Step 1 Conceptualization Augmentation

CSKB → Distractor Knowledge Sampling

Conceptualized CSKB

PersonX arrive at the bar, **xWant**, relax himself

Conceptualization ↓

PersonX arrive at the **[entertainment place]**, **xWant**, relax himself

[arrival], **xWant**, relax himself

Step 2 Concept-Constrained Distractor Sampling

| PersonX enjoy running, **xWant**, keep fit | PersonX shout out loud, **xWant**, cry | PersonX is at the casino, **xWant**, have a drink | PersonX arrive at office, **xWant**, meet his colleague |

Conceptualization ↓

| PersonX enjoy **[sport]**, **xWant**, keep fit | **[shouting]**, **xWant**, cry | PersonX is at **[entertainment place]**, **xWant**, have a drink | PersonX **[arrival]**, **xWant**, meet his colleague |

No Conflict! Select as distractors!

keep fit   **cry**

⚠️ *Concept* Overlap **[entertainment place]**
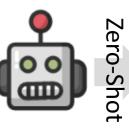
⚠️ *Concept & Keyword* Overlap *arrive, [arrival]*

QA Pair Synthesis (Positive knowledge)

PersonX arrive at the bar, what does PersonX want to do?
A: relax himself ✅ B: keep fit   C: cry

PersonX arrive at **[entertainment place]**, what does PersonX want to do?
A: relax himself ✅ B: keep fit   C: cry

Pre-Training → Zero-Shot → **QA Benchmarks**