

# Online Representation Learning on the Open Web



**Ellis Brown**

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Computer Science Department, School of Computer Science  
Carnegie Mellon University



**Carnegie Mellon University**  
Computer Science Department

## Committee

Deepak Pathak  
Deva Ramanan  
Alexei A. Efros



Consider this scenario:

Consider this scenario:



Task: classify bird species

Consider this scenario:



Task: classify bird species

**Question:** what do you do to get max performance?

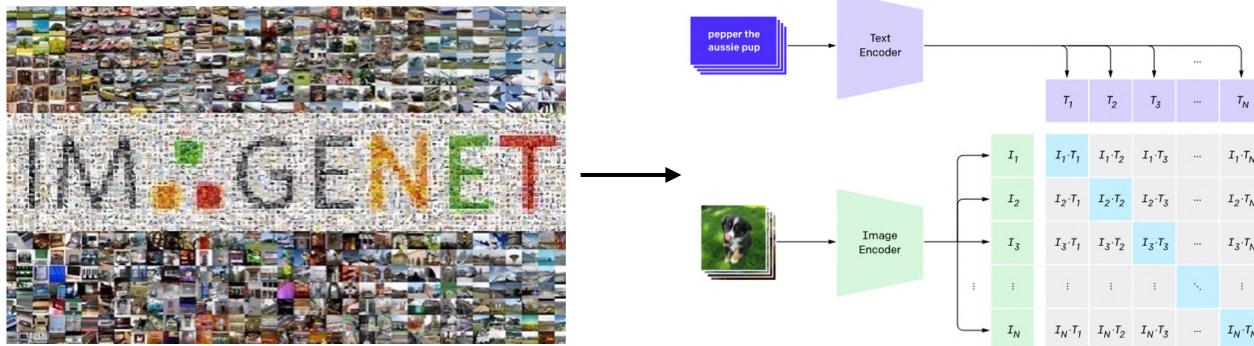
# Current Paradigm: Transfer Learning

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1. Some large dataset

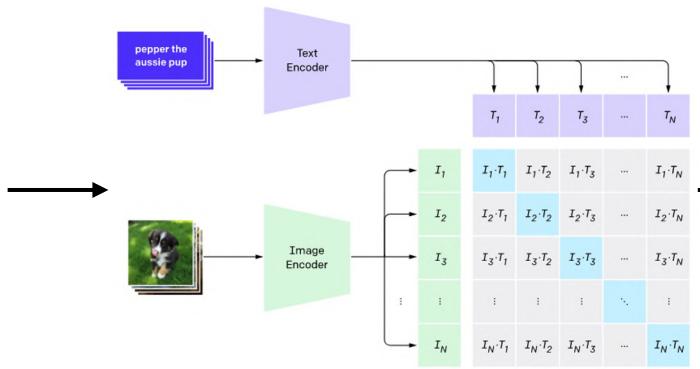
# Current Paradigm: Transfer Learning



1. Some large dataset

2. Pretrained Model  
(AlexNet, ResNet, CLIP)

# Current Paradigm: Transfer Learning



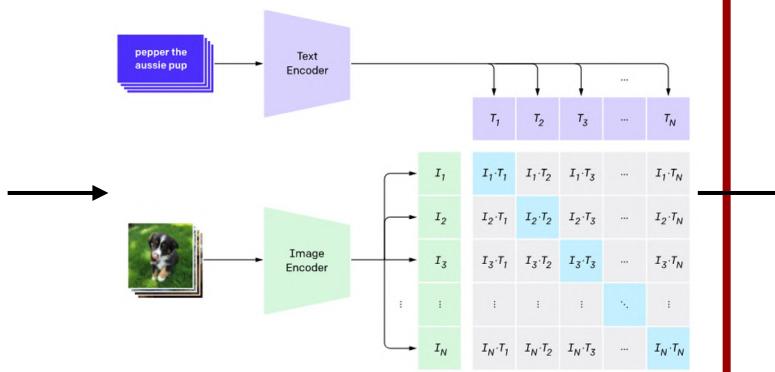
1. Some large dataset

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3. Fine-tune on target

# Current Paradigm: Transfer Learning



1. Some large dataset

2. Pretrained Model  
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3. Fine-tune on target

Let's talk about this

Scale is getting bigger and bigger...

Scale is getting bigger and bigger...



**1.2M**

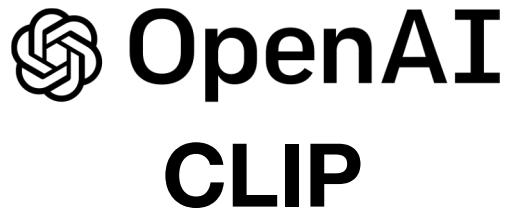
Scale is getting bigger and bigger...



**1.2M**

**400M**

Scale is getting bigger and bigger...



1.2M

400M

5,000M



 **OpenAI**  
**CLIP**





 **OpenAI**  
**CLIP**



Static Datasets



 **OpenAI**  
**CLIP**

**LAION-5B** 

*Large-scale Artificial Intelligence Open Network*

- Snapshot of the internet

Static Datasets



 OpenAI  
CLIP

**LAION-5B** 

Large-scale Artificial Intelligence Open Network

- Snapshot of the internet
- Instantly stale

Static Datasets



 OpenAI  
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**LAION-5B** 

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Static Datasets



 **OpenAI**  
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*Large-scale Artificial Intelligence Open Network*

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- Worse for long-tail tasks

Static Datasets



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**CLIP**

**LAION-5B** 

*Large-scale Artificial Intelligence Open Network*

- Snapshot of the internet
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- Worse for long-tail tasks
- ...

Static Datasets



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Static Datasets



Internet: Billions of images uploaded **each day**



 **OpenAI**  
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Large-scale Artificial Intelligence Open Network

Static Datasets



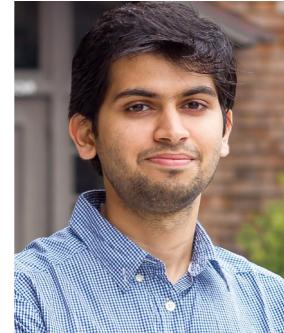
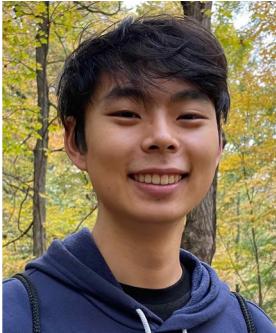
Internet: Billions of images uploaded **each day**

*Static datasets are minuscule and out-of-date in comparison to the Internet!*

# Internet Explorer

*Targeted Representation Learning on the Open Web*

Alexander C. Li\*, Ellis Brown\*, Alexei A. Efros, Deepak Pathak



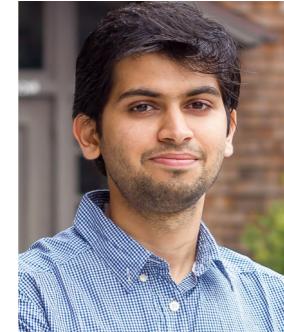
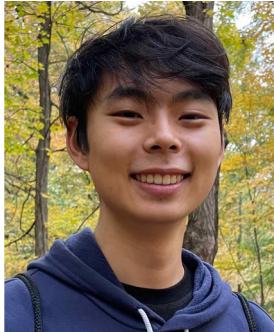
Accepted at ICML 2023



# Internet Explorer

*Targeted Representation Learning on the Open Web*

Alexander C. Li\*, Ellis Brown\*, Alexei A. Efros, Deepak Pathak



# Our proposal

## Our proposal

Treat *Internet* itself as a dataset

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Treat *Internet* itself as a dataset

open-ended

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constantly growing

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Treat *Internet* itself as a dataset

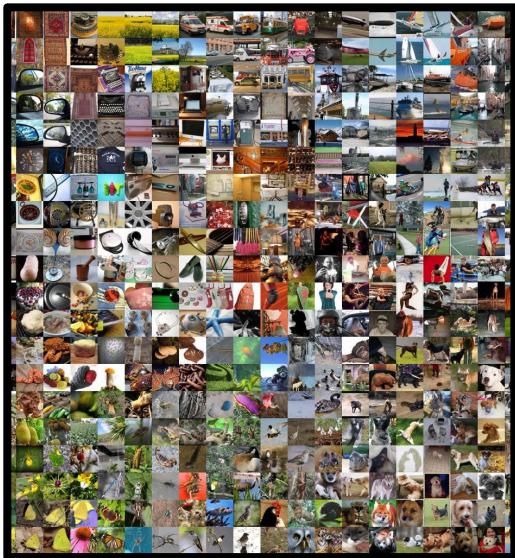
open-ended

constantly growing

always up-to-date

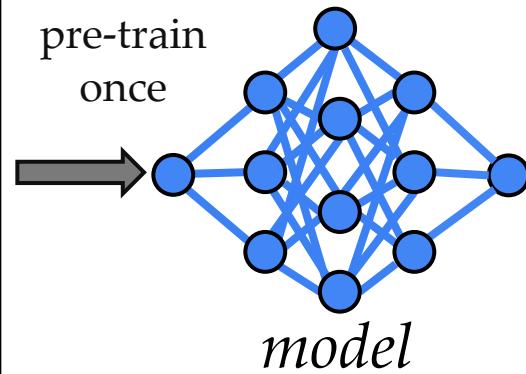
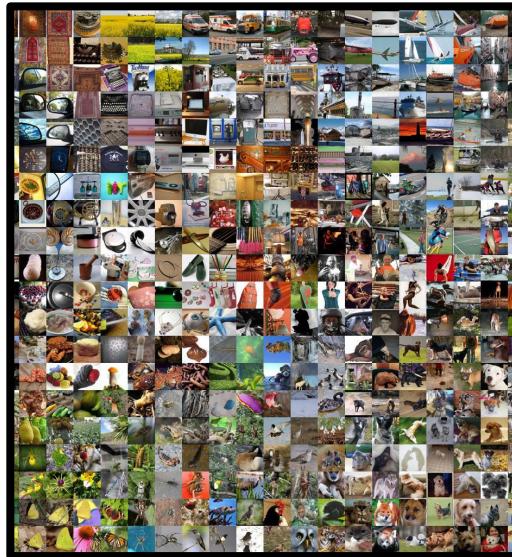
# Current paradigm

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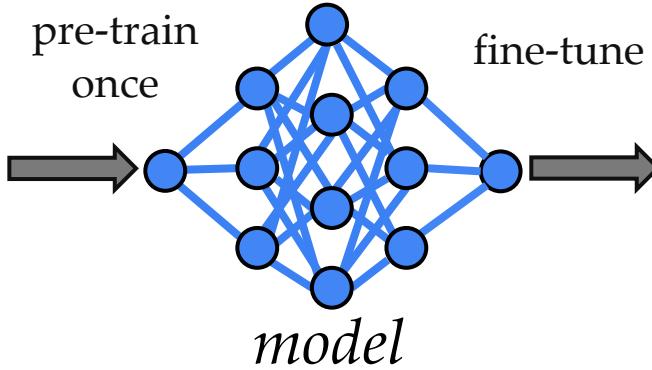
static dataset

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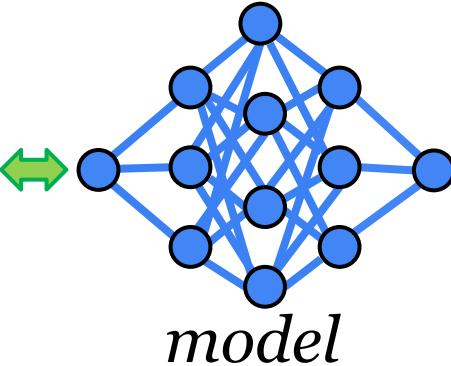
target dataset

# Our setting



target dataset

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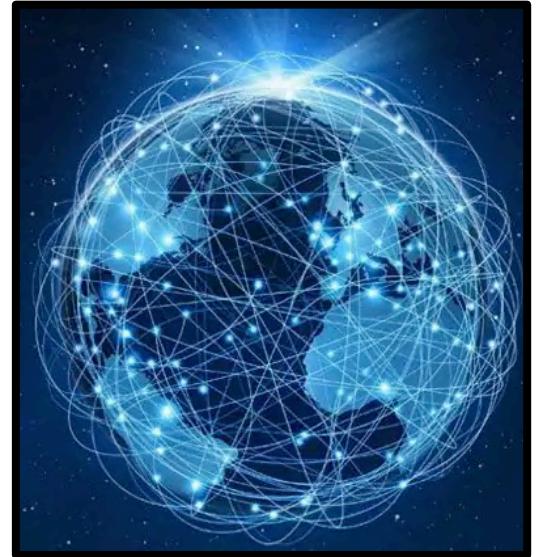
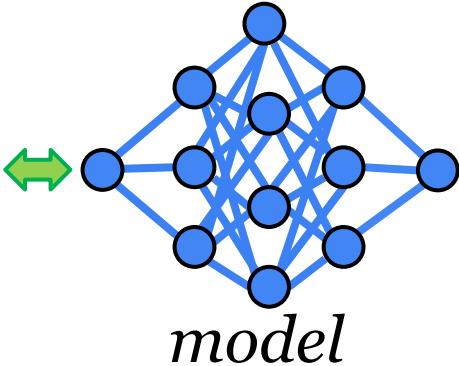


target dataset

# Our setting



target dataset

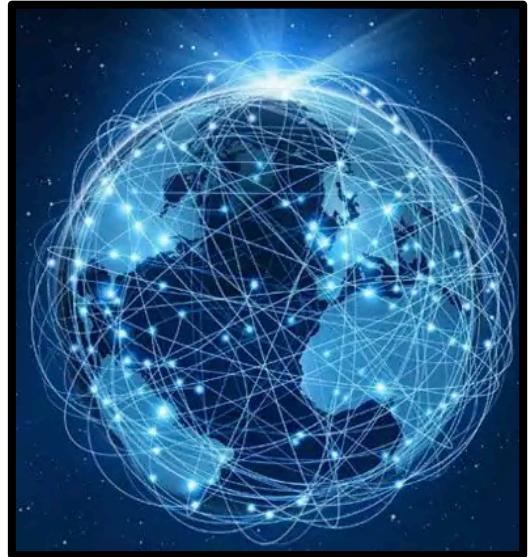
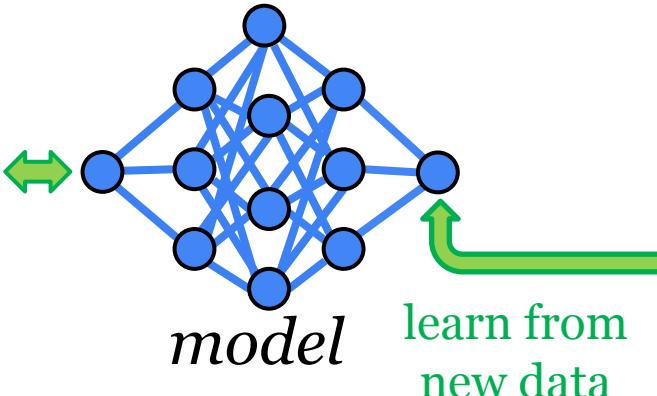


Internet

# Our setting



target dataset

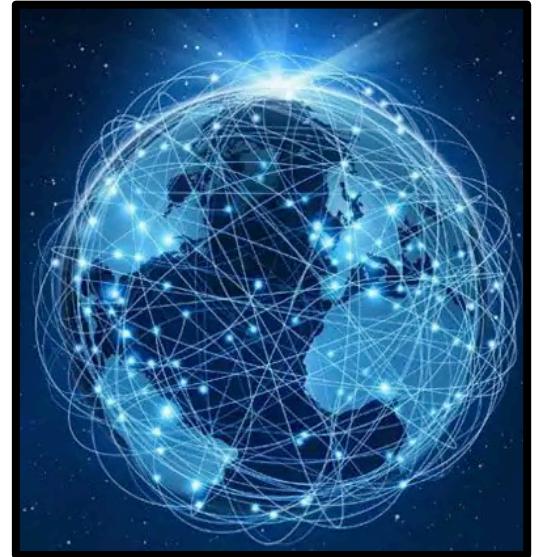
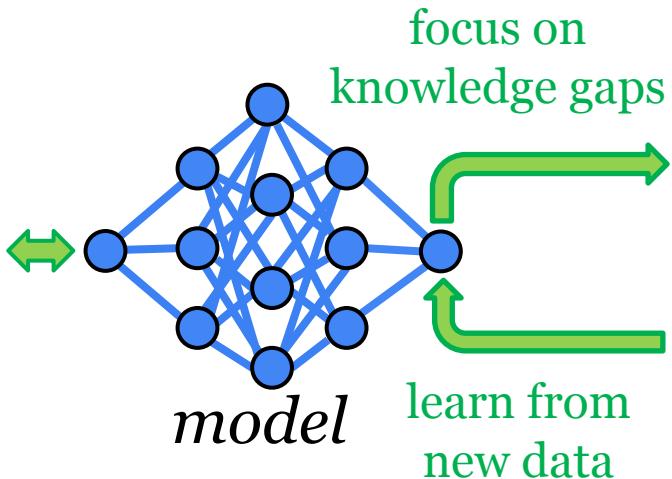


Internet

# Our setting



target dataset

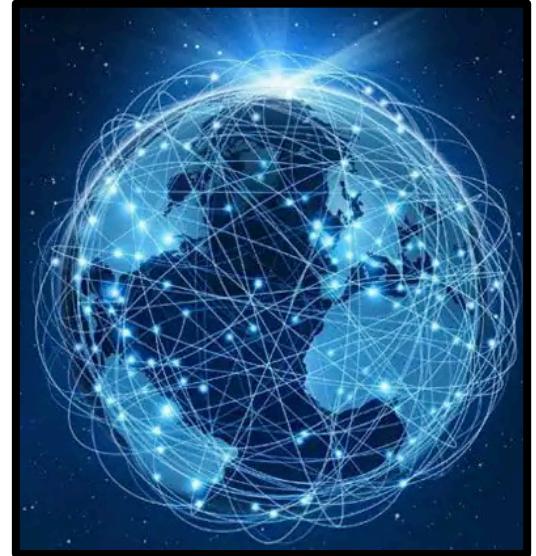
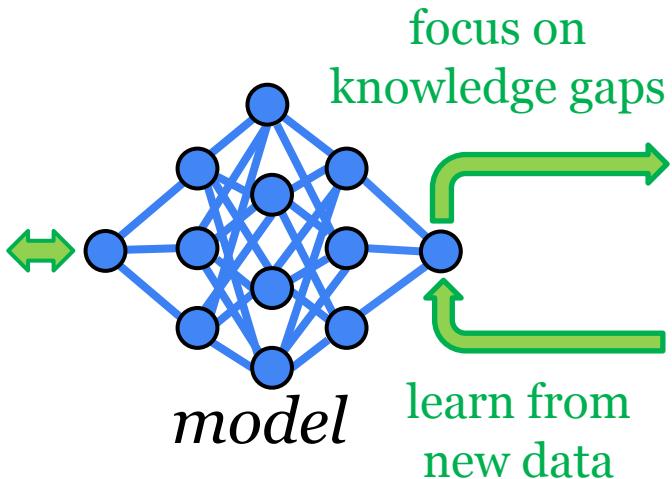


Internet

# Our setting



target dataset



Internet

**“Internet Explorer”**

What can we do with the full breadth of the Internet?

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Learn features for any task

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Learn features for any task



Cover long-tail corner cases

# What can we do with the full breadth of the Internet?



Learn features for any task



Cover long-tail corner cases



Find up-to-date data

# Challenges

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- What to search for?

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- What data is good?

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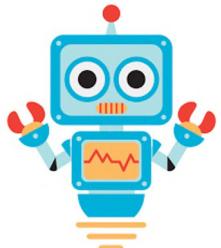
- What to search for?
- How to search for it?
- What data is good?
- How to integrate the data into our model?

