10 | 75.37 | 77.25 | 74.36 | 75.91 | 77.72 | 75.76 | 77.30 | 76.59 |
| Humor <sub>Potash-17</sub> | 49.75 | 51.72 | 51.59 | 52.39 | 54.80 | 53.39 | 52.82 | 52.31 | 53.41 | 53.82 | 54.26 |
| Humor <sub>Meaney-21</sub> | 84.95 | 92.09 | 92.73 | 93.16 | 94.17 | 94.07 | 93.54 | 93.57 | 93.81 | 93.52 | 93.89 |
| Irony <sub>Hee-18A</sub>   | 57.95 | 68.51 | 71.96 | 73.41 | 75.17 | 75.66 | 75.60 | 77.34 | 76.72 | 77.49 | 77.79 |
| Irony <sub>Hee-18B</sub>   | 29.69 | 35.93 | 41.51 | 48.44 | 52.77 | 52.71 | 55.87 | 56.07 | 58.13 | 55.63 | 55.43 |
| Offense-Zamp-19            | 52.61 | 70.40 | 74.09 | 76.45 | 78.80 | 78.02 | 76.90 | 79.53 | 79.35 | 79.73 | 79.42 |
| Sarc <sub>Riloff-13</sub>  | 49.57 | 64.07 | 75.80 | 75.46 | 78.28 | 78.93 | 78.89 | 78.31 | 79.71 | 78.86 | 79.04 |
| Sarc <sub>Ptacek-14</sub>  | 86.19 | 88.52 | 89.53 | 90.75 | 91.55 | 92.21 | 93.03 | 93.73 | 94.28 | 95.04 | 95.71 |
| Sarc <sub>Rajad-15</sub>   | 84.69 | 85.43 | 85.61 | 86.48 | 87.13 | 86.86 | 87.08 | 87.05 | 87.36 | 87.29 | 87.48 |
| Sarc <sub>Bam-15</sub>     | 73.40 | 77.28 | 77.88 | 79.84 | 79.40 | 80.29 | 80.31 | 80.32 | 80.60 | 80.95 | 80.39 |
| Senti <sub>Rosen-17</sub>  | 55.75 | 62.50 | 66.50 | 68.90 | 70.09 | 70.64 | 70.89 | 71.32 | 71.34 | 71.51 | 71.64 |
| Stance <sub>Moham-16</sub> | 34.36 | 47.62 | 56.00 | 61.47 | 63.45 | 66.13 | 65.47 | 67.09 | 68.60 | 68.09 | 69.06 |
| Average                    | 59.30 | 68.11 | 72.16 | 73.84 | 75.44 | 75.59 | 75.86 | 76.37 | 76.75 | 77.07 | 77.45 |

Table B.4: Full result of few-shot learning on PragS2.