

**Web Appendix: From Hidden Neural Representations To Actionable Insight: Identifying  
Beyond-Semantic Drivers Of Review Helpfulness Through Mechanistic Interpretability**

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These materials have been supplied by the authors to aid in the understanding of their paper. The AMA is sharing these materials at the request of the authors.

## Web Appendix A: Additional Information on Auxiliary Loss

Even with k-gating, we ended up with some dead neurons. To reduce the number of dead neurons, we implemented a small auxiliary loss such that up to  $k_{aux}$  neurons that remain inactive for many steps are used to predict the residual error and construct an auxiliary error - the difference between the residual error and the reconstructed error using only these neurons. For a batch of tokens, we compute this auxiliary loss,  $h$ , as:

$$h = \frac{1}{B} \sum_{i=1}^B \sum_{j=1}^d (e_{ij} - \hat{e}_{ij})^2$$

Using this auxiliary loss, we compute the total loss as:

$$Total\ Loss = e + \lambda h$$

Where  $\lambda=1/32$  based on findings from Gao et al (2023). The reconstruction term,  $e$ , is used to update the top  $K$  active neurons while the auxiliary term,  $h$ , primarily updates the dead neurons as well as minor updates to the top  $K$  active neurons.

We then back propagate these auxiliary errors through the  $k_{aux}$  dead neurons in an attempt to get them to account for the residual error. Importantly, a scaled version of this auxiliary loss term is also added to the main reconstruction loss to nudge weights of activated neurons.

## Web Appendix B: Exponential Moving Average (EMA) Model

For our interpretation stages, we use an EMA model, a shadow SAE created alongside the primary SAE. All training is conducted on the primary SAE. The EMA model starts as a copy of the primary SAE, but its weights are updated more slowly by taking a weighted average of the existing EMA model weights and the primary SAE weights. The effect is to create a smooth snapshot of the model that is not sensitive to noise introduced in each step.

At time  $t$ , EMA model parameters  $\theta_t^{EMA}$  is defined as

$$\theta_t^{EMA} = d_t \theta_{t-1}^{EMA} + (1 - d_t) \theta_t$$

Where  $\theta_t$  is the parameters from the primary SAE at time  $t$  and  $d_t$  is a decay parameter. The decay parameter is created to allow for faster updates to the EMA model parameters early in the training process, and is defined as

$$d_t = \min\left(\beta, \frac{1 + t}{10 + t}\right)$$

Following Gao (2024) we set  $\beta = 0.999$ .