# Analogy to Reinforcement Learning

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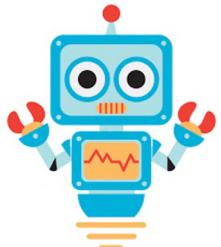
Robot Explorer

# Analogy to Reinforcement Learning



Robot Explorer

# Analogy to Reinforcement Learning



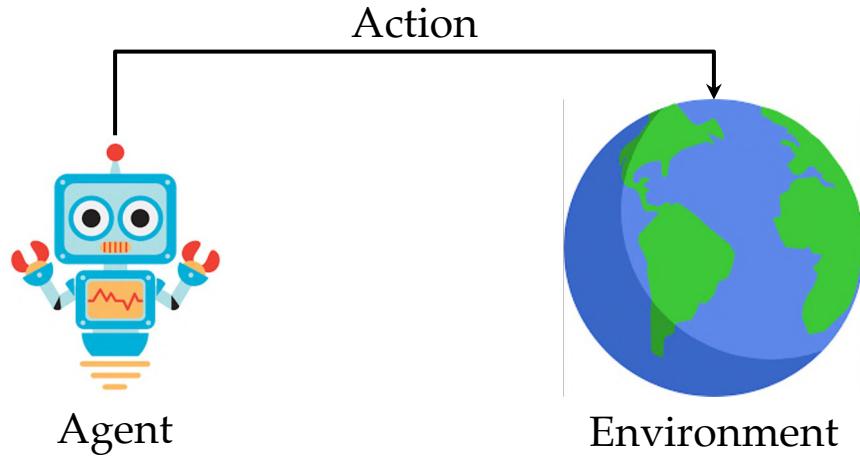
Agent



Environment

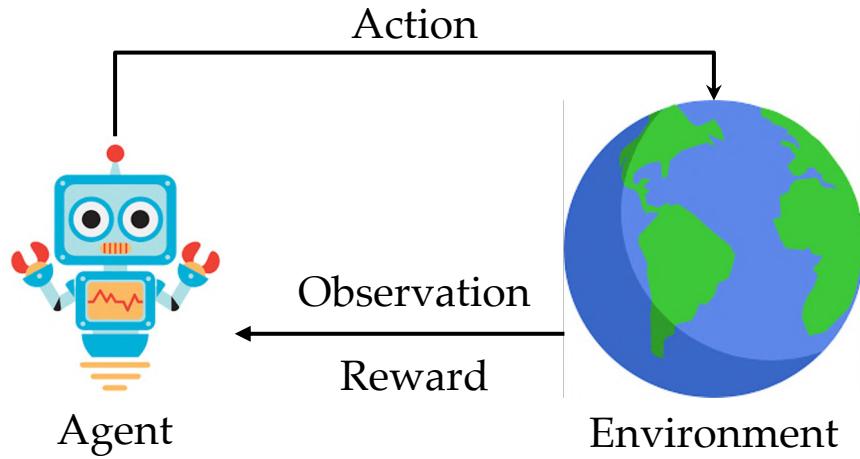
Robot Explorer

# Analogy to Reinforcement Learning



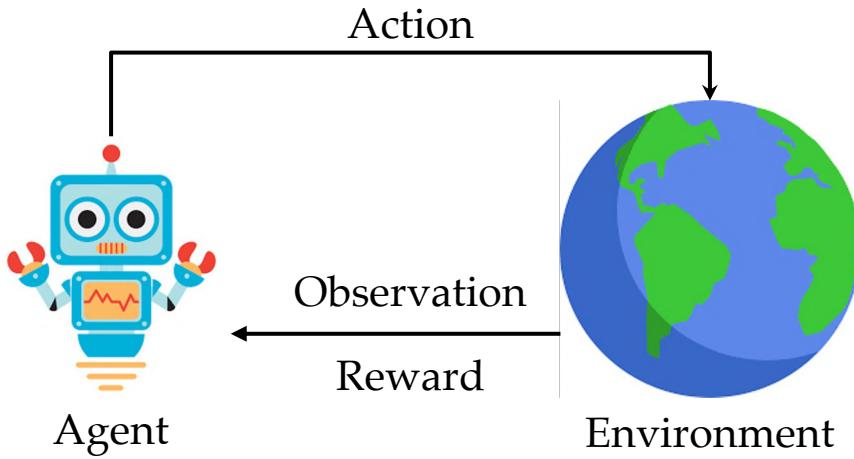
Robot Explorer

# Analogy to Reinforcement Learning



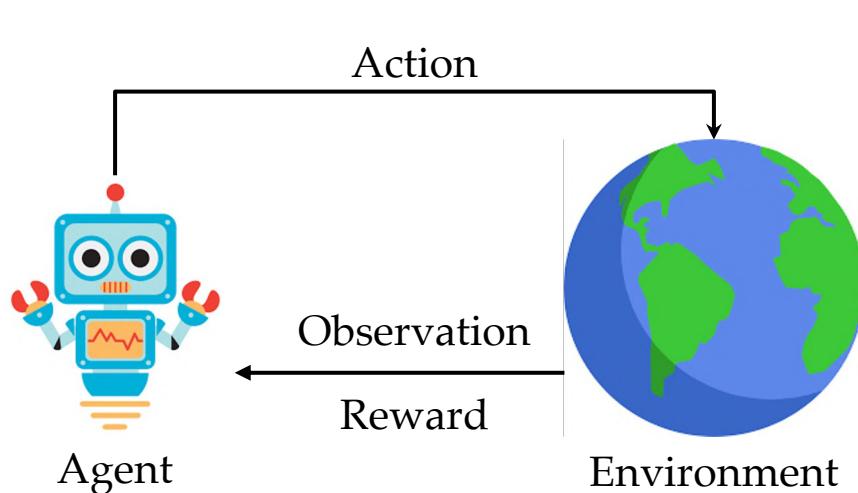
Robot Explorer

# Analogy to Reinforcement Learning



Robot Explorer

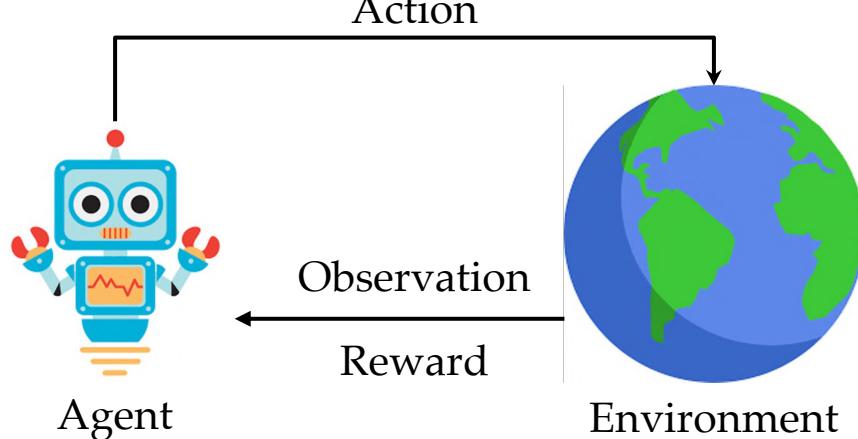
# Analogy to Reinforcement Learning



Robot Explorer

Internet Explorer

# Analogy to Reinforcement Learning

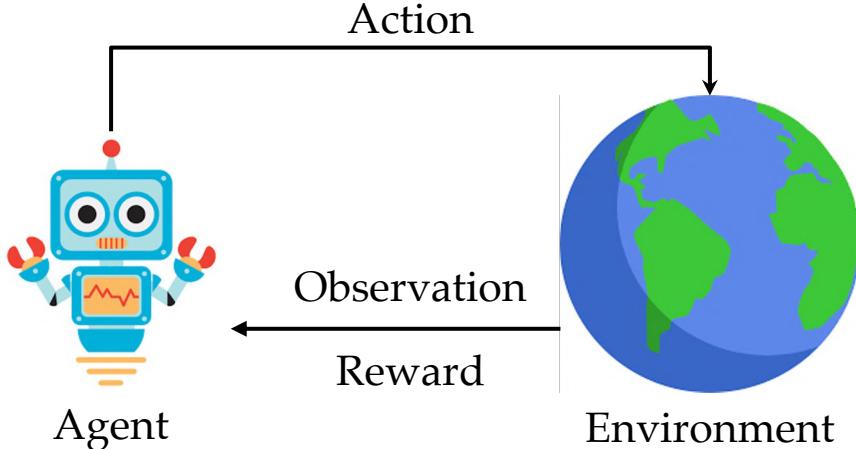


Robot Explorer

Environment → Internet

Internet Explorer

# Analogy to Reinforcement Learning

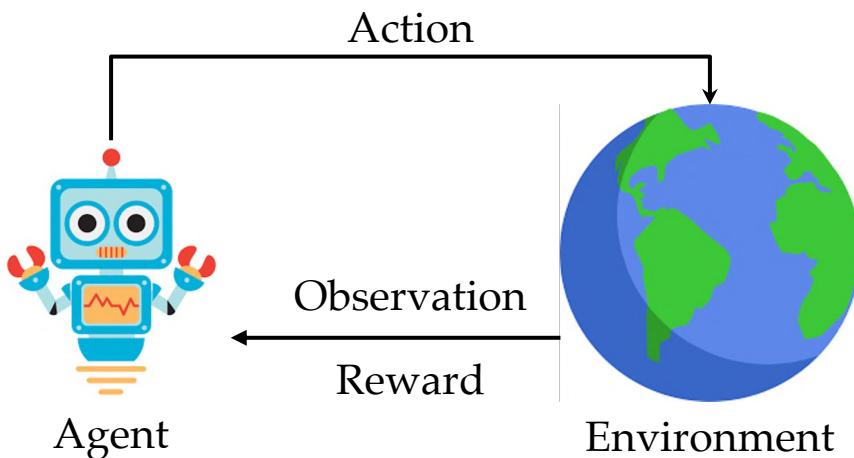


Robot Explorer

Environment → Internet  
Action → search engine queries

Internet Explorer

# Analogy to Reinforcement Learning

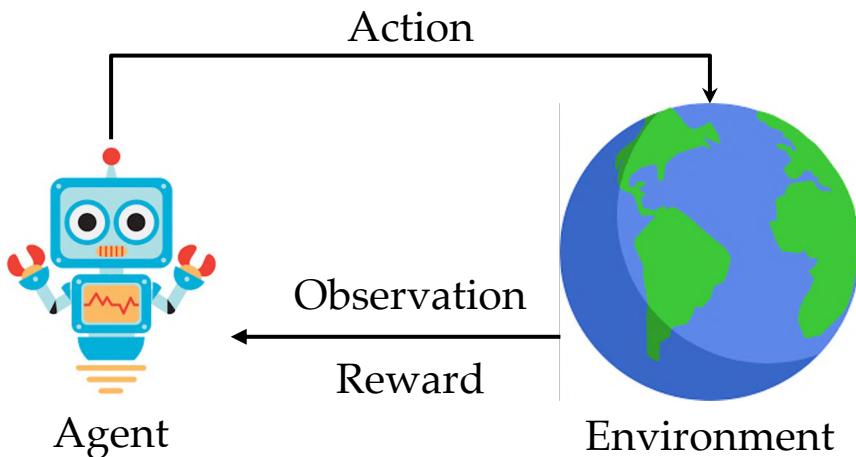


Robot Explorer

Environment → Internet  
Action → search engine queries  
Observation → Internet results

Internet Explorer

# Analogy to Reinforcement Learning



Robot Explorer

- Environment → Internet
- Action → search engine queries
- Observation → Internet results
- Reward → relevant training data

Internet Explorer

# Internet Explorer Method

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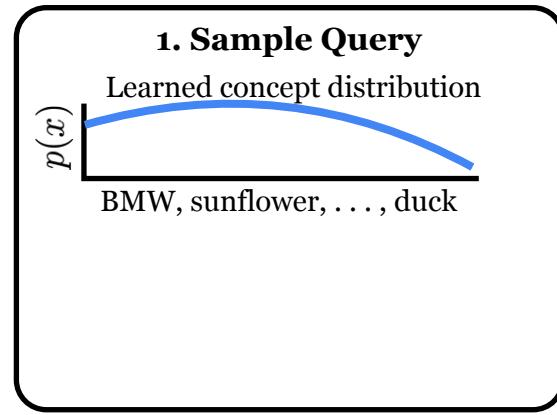
## 1. Sample Query

# Internet Explorer Method

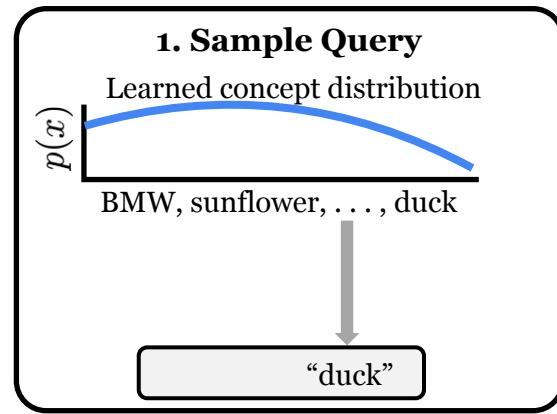
## 1. Sample Query

BMW, sunflower, . . . , duck

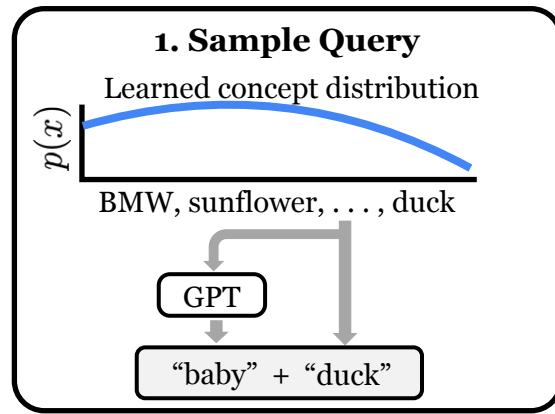
# Internet Explorer Method



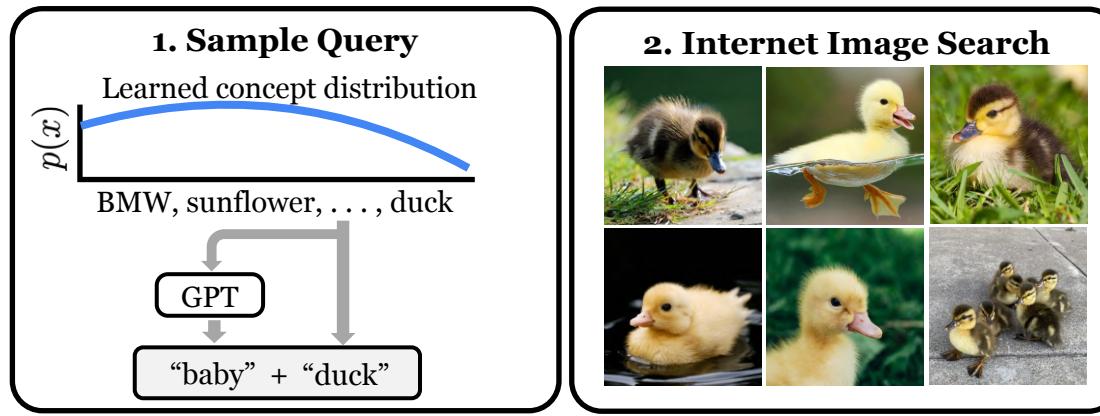
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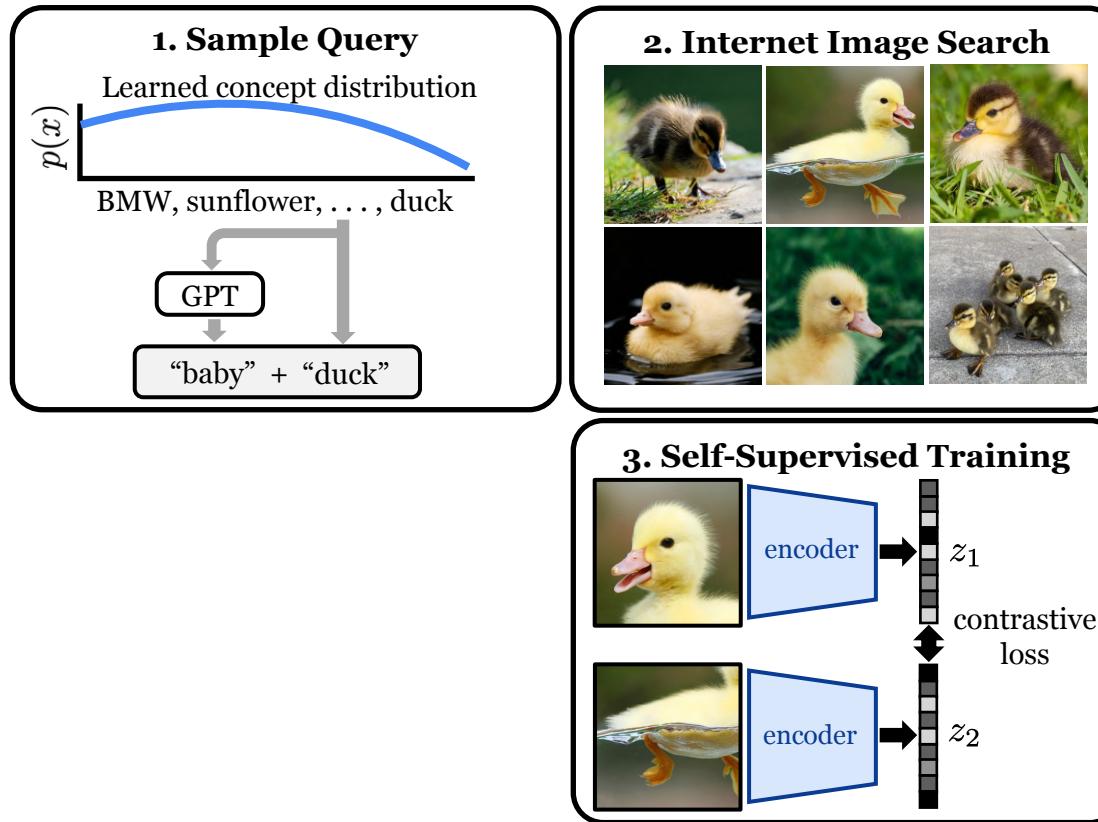
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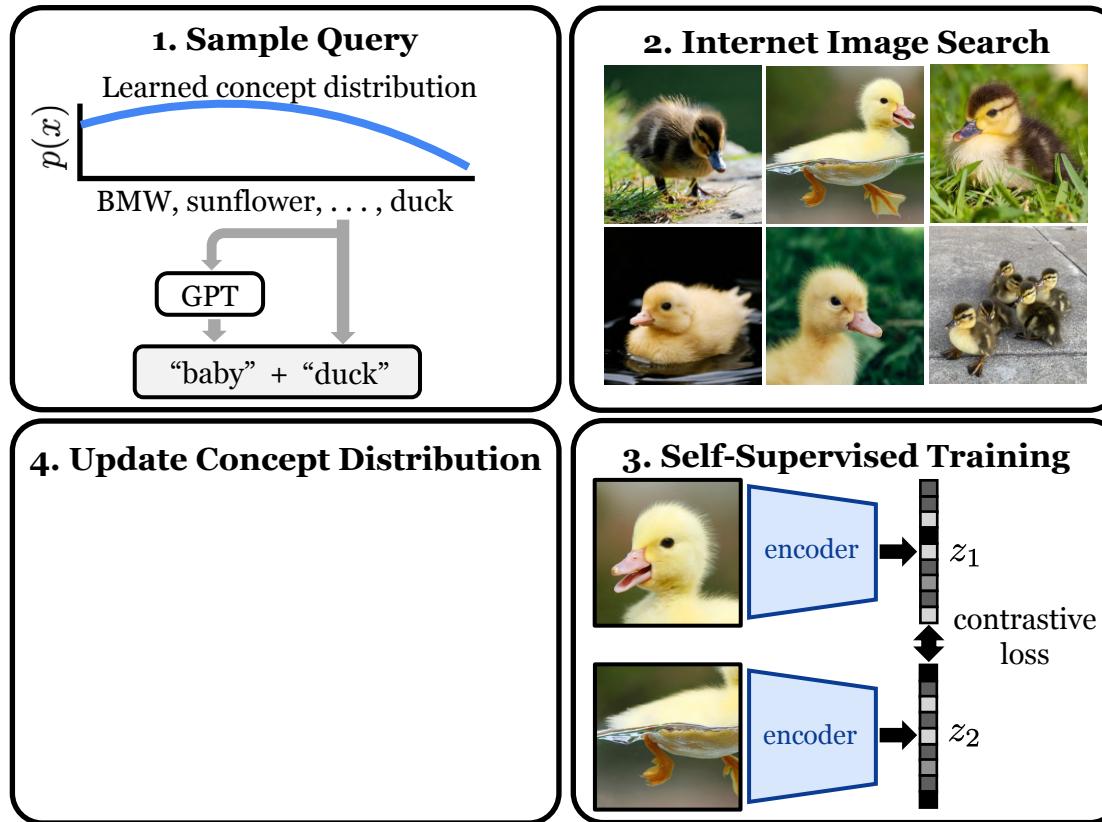
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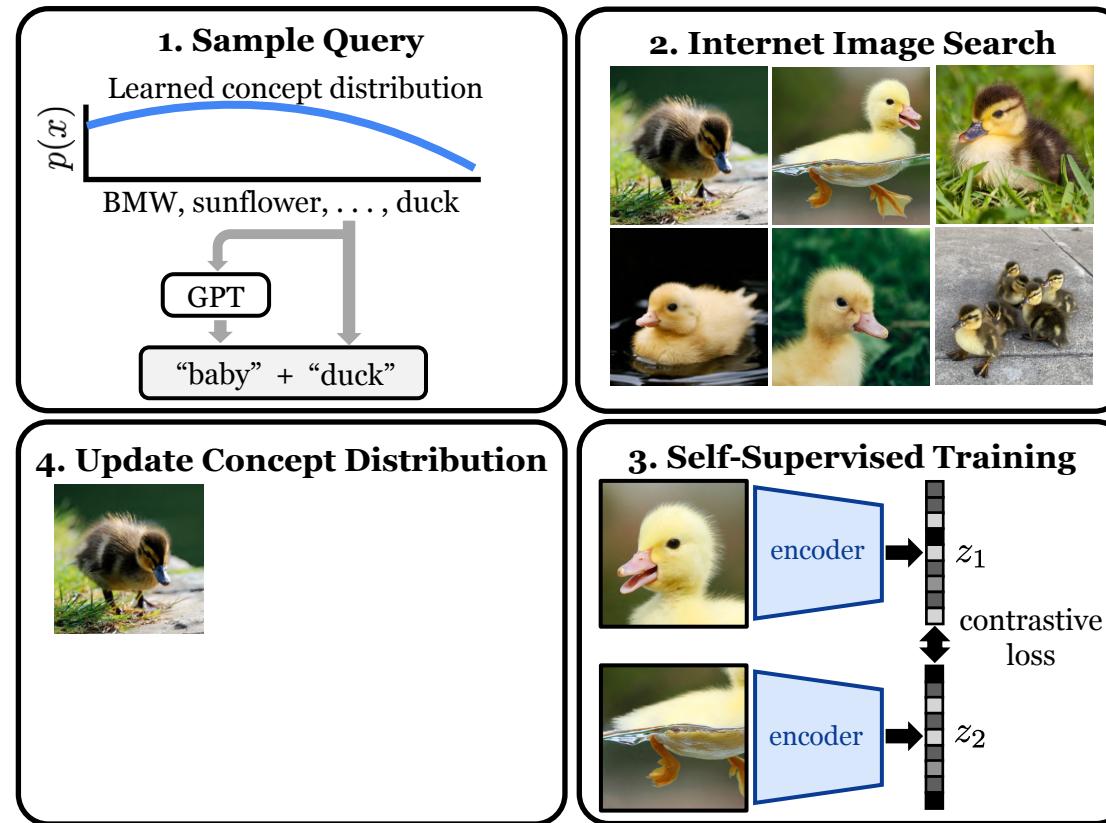
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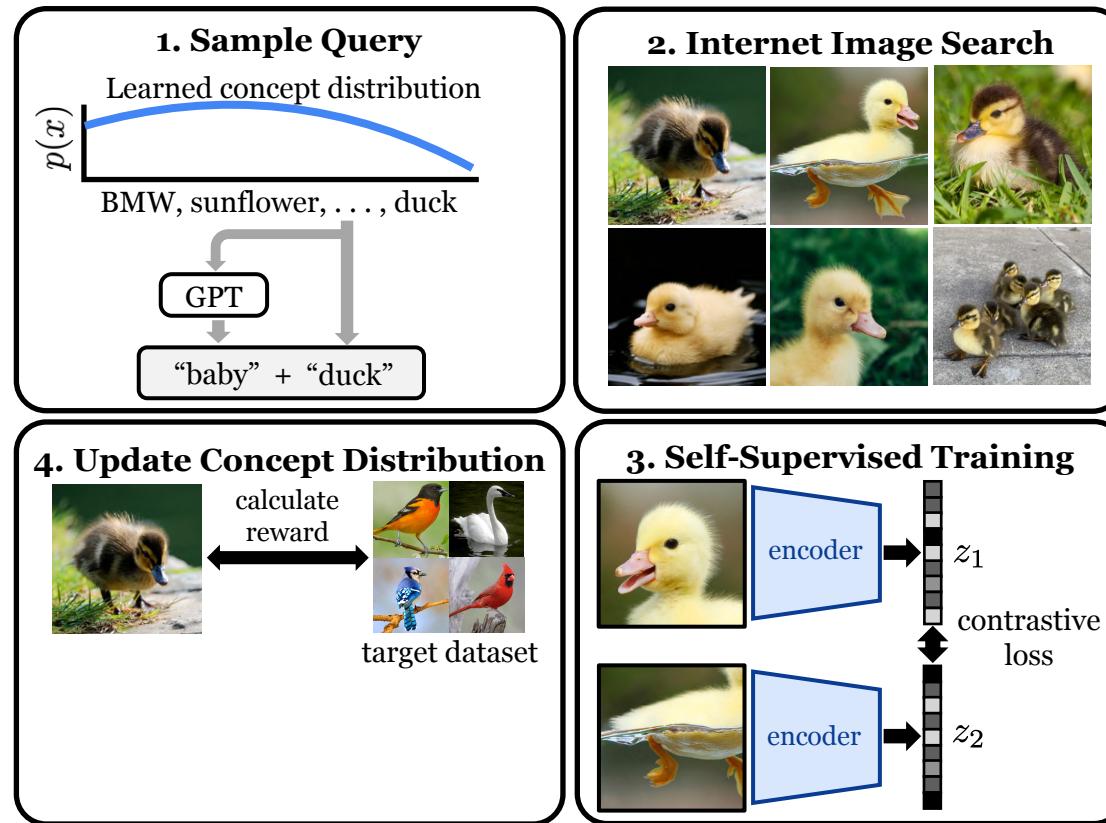
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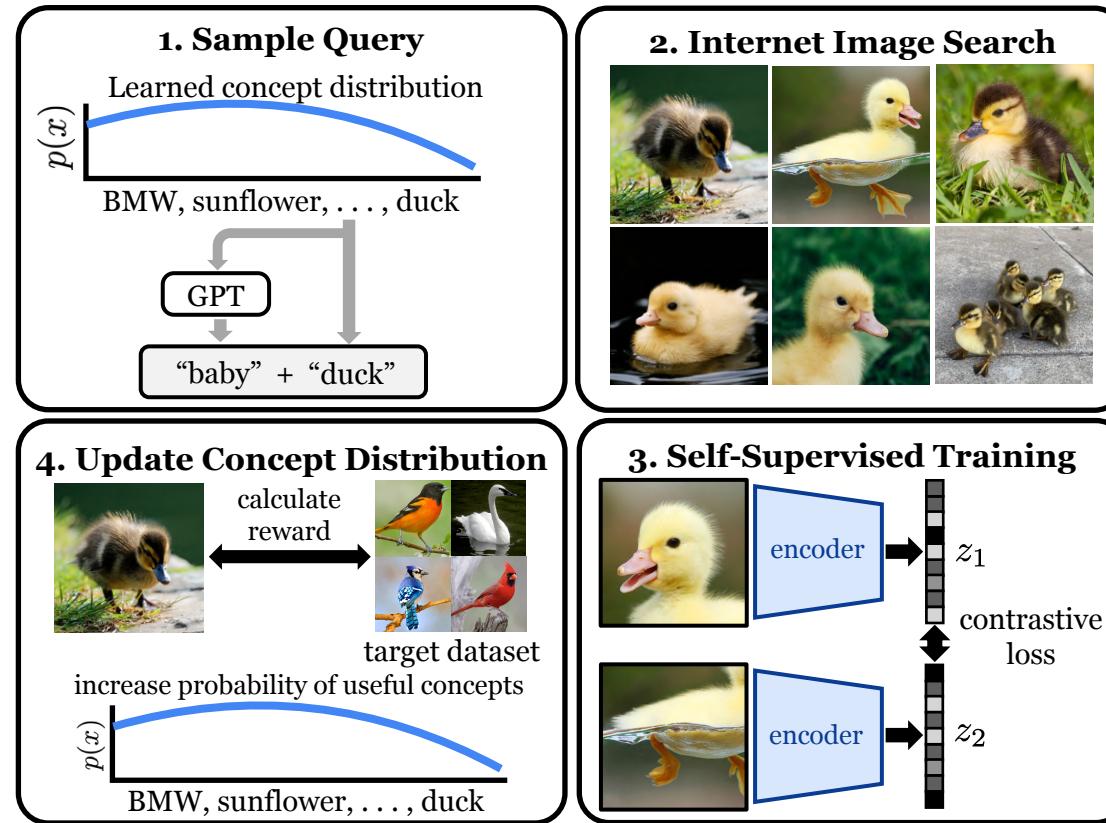
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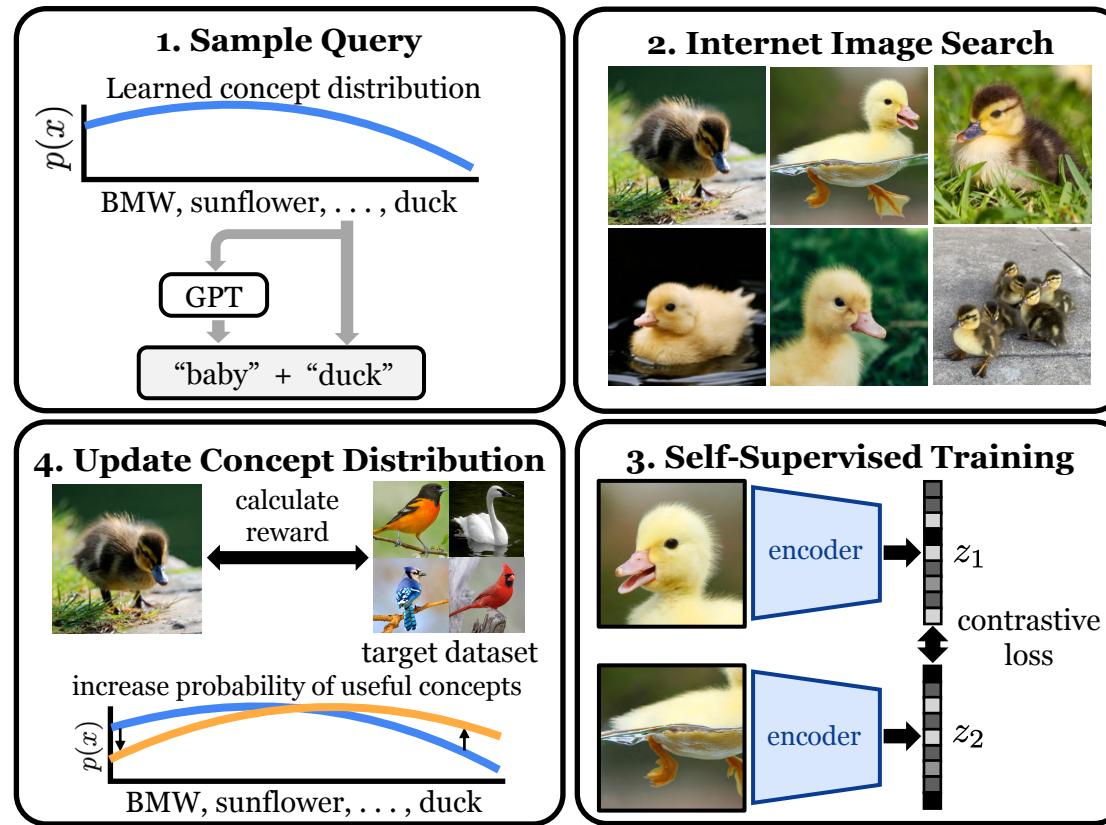
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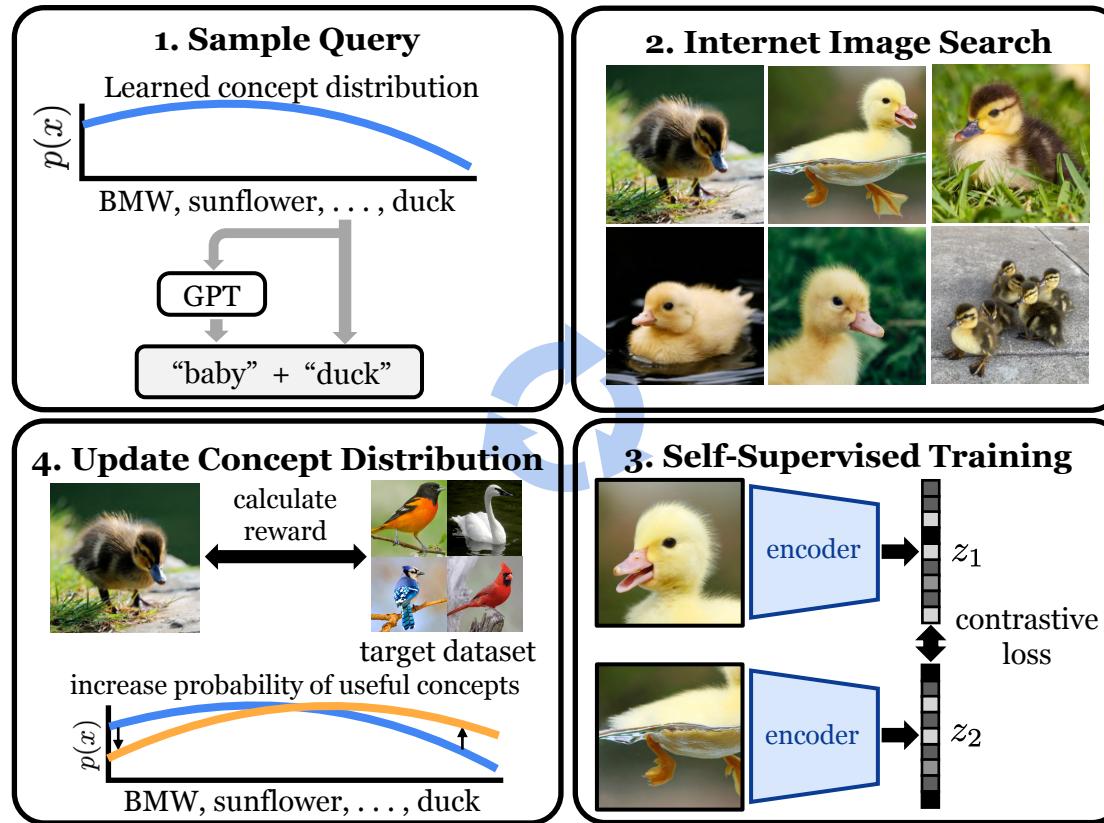
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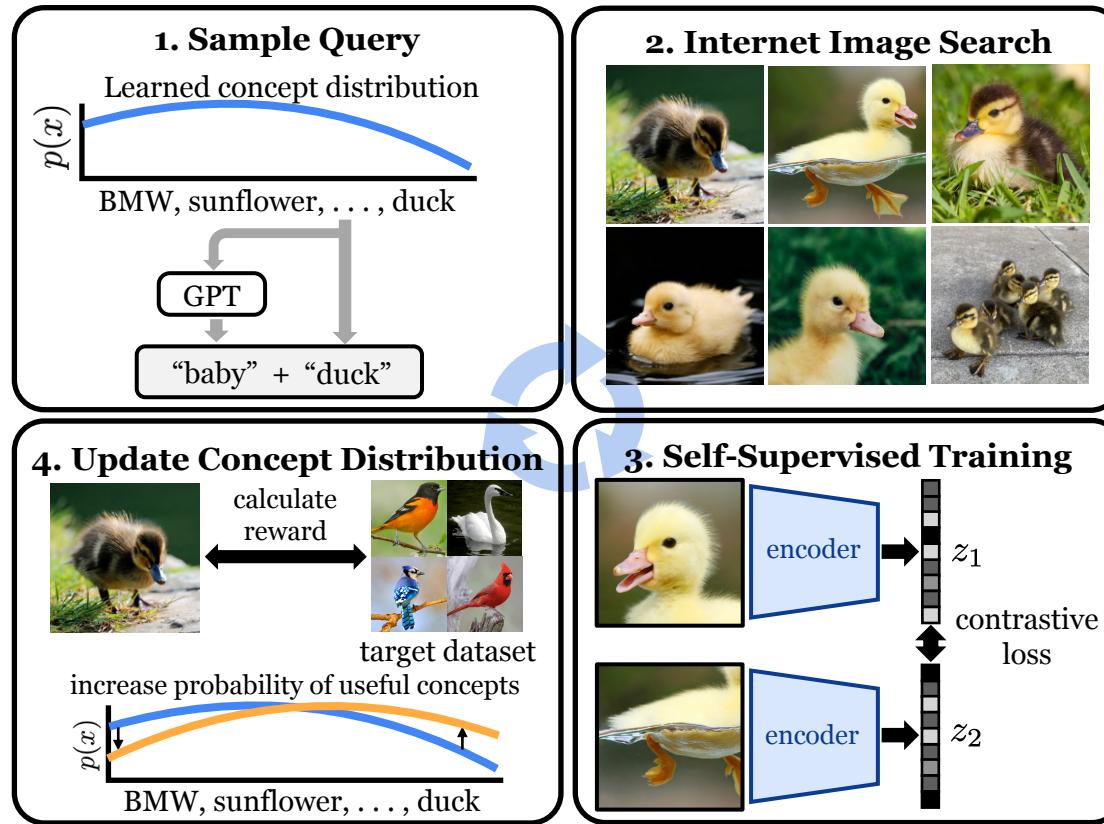
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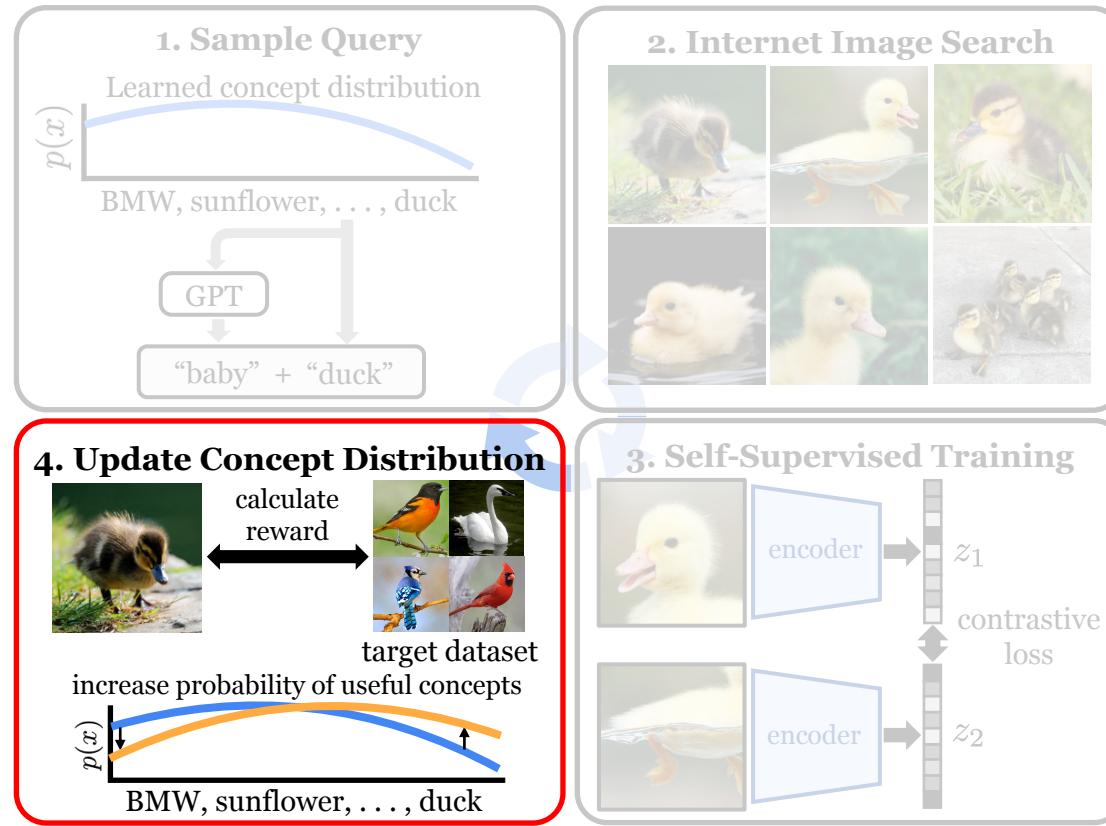
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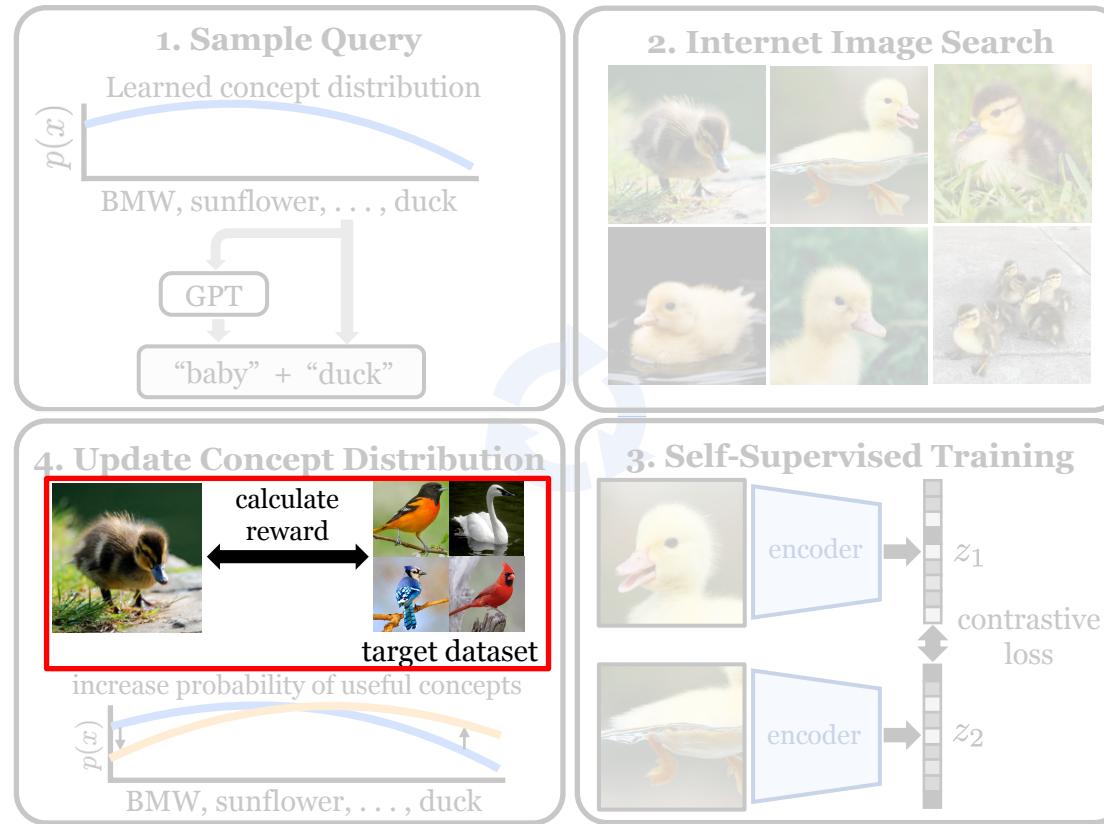
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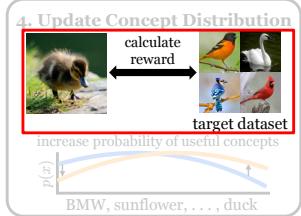
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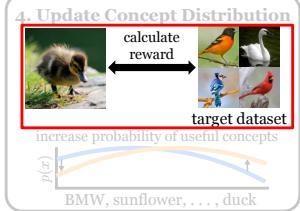


# Internet Explorer Method



# Image Reward (prioritize relevant *images*)

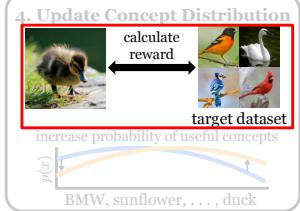




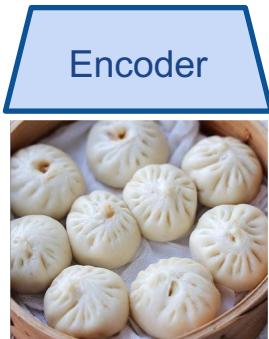
# Image Reward (prioritize relevant *images*)



“steam buns”  
downloaded  
image #1

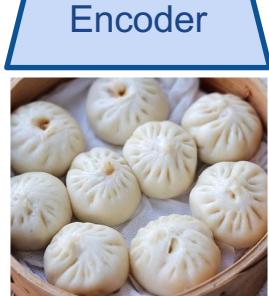
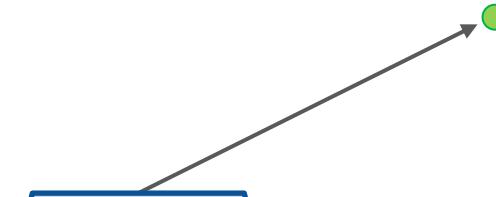
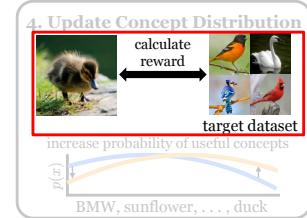


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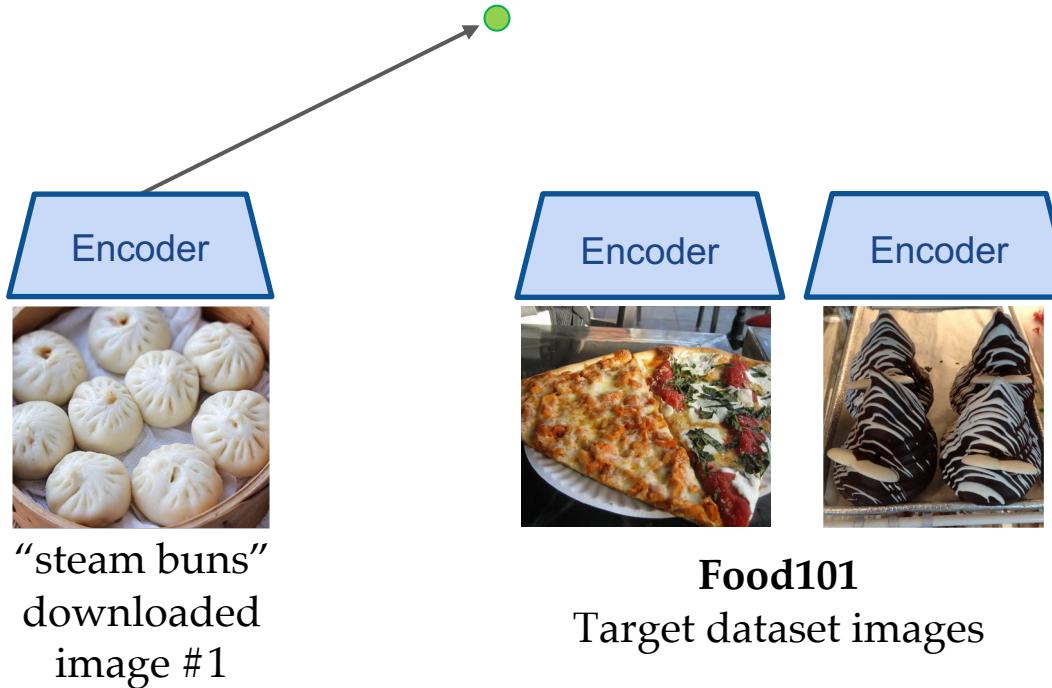
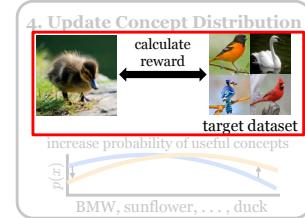
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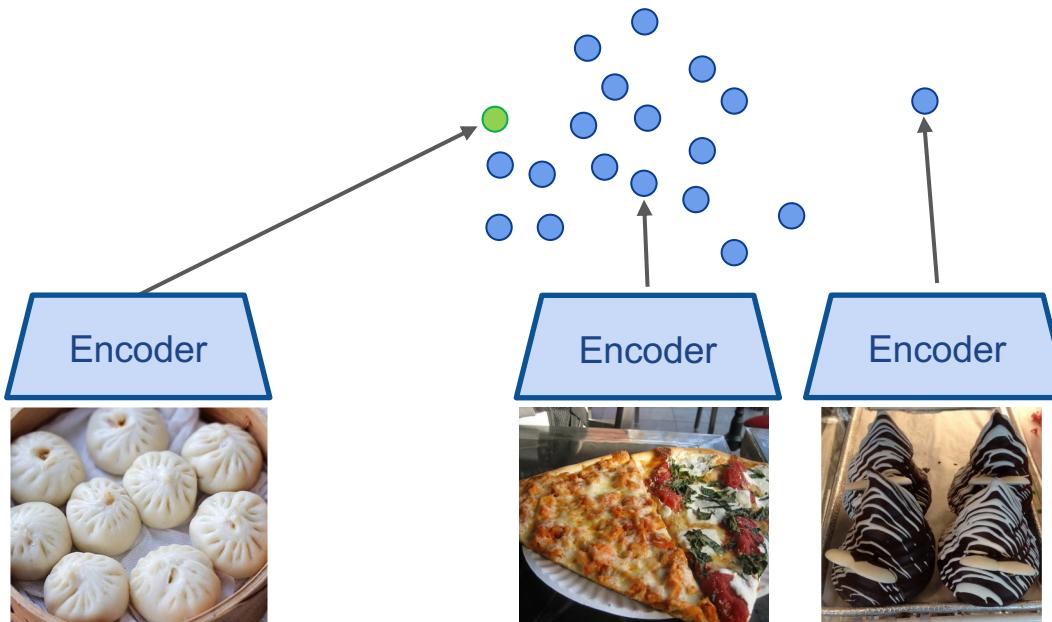
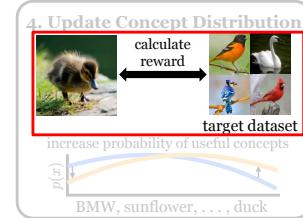


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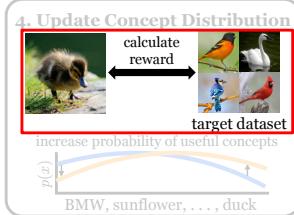


# Image Reward (prioritize relevant *images*)



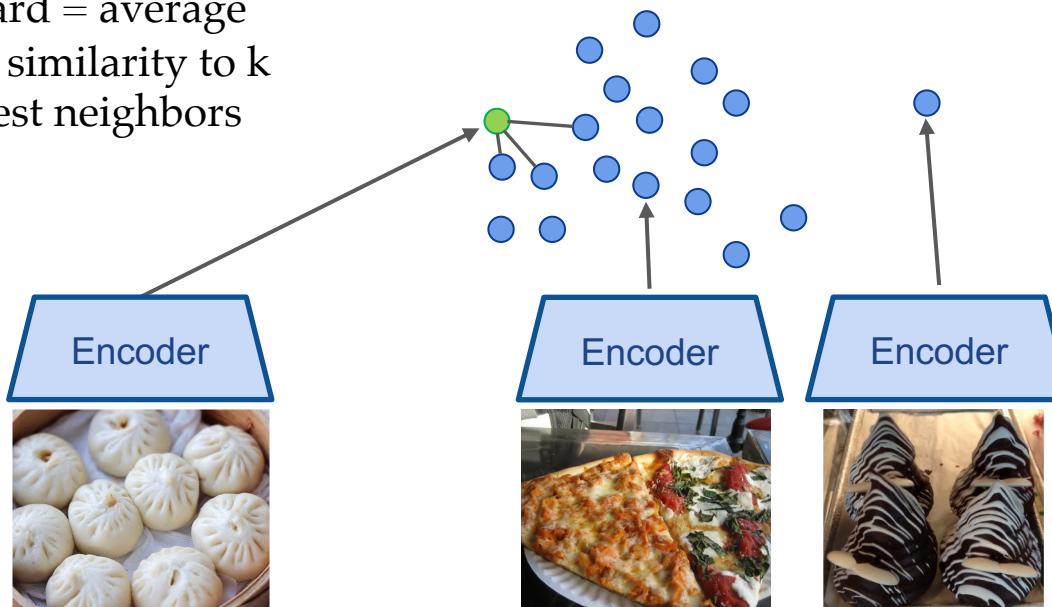
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downloaded  
image #1

**Food101**  
Target dataset images



# Image Reward (prioritize relevant *images*)

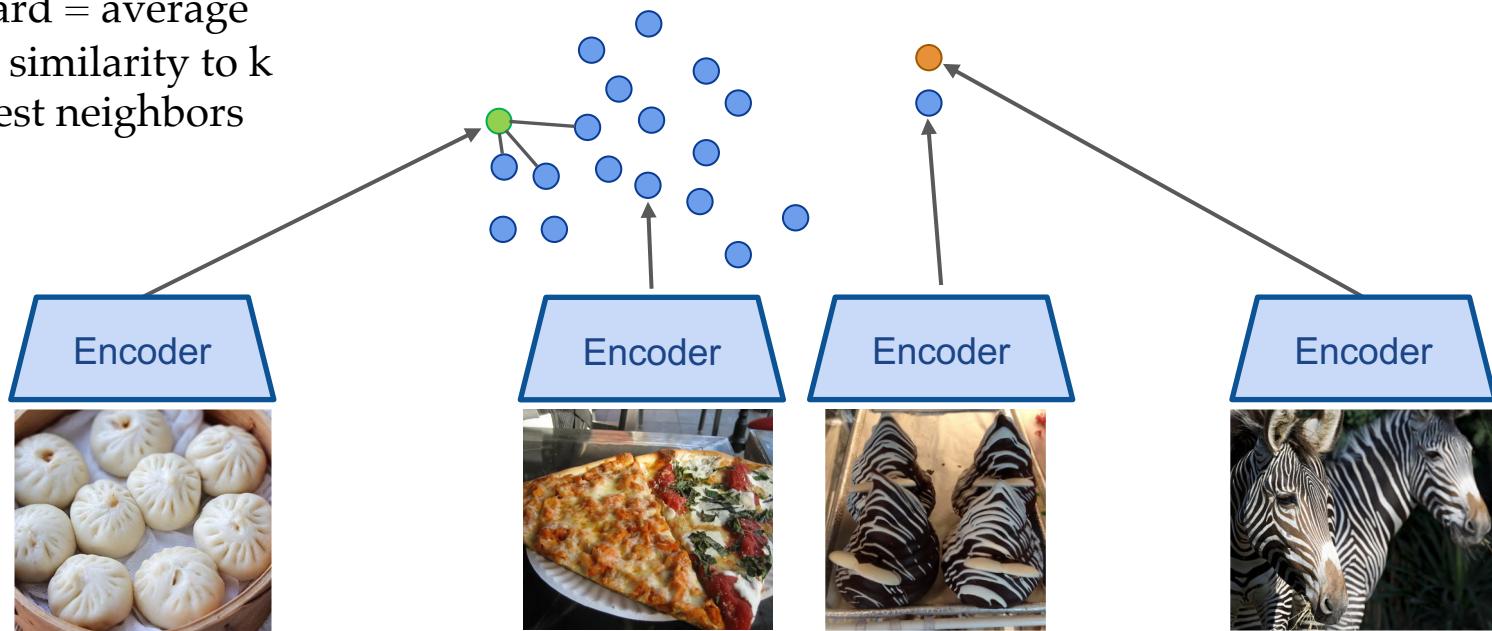
Reward = average cosine similarity to k nearest neighbors



"steam buns"  
downloaded  
image #1

# Image Reward (prioritize relevant *images*)

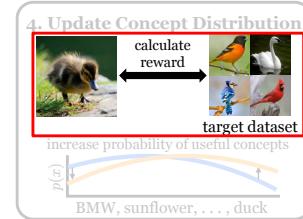
Reward = average  
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nearest neighbors



"steam buns"  
downloaded  
image #1

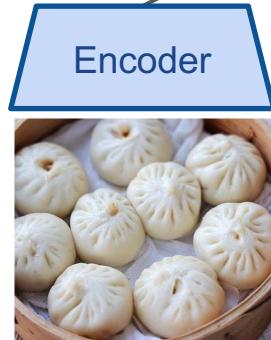
**Food101**  
Target dataset images

"zebra"  
downloaded  
image #2



# Image Reward (prioritize relevant *images*)

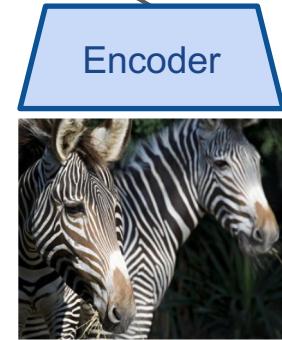
Reward = average  
cosine similarity to k  
nearest neighbors



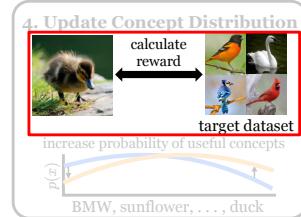
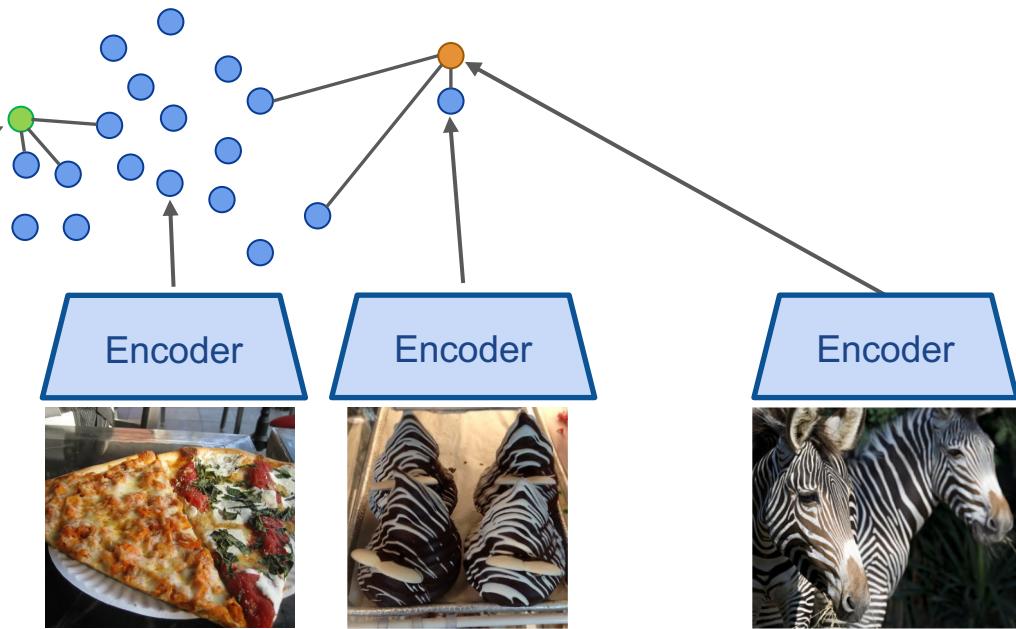
"steam buns"  
downloaded  
image #1



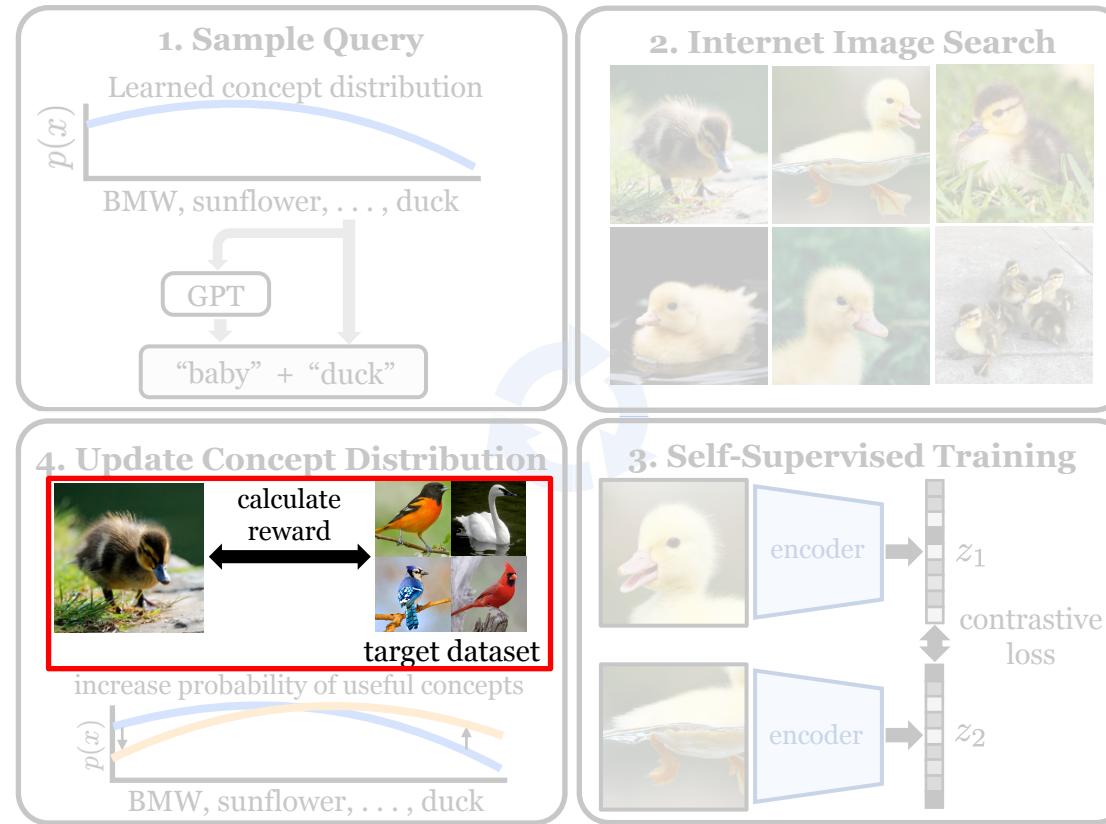
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Target dataset images

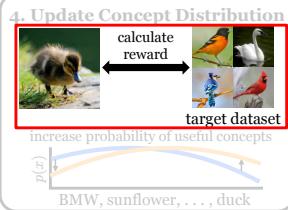


"zebra"  
downloaded  
image #2

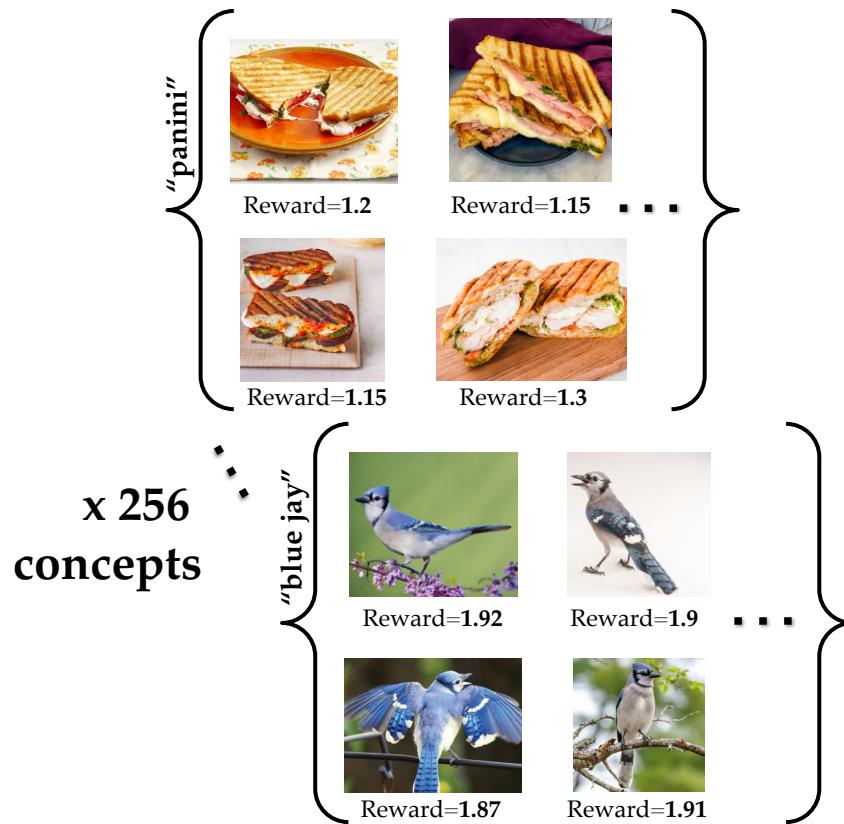


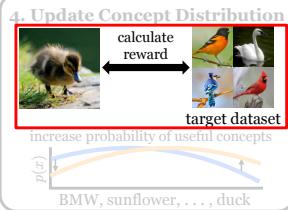
# Internet Explorer Method



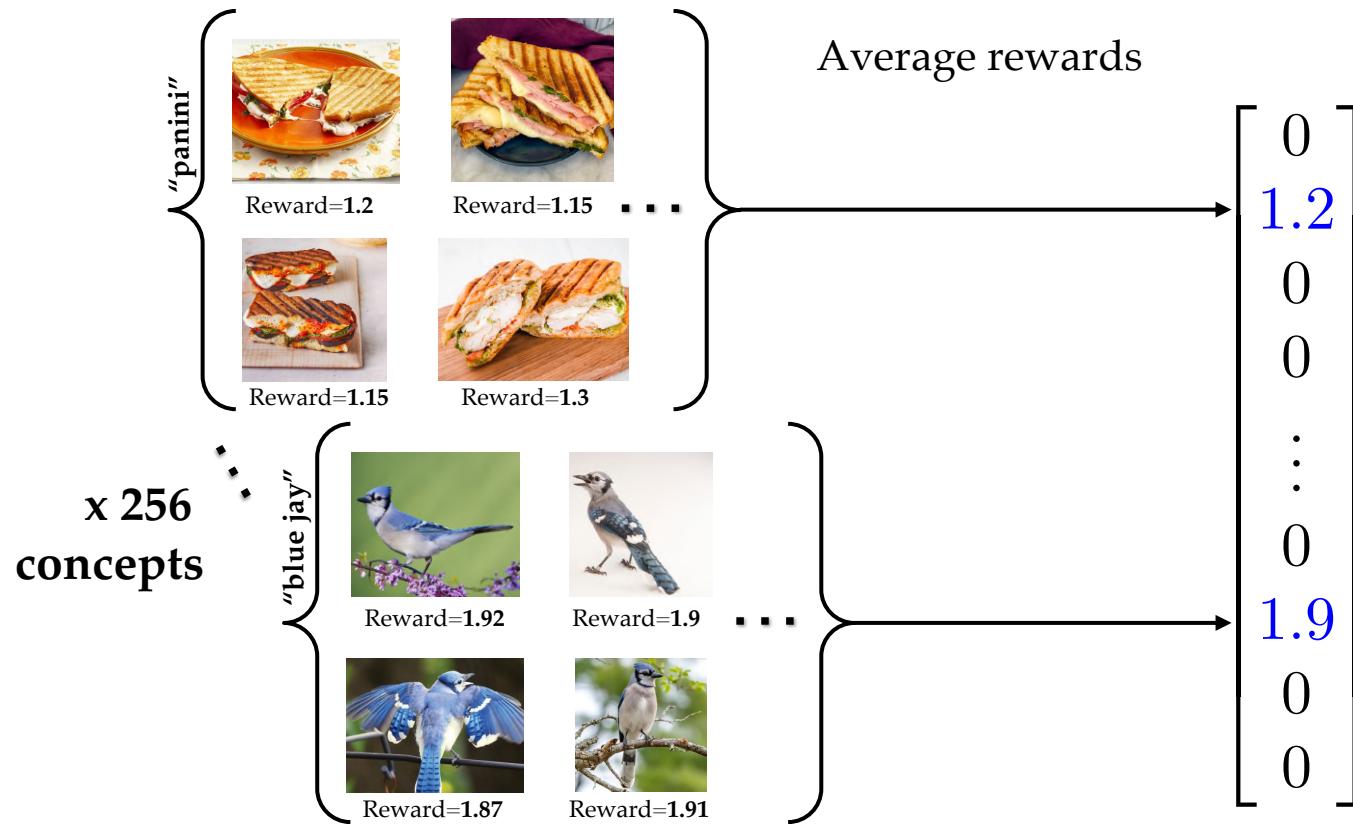


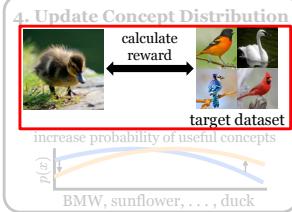
# Concept Reward (prioritize relevant *concepts*)



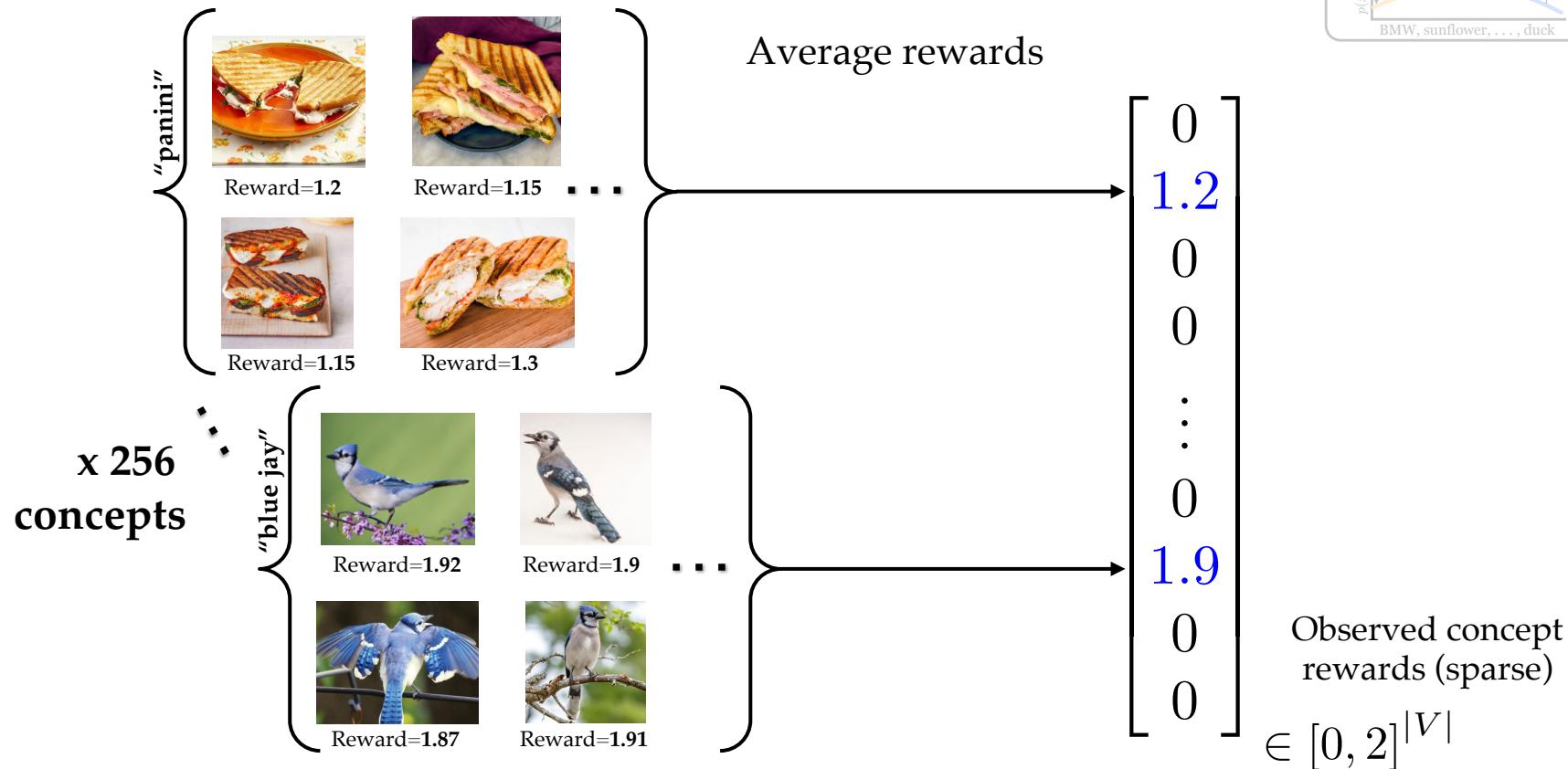


# Concept Reward (prioritize relevant *concepts*)

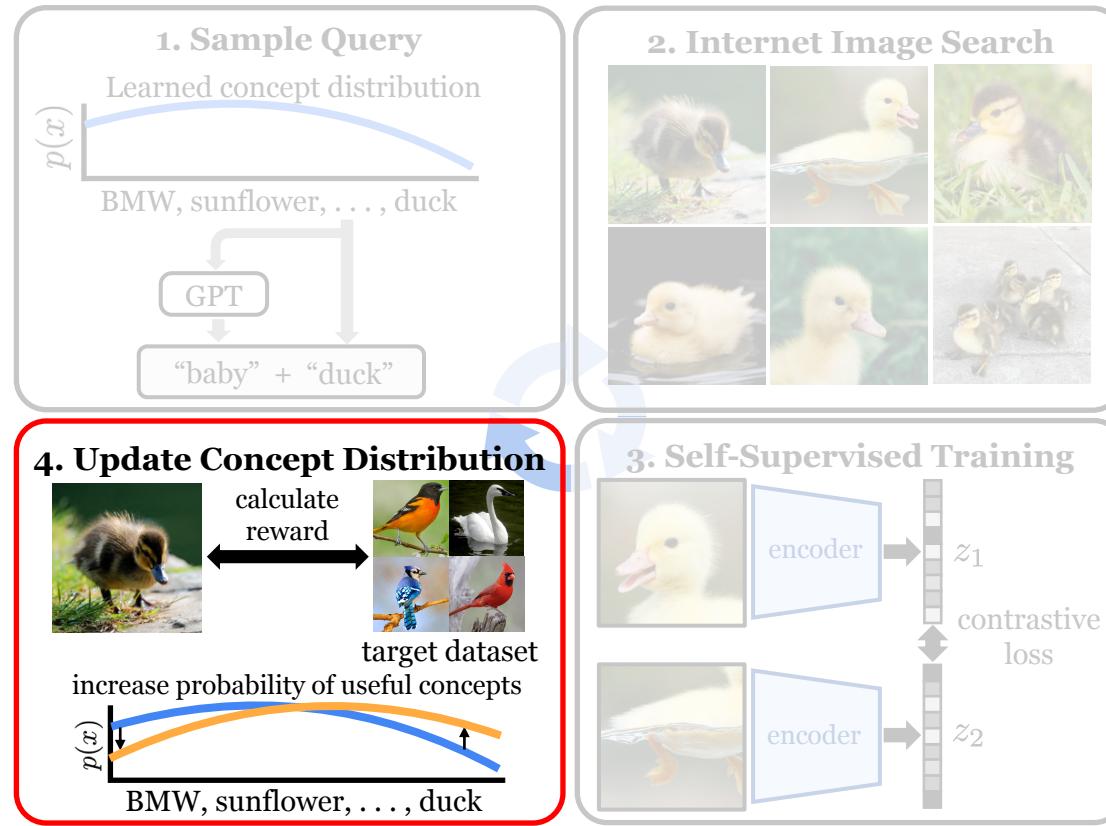




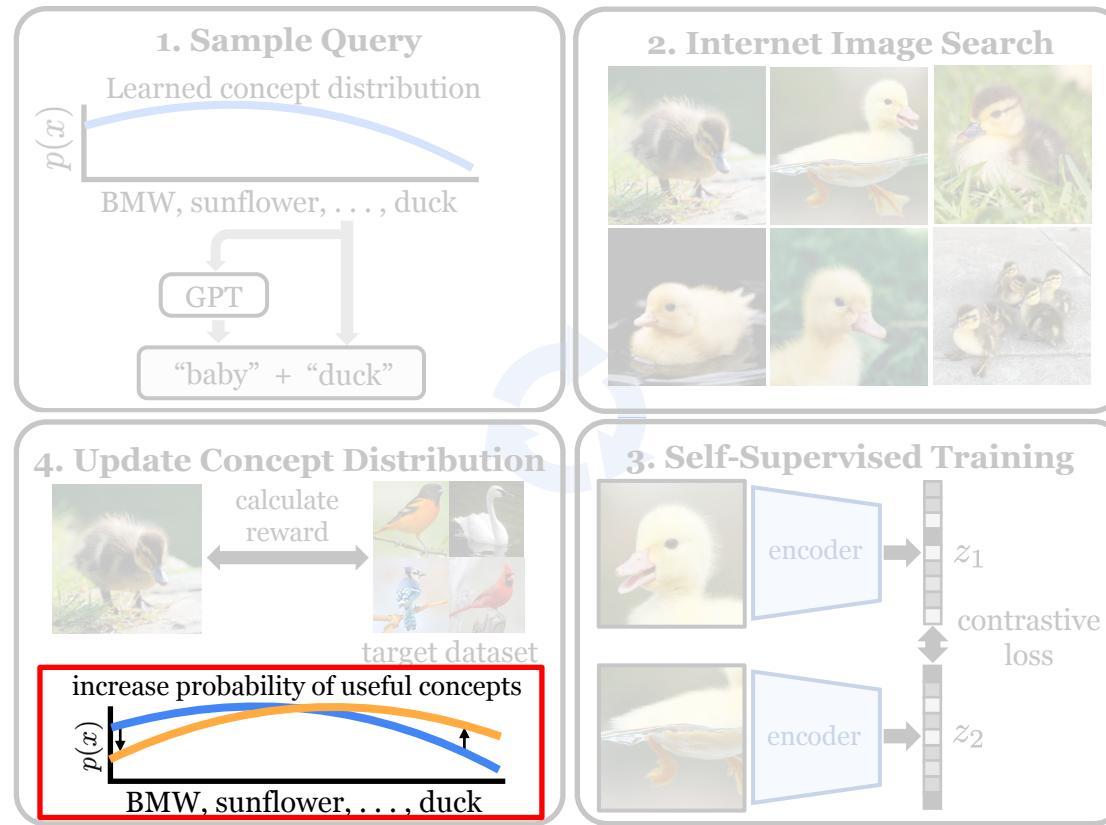
# Concept Reward (prioritize relevant *concepts*)



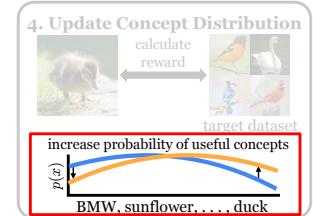
# Internet Explorer Method



# Internet Explorer Method

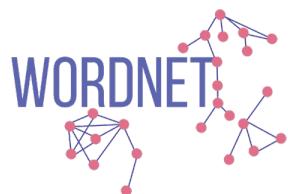
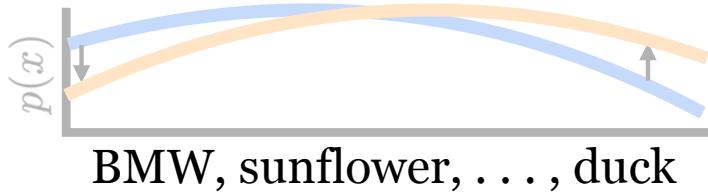
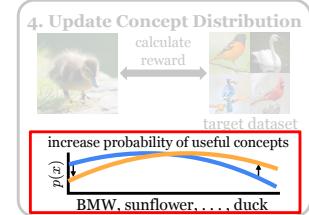


# Concept Distribution



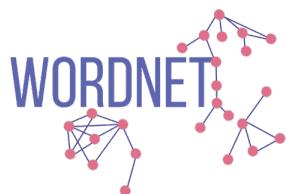
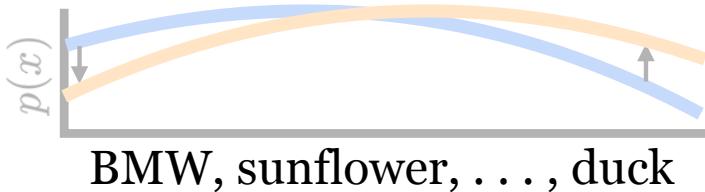
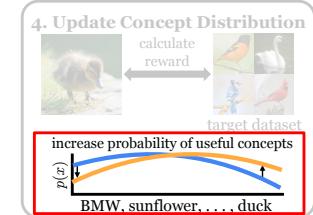
# Concept Distribution

- Vocabulary size:  $|V| \approx 150k$  concepts



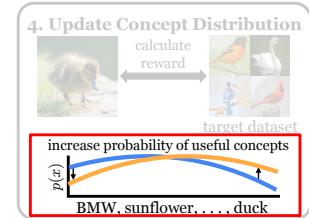
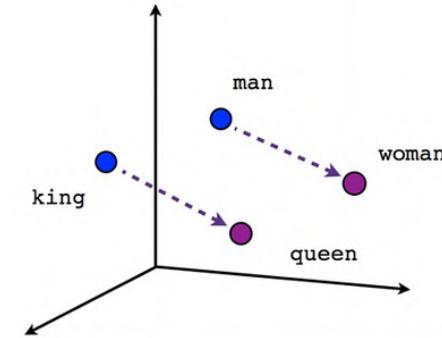
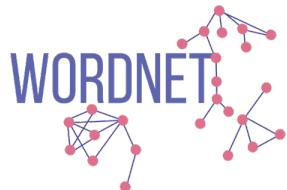
# Concept Distribution

- Vocabulary size:  $|V| \approx 150k$  concepts
- Want to estimate value of unseen concepts from just a few thousand results



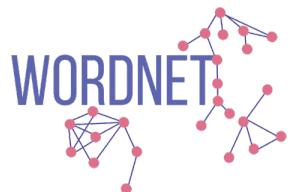
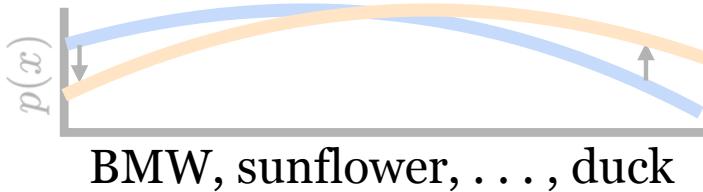
# Concept Distribution

- Vocabulary size:  $|V| \approx 150k$  concepts
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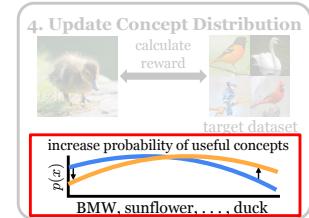
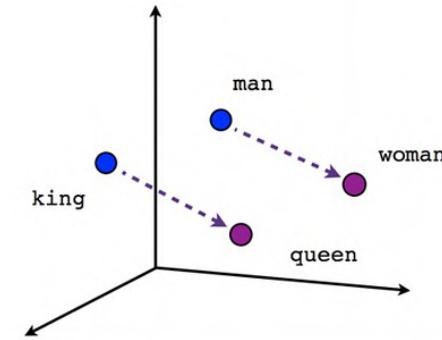


# Concept Distribution

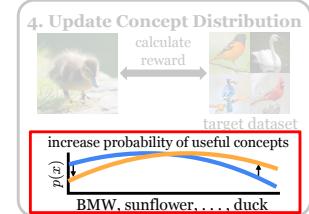
- Vocabulary size:  $|V| \approx 150k$  concepts
- Want to estimate value of unseen concepts from just a few thousand results



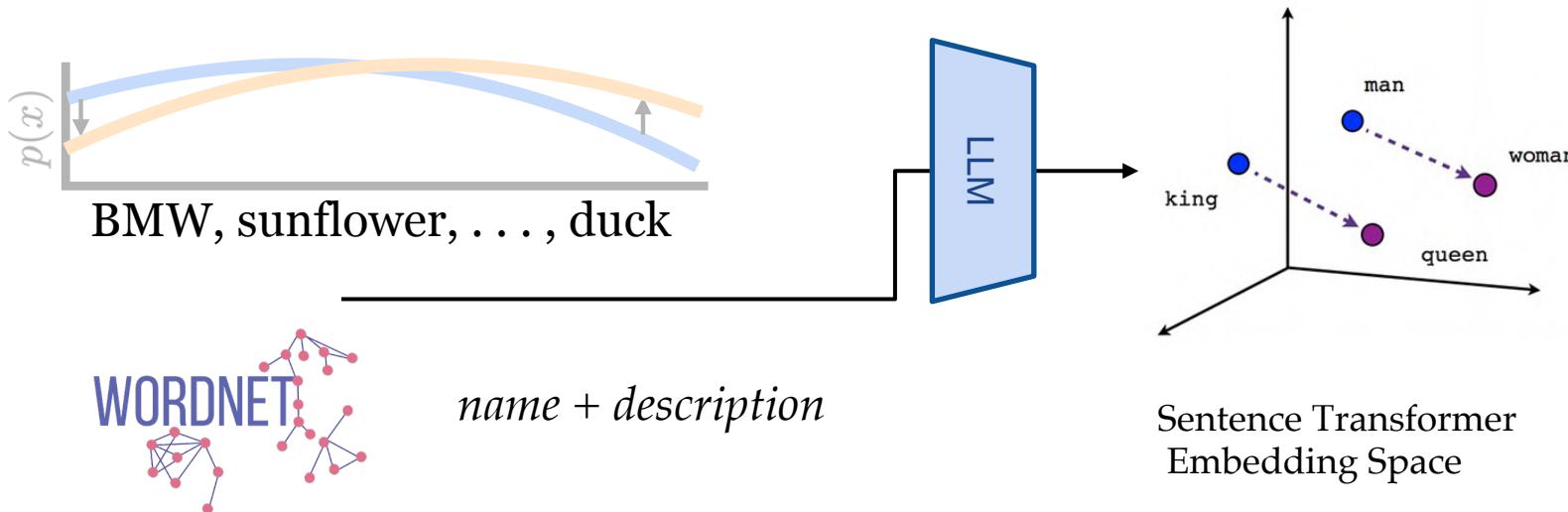
*name + description*



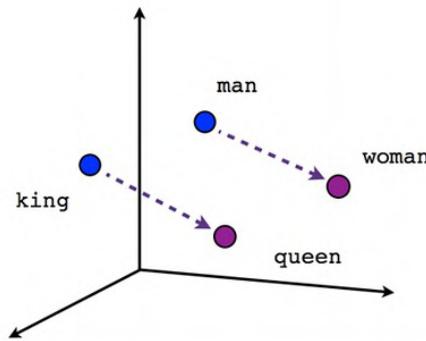
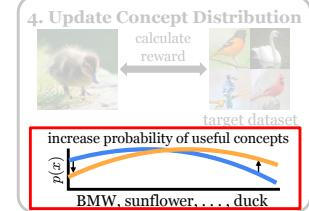
# Concept Distribution



- Vocabulary size:  $|V| \approx 150k$  concepts
- Want to estimate value of unseen concepts from just a few thousand results

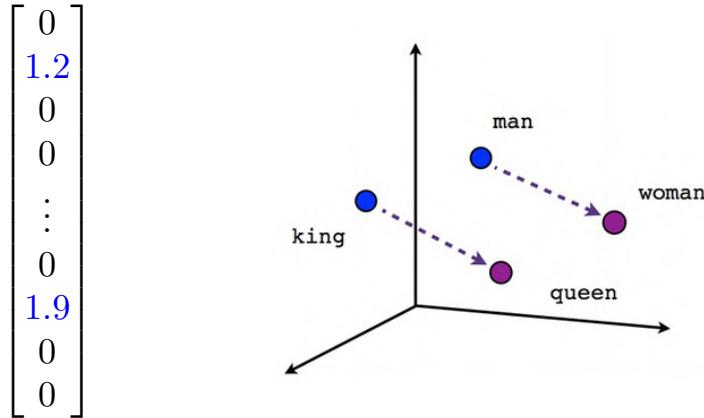
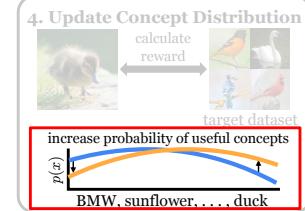


# “Prospecting” in concept-embedding space



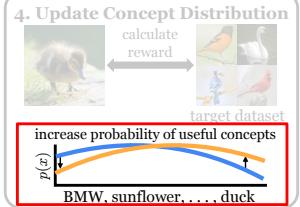
Sentence Transformer  
Embedding Space

# “Prospecting” in concept-embedding space



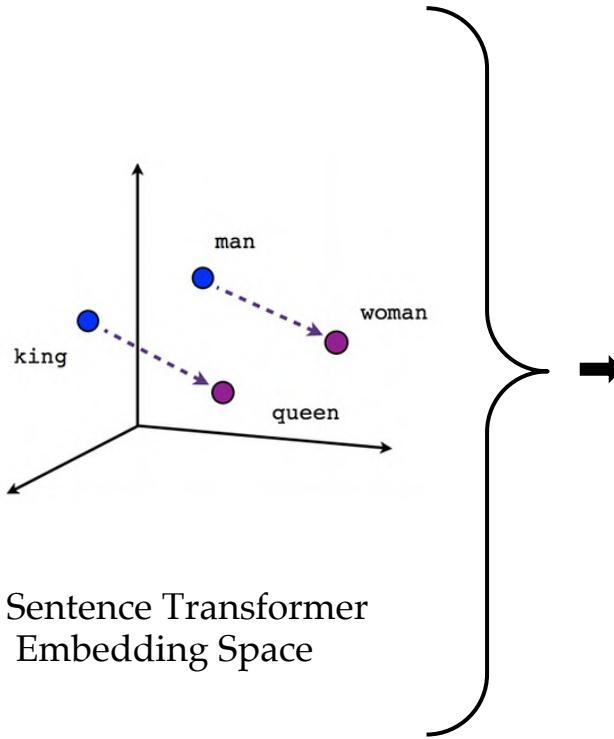
Observed concept  
rewards (sparse)

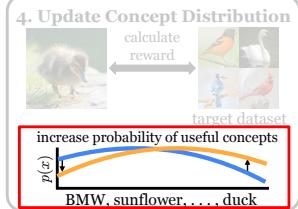
Sentence Transformer  
Embedding Space



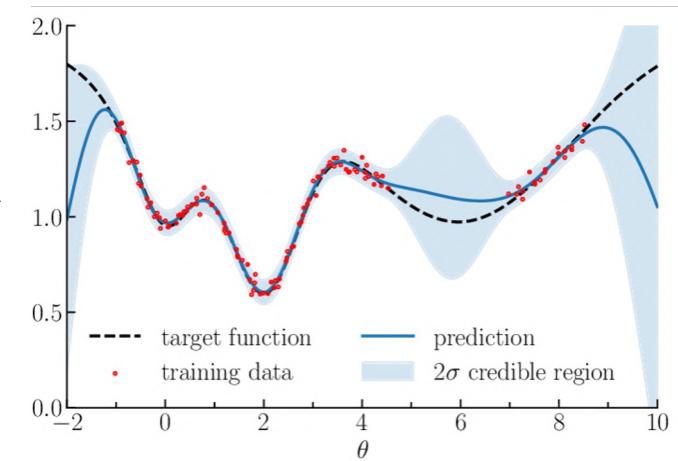
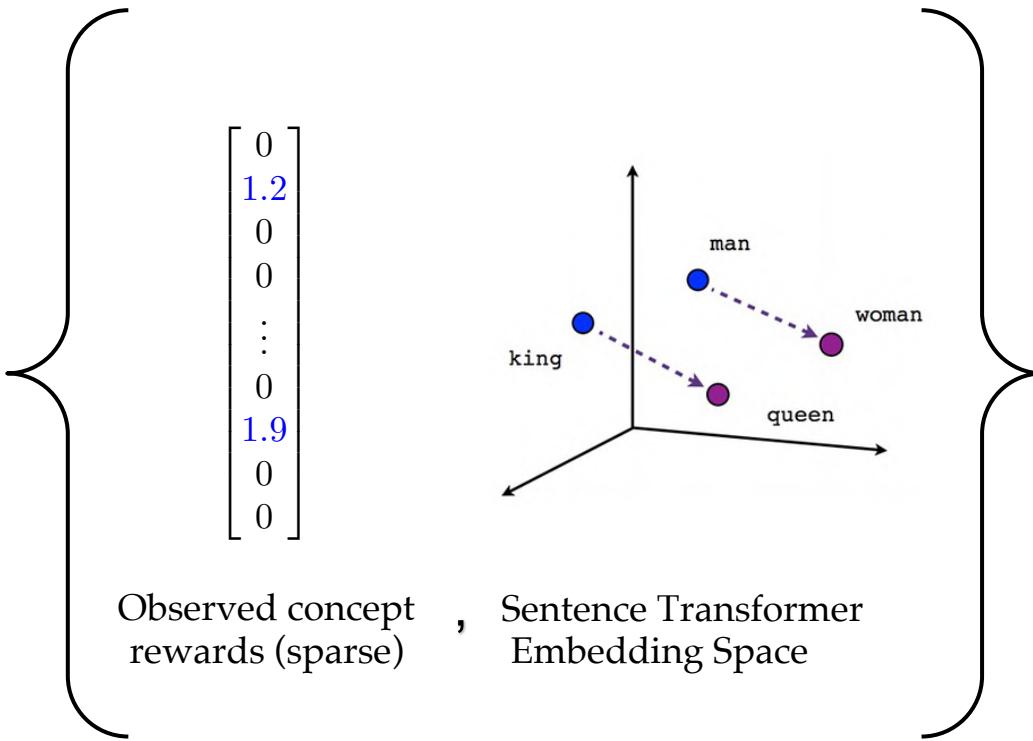
# “Prospecting” in concept-embedding space

$$\begin{bmatrix} 0 \\ 1.2 \\ 0 \\ 0 \\ \vdots \\ 0 \\ 1.9 \\ 0 \\ 0 \end{bmatrix}$$



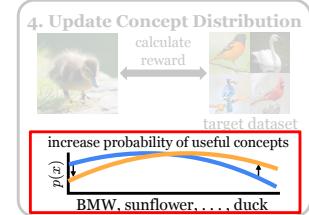


# “Prospecting” in concept-embedding space

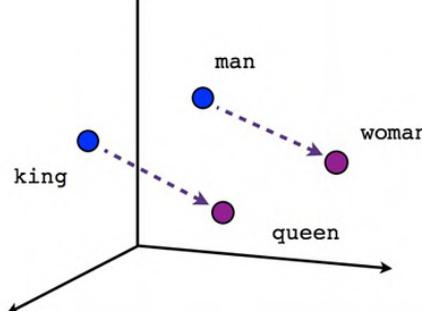


Gaussian Process Regression

# “Prospecting” in concept-embedding space

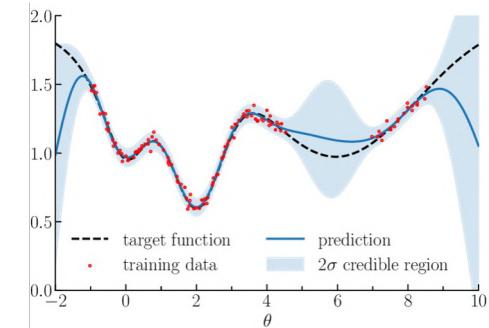


$\begin{bmatrix} 0 \\ 1.2 \\ 0 \\ 0 \\ \vdots \\ 0 \\ 1.9 \\ 0 \\ 0 \end{bmatrix}$

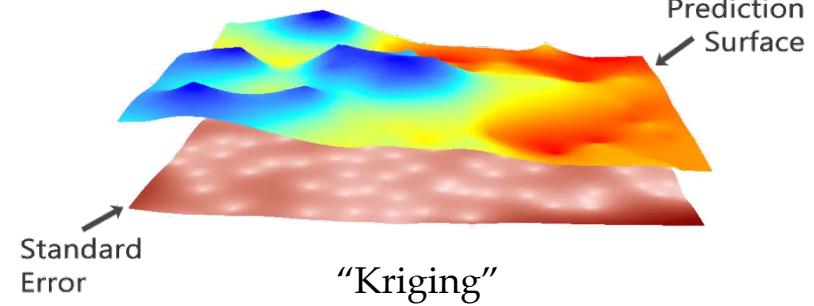


Observed concept rewards (sparse)

Sentence Transformer Embedding Space

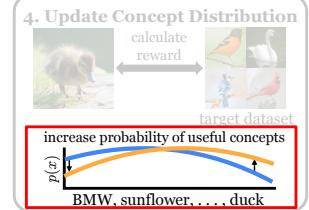


Gaussian Process Regression

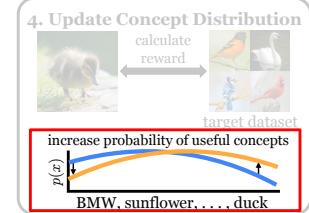


“Kriging”

# Predicting Rewards / Forming Distribution



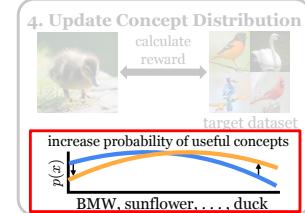
# Predicting Rewards / Forming Distribution



$$\mu(\mathbf{e}) + \sigma(\mathbf{e})$$

Predicted concept  
reward means &  
stds. from GPR

# Predicting Rewards / Forming Distribution

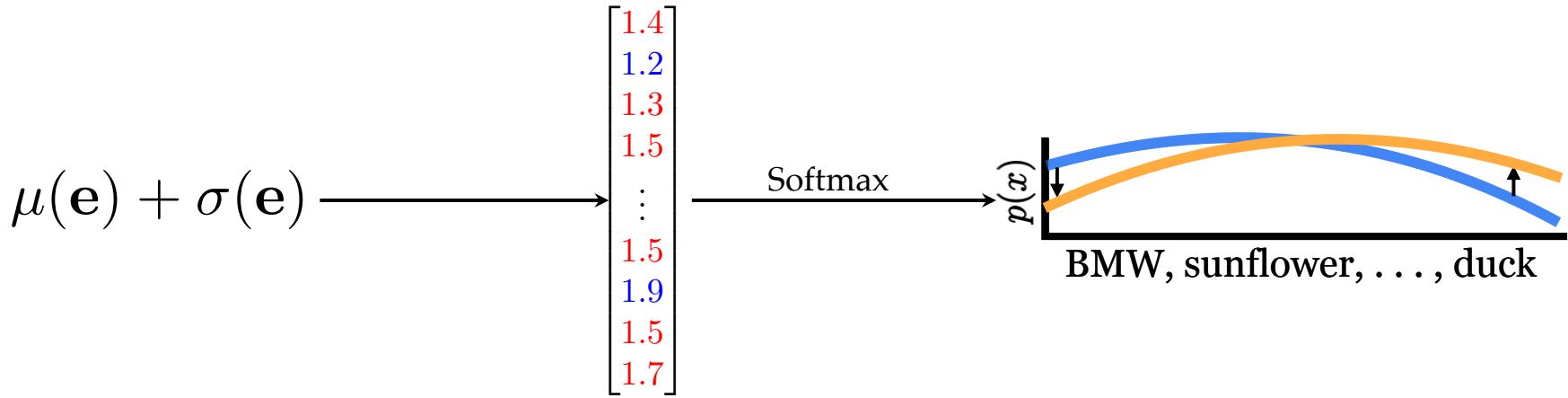
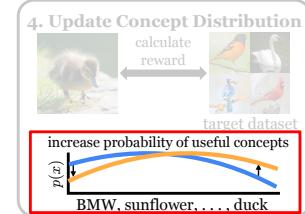


$$\mu(\mathbf{e}) + \sigma(\mathbf{e}) \longrightarrow \begin{bmatrix} 1.4 \\ 1.2 \\ 1.3 \\ 1.5 \\ \vdots \\ 1.5 \\ 1.9 \\ 1.5 \\ 1.7 \end{bmatrix}$$

Predicted concept  
reward means &  
stds. from GPR

Predicted concept  
rewards (*dense*)

# Predicting Rewards / Forming Distribution



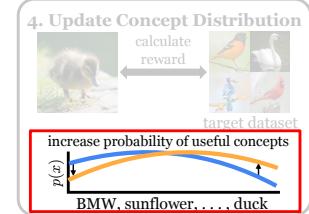
Predicted concept reward means & stds. from GPR

Predicted concept rewards (*dense*)

Next iteration's concept distribution

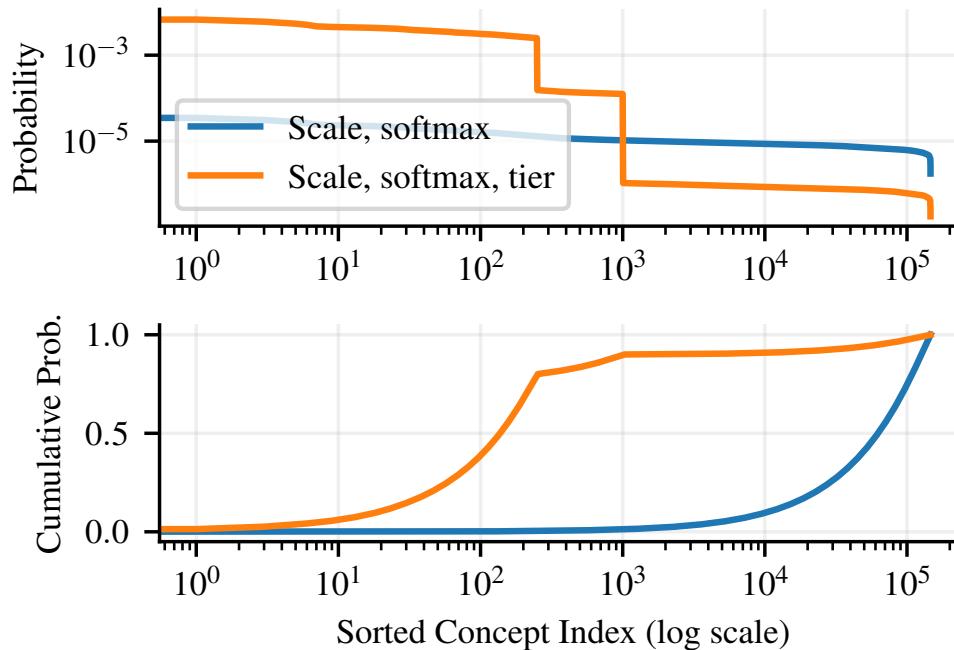
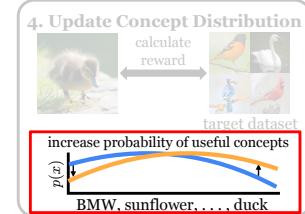
# Tiering

150k concepts! Most relevant are *still* rarely sampled...



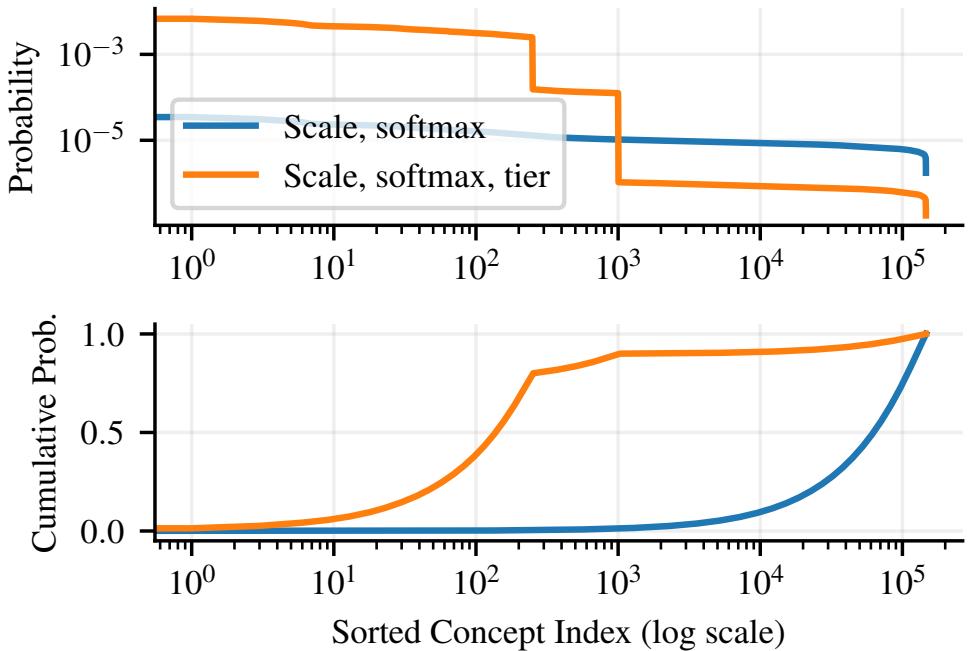
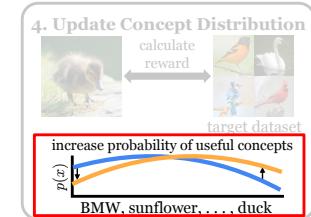
# Tiering

150k concepts! Most relevant are *still* rarely sampled...



# Tiering

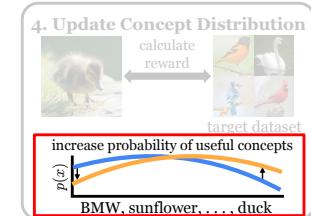
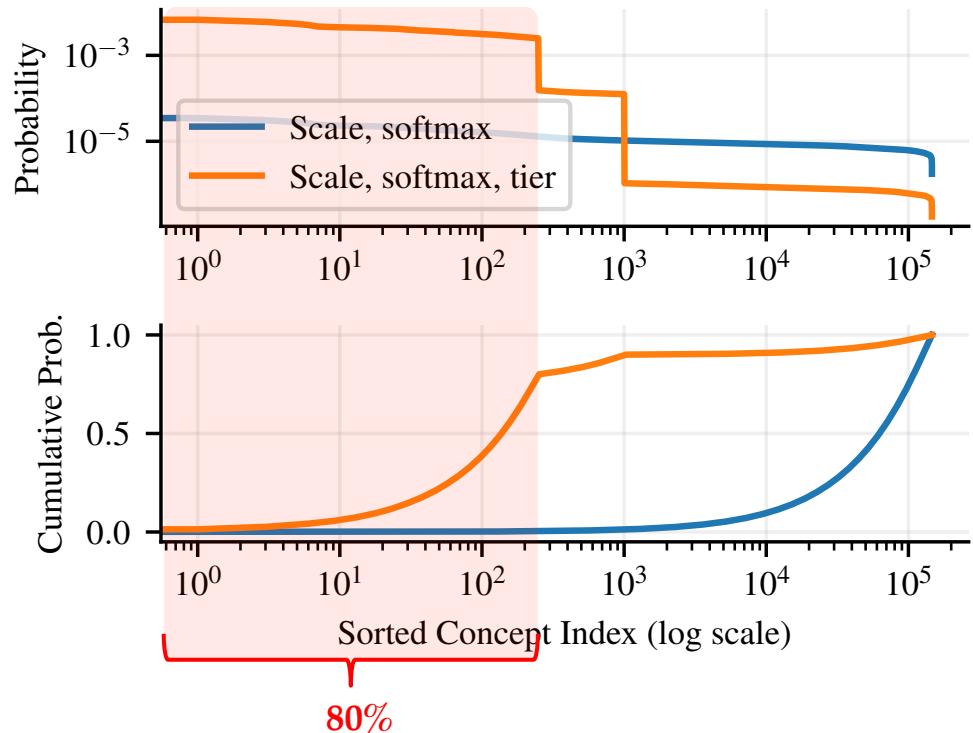
150k concepts! Most relevant are *still* rarely sampled...



# Tiering

150k concepts! Most relevant are *still* rarely sampled...

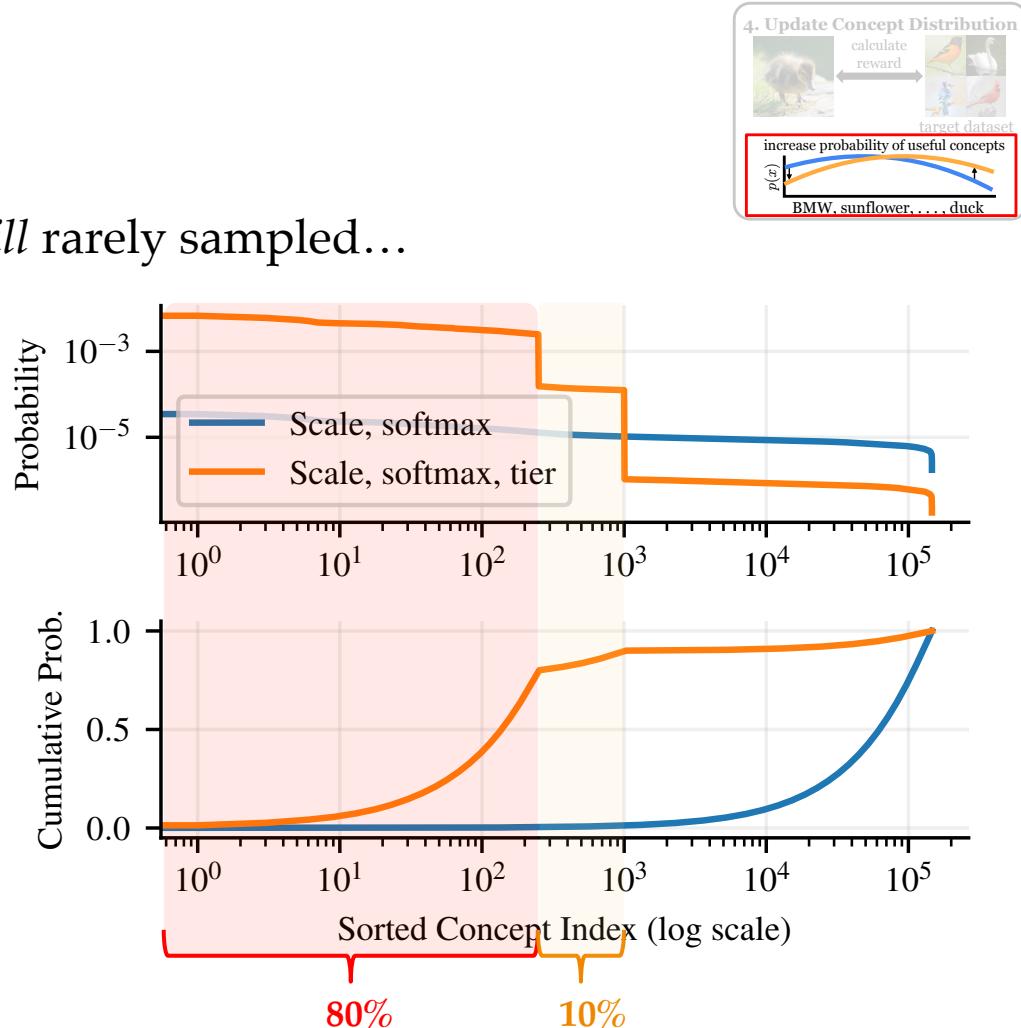
- Top 250 concepts sampled 80% of the time



# Tiering

150k concepts! Most relevant are *still* rarely sampled...

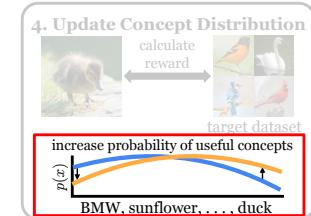
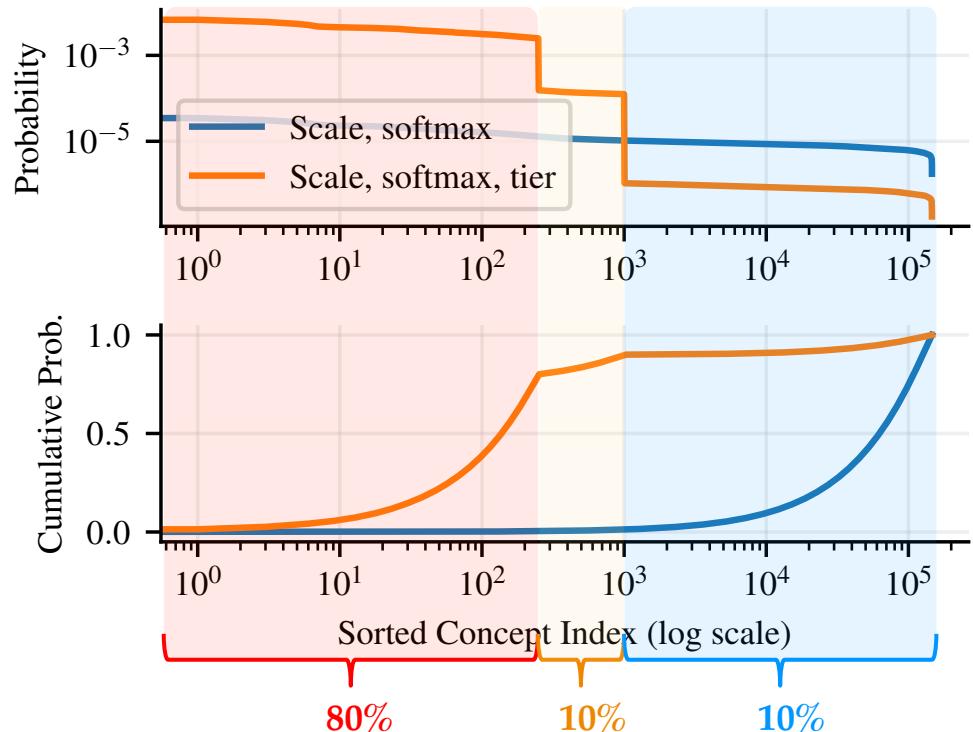
- Top 250 concepts sampled 80% of the time
- 251–1000 ranked concepts sampled 10% of the time



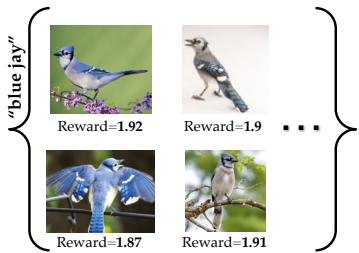
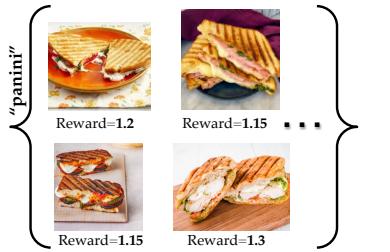
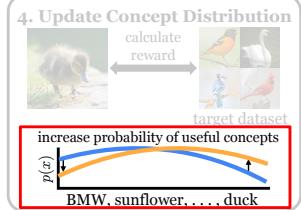
# Tiering

150k concepts! Most relevant are *still* rarely sampled...

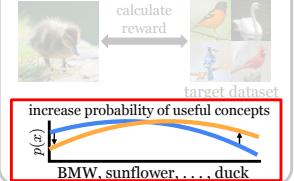
- Top 250 concepts sampled 80% of the time
- 251–1000 ranked concepts sampled 10% of the time
- Remaining concepts sampled 10% of the time



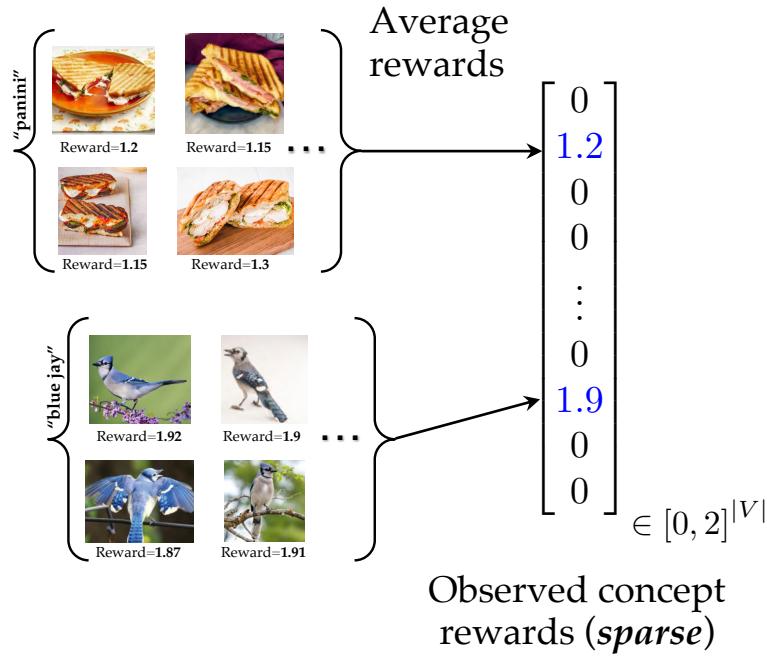
# Recap: update dist. by predicting rewards



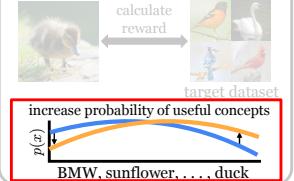
#### 4. Update Concept Distribution



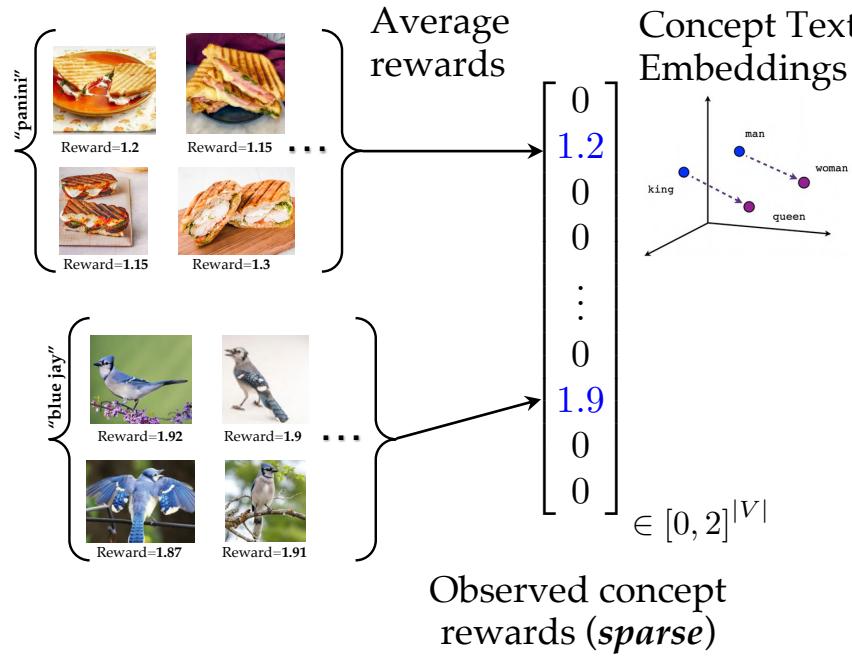
# Recap: update dist. by predicting rewards

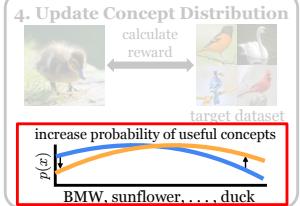


#### 4. Update Concept Distribution

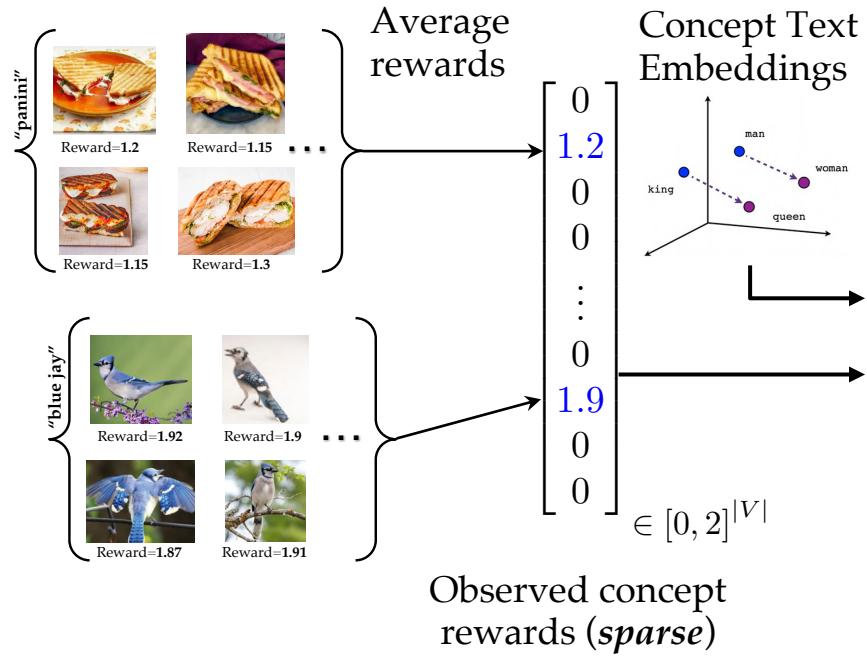


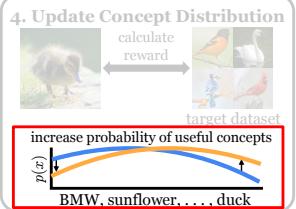
# Recap: update dist. by predicting rewards



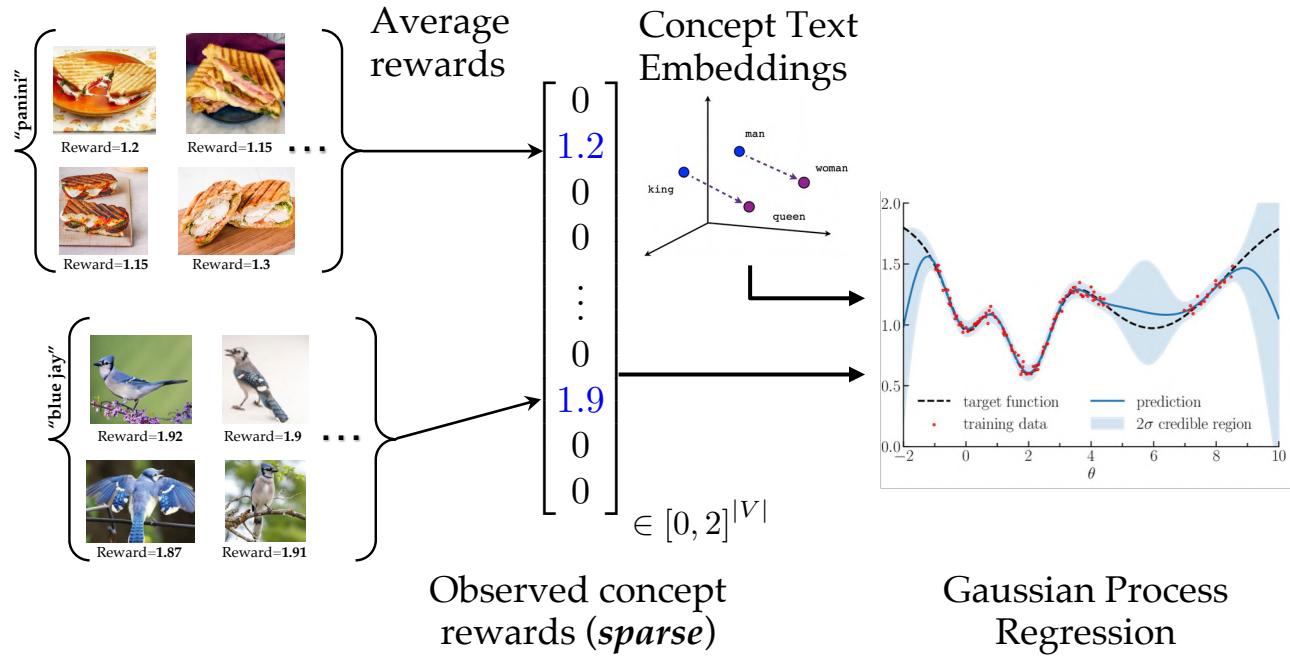


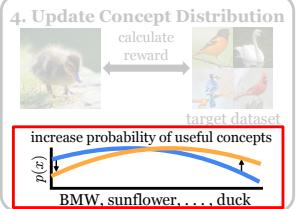
# Recap: update dist. by predicting rewards



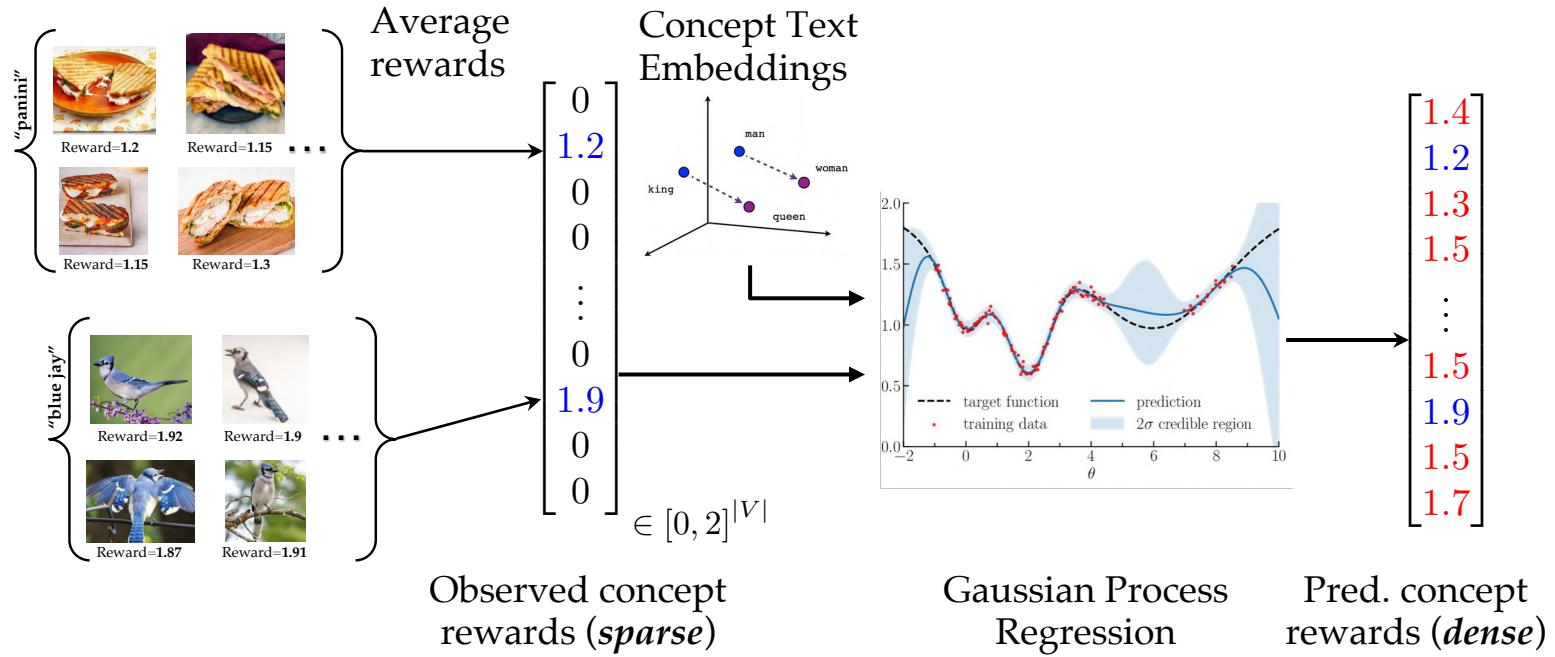


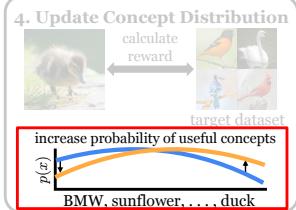
# Recap: update dist. by predicting rewards



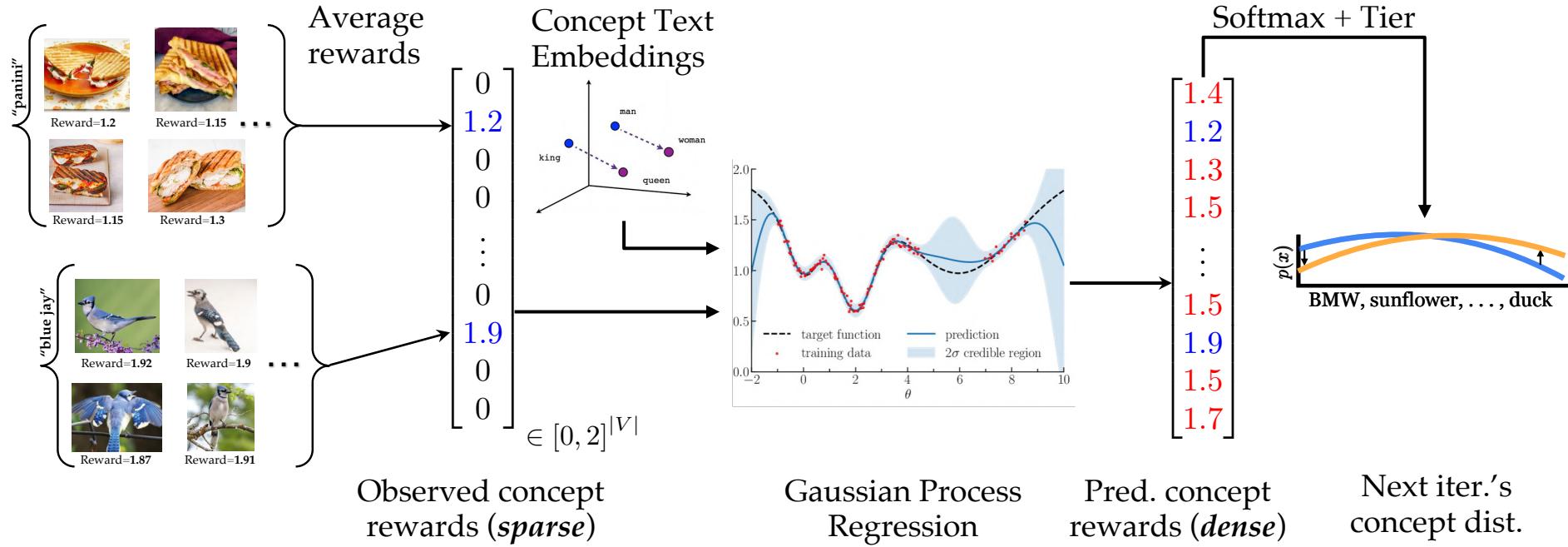


# Recap: update dist. by predicting rewards

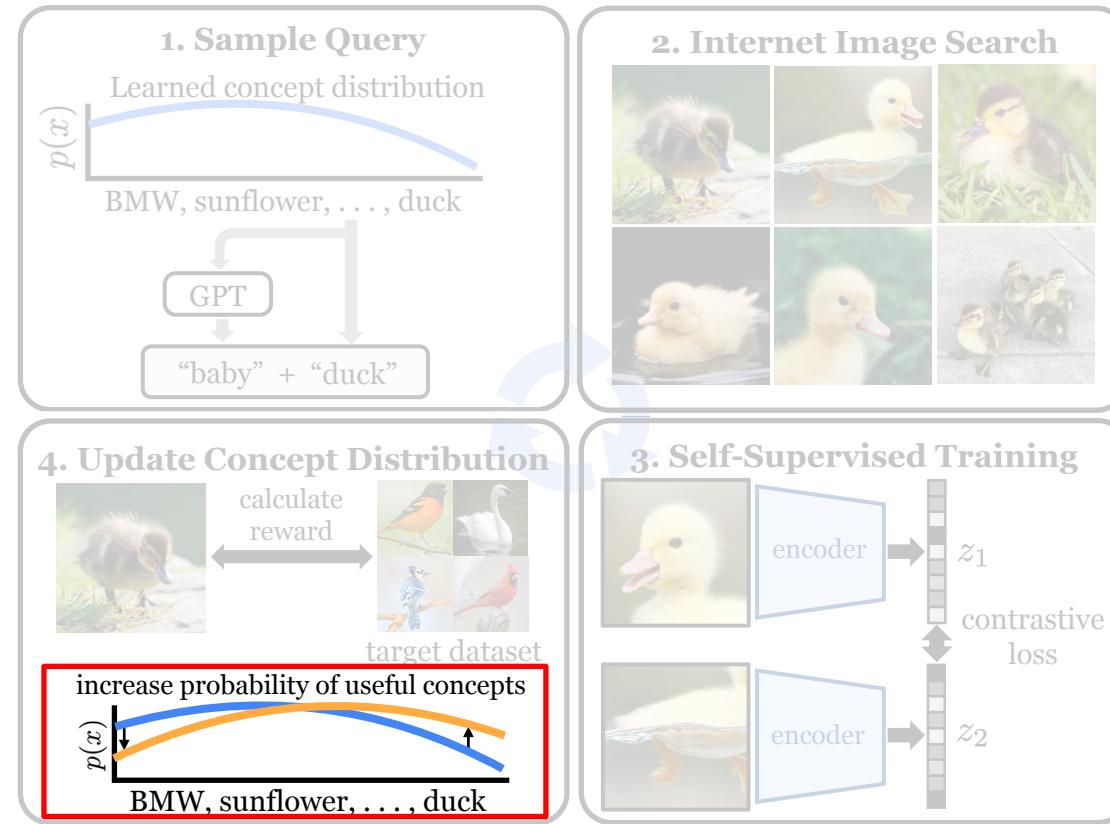




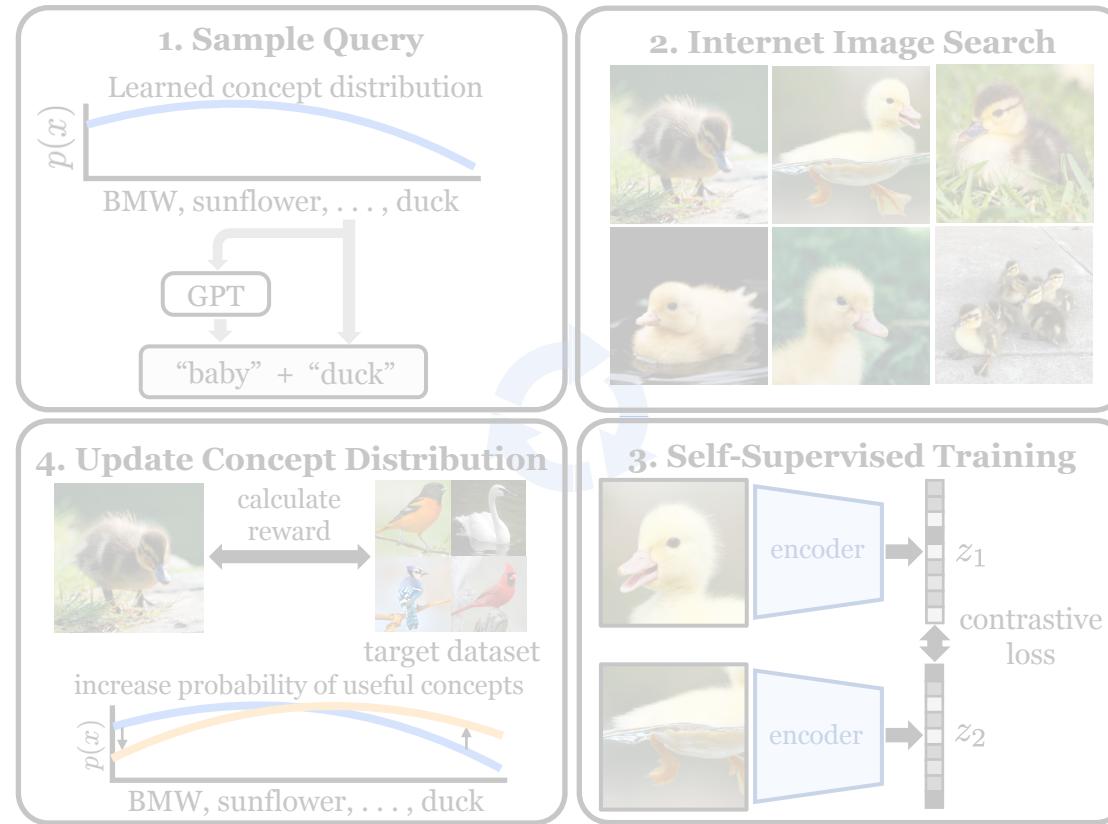
# Recap: update dist. by predicting rewards



# Internet Explorer Method



# Internet Explorer Method



What's changing over time?

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Images that we search for and download

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Images that we search for and download

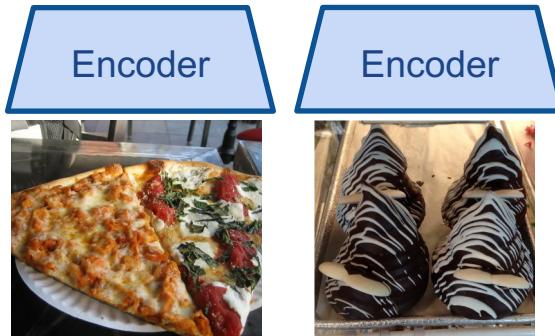
Representation space in which we compare images

Embedding space (and image reward) improves over time

Iteration 0:

# Embedding space (and image reward) improves over time

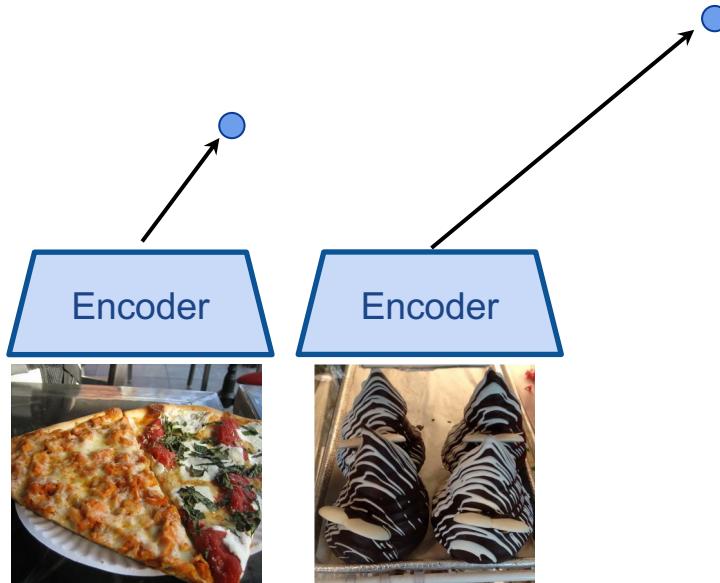
Iteration 0:



Target dataset images

# Embedding space (and image reward) improves over time

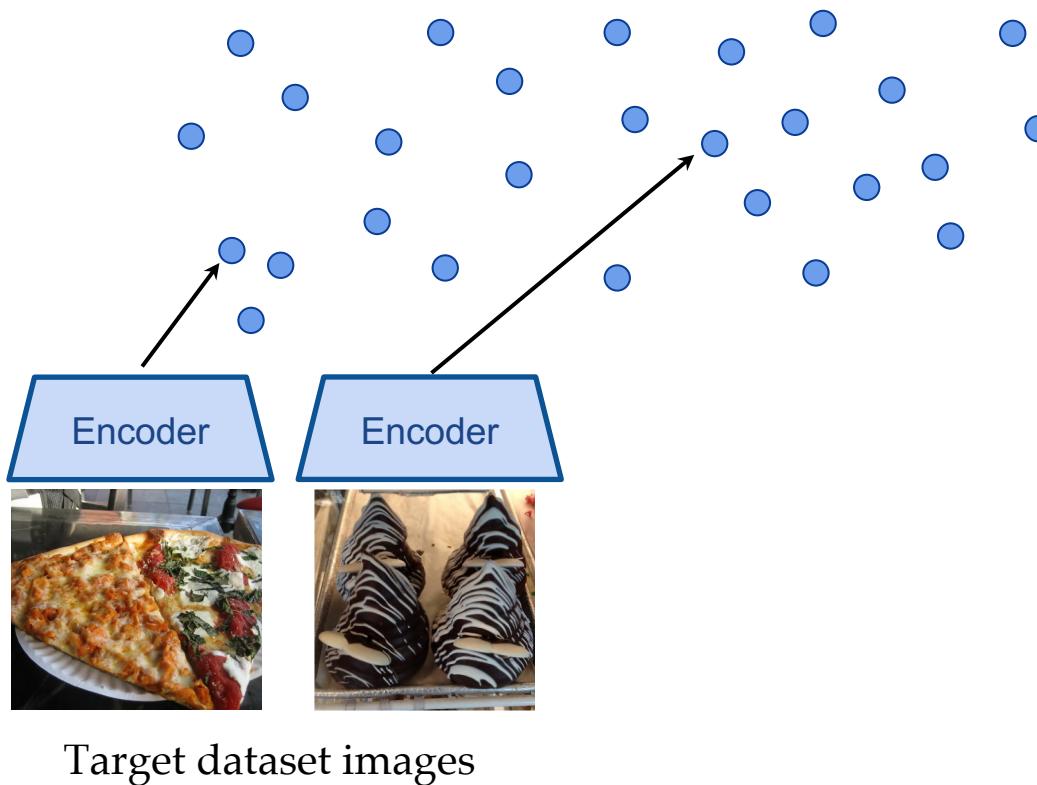
Iteration 0:



Target dataset images

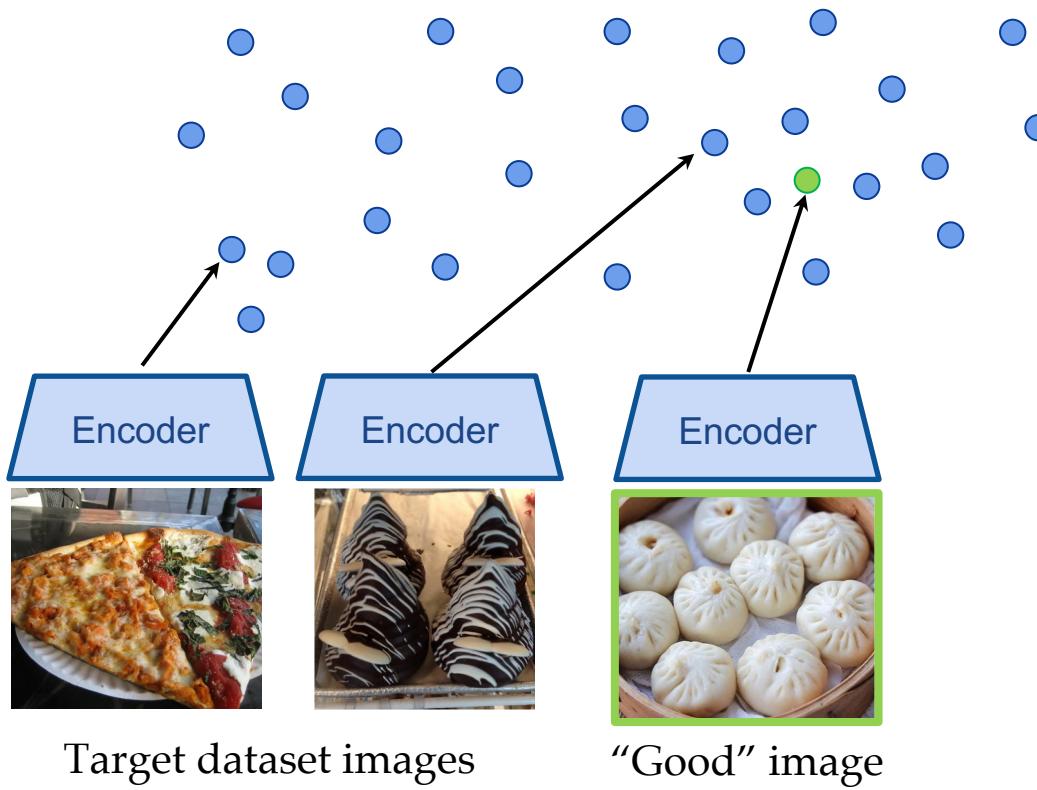
# Embedding space (and image reward) improves over time

Iteration 0:



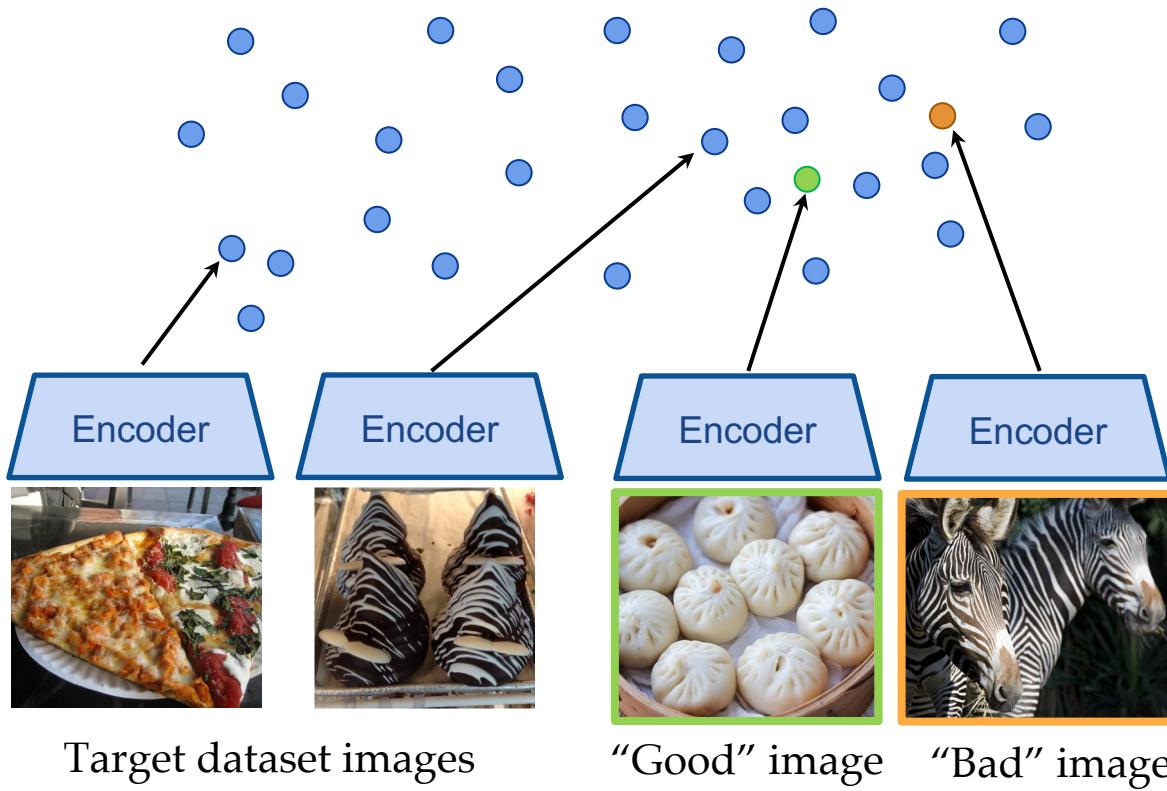
# Embedding space (and image reward) improves over time

Iteration 0:



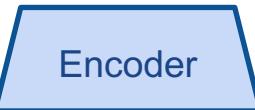
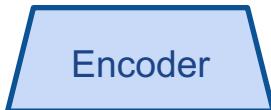
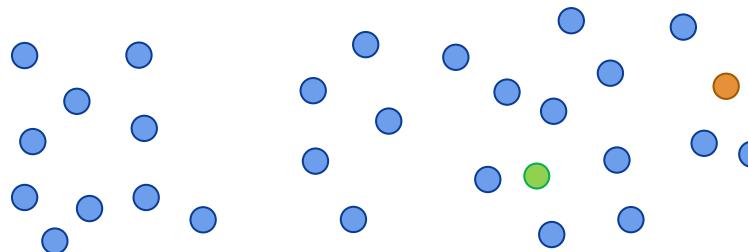
# Embedding space (and image reward) improves over time

Iteration 0:



# Embedding space (and image reward) improves over time

Iteration 5:



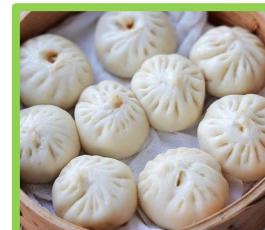
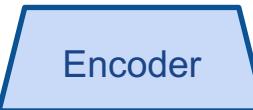
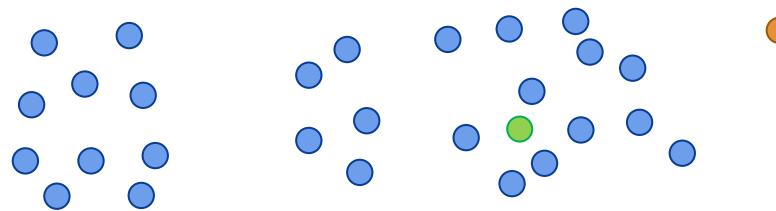
Target dataset images

"Good" image

"Bad" image

# Embedding space (and image reward) improves over time

Iteration 10:



Target dataset images

“Good” image

“Bad” image

# Results

Self-supervised exploration progressively finds relevant data

# Self-supervised exploration progressively finds relevant data

Target dataset: Birdsnap



# Self-supervised exploration progressively finds relevant data

Target dataset: Birdsnap



Iteration 0



# Self-supervised exploration progressively finds relevant data

Target dataset: Birdsnap



Iteration 0



Iteration 1



# Self-supervised exploration progressively finds relevant data

Target dataset: Birdsnap



Iteration 0



Iteration 1



Iteration 3



# Self-supervised exploration progressively finds relevant data

Target dataset: Birdsnap



Iteration 0



Iteration 1



Iteration 3



# Self-supervised exploration progressively finds relevant data

Target dataset: Birdsnap



Iteration 0



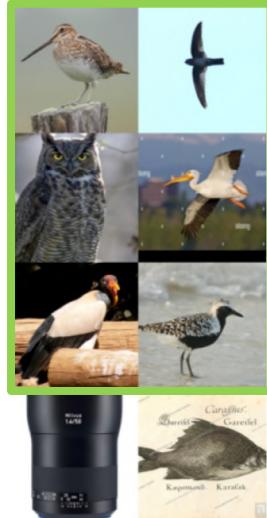
Iteration 1



Iteration 3



Iteration 6



# Self-supervised exploration progressively finds relevant data

Target dataset: Birdsnap



Iteration 0



Iteration 1



Iteration 3



Iteration 6



Iteration 10



# Self-supervised exploration progressively finds relevant data

Target dataset: Birdsnap



Iteration 0



Iteration 1



Iteration 3



Iteration 6



Iteration 10



Iteration 15



# Internet Explorer outperforms fixed datasets

| Model                                 | Birdsnap | Flowers | Food | Pets | VOC2007           | Images | GPU-hours |
|---------------------------------------|----------|---------|------|------|-------------------|--------|-----------|
| <i>Fixed dataset, self-supervised</i> |          |         |      |      |                   |        |           |
| MoCo-v3 (ImageNet + target)           | 39.9     | 94.6    | 78.3 | 85.3 | 58.0 <sup>†</sup> | 1.2M   | 84        |

**Table 1. Improved representation quality (linear probe accuracy) with Internet Explorer.**

# Internet Explorer outperforms fixed datasets

| Model                                 | Birdsnap                                   | Flowers                                      | Food                                       | Pets   | VOC2007                                       | Images | GPU-hours |
|---------------------------------------|--|--|--|--|---|--------|-----------|
| <i>Fixed dataset, self-supervised</i> |  |  |  |  |   |        |           |
| MoCo-v3 (ImageNet + target)           | 39.9                                       | 94.6   | 78.3                                       | 85.3   | 58.0 <sup>†</sup>                             | 1.2M   | 84        |
| <i>Exploring the Internet</i>         |  |  |  |  |   |        |           |
| Random exploration                    | 39.6 <span style="color:red">(-0.3)</span> | 95.3 <span style="color:green">(+0.7)</span> | 77.0 <span style="color:red">(-1.3)</span> | 85.6 <span style="color:green">(+0.3)</span> | 70.2 <span style="color:green">(+12.2)</span> | 2.2M   | 124       |

Table 1. Improved representation quality (linear probe accuracy) with Internet Explorer.

# Internet Explorer outperforms fixed datasets

| Model                                 | Birdsnap                                     | Flowers                                      | Food   | Pets   | VOC2007                                       | Images | GPU-hours |
|---------------------------------------|--|--|--|--|---|--------|-----------|
| <i>Fixed dataset, self-supervised</i> |  |  |  |  |   |        |           |
| MoCo-v3 (ImageNet + target)           | 39.9   | 94.6   | 78.3   | 85.3   | 58.0 <sup>†</sup>                             | 1.2M   | 84        |
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| Random exploration                    | 39.6 <span style="color:red">(-0.3)</span>   | 95.3 <span style="color:green">(+0.7)</span> | 77.0 <span style="color:red">(-1.3)</span>   | 85.6 <span style="color:green">(+0.3)</span> | 70.2 <span style="color:green">(+12.2)</span> | 2.2M   | 124       |
| Search labels only                    | 47.1 <span style="color:green">(+7.2)</span> | 96.3 <span style="color:green">(+1.7)</span> | 80.9 <span style="color:green">(+2.6)</span> | 85.7 <span style="color:green">(+0.4)</span> | 61.8 <span style="color:green">(+3.8)</span>  | 2.2M   | 124       |

Table 1. Improved representation quality (linear probe accuracy) with Internet Explorer.

# Internet Explorer outperforms fixed datasets

| Model                                 | Birdsnap  | Flowers  | Food   | Pets   | VOC2007   | Images | GPU-hours |
|---------------------------------------|---|--|--|--|---|--------|-----------|
| <i>Fixed dataset, self-supervised</i> |   |  |  |  |   |        |           |
| MoCo-v3 (ImageNet + target)           | 39.9  | 94.6   | 78.3   | 85.3   | 58.0 <sup>†</sup>                               | 1.2M   | 84        |
| <i>Exploring the Internet</i>         |   |  |  |  |   |        |           |
| Random exploration                    | 39.6 ( <span style="color:red">-0.3</span> )    | 95.3 ( <span style="color:green">+0.7</span> ) | 77.0 ( <span style="color:red">-1.3</span> )   | 85.6 ( <span style="color:green">+0.3</span> ) | 70.2 ( <span style="color:green">+12.2</span> ) | 2.2M   | 124       |
| Search labels only                    | 47.1 ( <span style="color:green">+7.2</span> )  | 96.3 ( <span style="color:green">+1.7</span> ) | 80.9 ( <span style="color:green">+2.6</span> ) | 85.7 ( <span style="color:green">+0.4</span> ) | 61.8 ( <span style="color:green">+3.8</span> )  | 2.2M   | 124       |
| Ours++ (no label set)                 | 54.4 ( <span style="color:green">+14.5</span> ) | 98.4 ( <span style="color:green">+3.8</span> ) | 82.2 ( <span style="color:green">+3.9</span> ) | 89.6 ( <span style="color:green">+4.3</span> ) | 80.1 ( <span style="color:green">+22.1</span> ) | 2.2M   | 124       |

Table 1. Improved representation quality (linear probe accuracy) with Internet Explorer.

# Internet Explorer outperforms fixed datasets

| Model                                 | Birdsnap              | Flowers           | Food                 | Pets              | VOC2007               | Images | GPU-hours |
|---------------------------------------|-----------------------|-------------------|----------------------|-------------------|-----------------------|--------|-----------|
| <i>Fixed dataset, self-supervised</i> |                       |                   |                      |                   |                       |        |           |
| MoCo-v3 (ImageNet + target)           | 39.9                  | 94.6              | 78.3                 | 85.3              | 58.0 <sup>†</sup>     | 1.2M   | 84        |
| <i>Exploring the Internet</i>         |                       |                   |                      |                   |                       |        |           |
| Random exploration                    | 39.6 ( <b>-0.3</b> )  | 95.3 (+0.7)       | 77.0 ( <b>-1.3</b> ) | 85.6 (+0.3)       | 70.2 ( <b>+12.2</b> ) | 2.2M   | 124       |
| Search labels only                    | 47.1 ( <b>+7.2</b> )  | 96.3 (+1.7)       | 80.9 ( <b>+2.6</b> ) | 85.7 (+0.4)       | 61.8 ( <b>+3.8</b> )  | 2.2M   | 124       |
| Ours++ (no label set)                 | 54.4 ( <b>+14.5</b> ) | 98.4 (+3.8)       | 82.2 ( <b>+3.9</b> ) | 89.6 (+4.3)       | 80.1 ( <b>+22.1</b> ) | 2.2M   | 124       |
| Ours++ (with label set)               | <b>62.8 (+22.9)</b>   | <b>99.1(+4.5)</b> | 84.6 ( <b>+6.3</b> ) | <b>90.8(+5.5)</b> | 79.6 ( <b>+21.6</b> ) | 2.2M   | 124       |

Table 1. Improved representation quality (linear probe accuracy) with Internet Explorer.

# Internet Explorer outperforms fixed datasets

| Model                                 | Birdsnap              | Flowers            | Food                 | Pets               | VOC2007               | Images | GPU-hours |
|---------------------------------------|-----------------------|--------------------|----------------------|--------------------|-----------------------|--------|-----------|
| <i>Fixed dataset, self-supervised</i> |                       |                    |                      |                    |                       |        |           |
| MoCo-v3 (ImageNet + target)           | 39.9                  | 94.6               | 78.3                 | 85.3               | 58.0 <sup>†</sup>     | 1.2M   | 84        |
| <i>Exploring the Internet</i>         |                       |                    |                      |                    |                       |        |           |
| Random exploration                    | 39.6 ( <b>-0.3</b> )  | 95.3 (+0.7)        | 77.0 ( <b>-1.3</b> ) | 85.6 (+0.3)        | 70.2 ( <b>+12.2</b> ) | 2.2M   | 124       |
| Search labels only                    | 47.1 ( <b>+7.2</b> )  | 96.3 (+1.7)        | 80.9 ( <b>+2.6</b> ) | 85.7 (+0.4)        | 61.8 ( <b>+3.8</b> )  | 2.2M   | 124       |
| Ours++ (no label set)                 | 54.4 ( <b>+14.5</b> ) | 98.4 (+3.8)        | 82.2 ( <b>+3.9</b> ) | 89.6 (+4.3)        | 80.1 ( <b>+22.1</b> ) | 2.2M   | 124       |
| Ours++ (with label set)               | <b>62.8 (+22.9)</b>   | <b>99.1 (+4.5)</b> | 84.6 ( <b>+6.3</b> ) | <b>90.8 (+5.5)</b> | 79.6 ( <b>+21.6</b> ) | 2.2M   | 124       |

+40 hrs  
on 1 GPU

Table 1. Improved representation quality (linear probe accuracy) with Internet Explorer.

# Internet Explorer outperforms fixed datasets

| Model                                      | Birdsnap              | Flowers            | Food                 | Pets               | VOC2007               | Images | GPU-hours |
|--|-----------------------|--------------------|----------------------|--------------------|-----------------------|--------|-----------|
| <i>Fixed dataset, self-supervised</i>      |                       |                    |                      |                    |                       |        |           |
| MoCo-v3 (ImageNet + target)                | 39.9                  | 94.6               | 78.3                 | 85.3               | 58.0 <sup>†</sup>     | 1.2M   | 84        |
| <i>Exploring the Internet</i>              |                       |                    |                      |                    |                       |        |           |
| Random exploration                         | 39.6 ( <b>-0.3</b> )  | 95.3 (+0.7)        | 77.0 ( <b>-1.3</b> ) | 85.6 (+0.3)        | 70.2 ( <b>+12.2</b> ) | 2.2M   | 124       |
| Search labels only                         | 47.1 ( <b>+7.2</b> )  | 96.3 (+1.7)        | 80.9 ( <b>+2.6</b> ) | 85.7 (+0.4)        | 61.8 ( <b>+3.8</b> )  | 2.2M   | 124       |
| Ours++ (no label set)                      | 54.4 ( <b>+14.5</b> ) | 98.4 (+3.8)        | 82.2 ( <b>+3.9</b> ) | 89.6 (+4.3)        | 80.1 ( <b>+22.1</b> ) | 2.2M   | 124       |
| Ours++ (with label set)                    | <b>62.8 (+22.9)</b>   | <b>99.1 (+4.5)</b> | 84.6 ( <b>+6.3</b> ) | <b>90.8 (+5.5)</b> | 79.6 ( <b>+21.6</b> ) | 2.2M   | 124       |
| <i>Fixed dataset, language supervision</i> |                       |                    |                      |                    |                       |        |           |
| CLIP (oracle & 2x params)                  | 57.1                  | 96.0               | <b>86.4</b>          | 88.4               | <b>86.7</b>           | 400M   | 4000      |

Table 1. Improved representation quality (linear probe accuracy) with Internet Explorer.



+40 hrs  
on 1 GPU

# Internet Explorer outperforms fixed datasets

| Model                                      | Birdsnap              | Flowers            | Food                 | Pets               | VOC2007               | Images | GPU-hours |
|--|-----------------------|--------------------|----------------------|--------------------|-----------------------|--------|-----------|
| <i>Fixed dataset, self-supervised</i>      |                       |                    |                      |                    |                       |        |           |
| MoCo-v3 (ImageNet + target)                | 39.9                  | 94.6               | 78.3                 | 85.3               | 58.0 <sup>†</sup>     | 1.2M   | 84        |
| <i>Exploring the Internet</i>              |                       |                    |                      |                    |                       |        |           |
| Random exploration                         | 39.6 ( <b>-0.3</b> )  | 95.3 (+0.7)        | 77.0 ( <b>-1.3</b> ) | 85.6 (+0.3)        | 70.2 ( <b>+12.2</b> ) | 2.2M   | 124       |
| Search labels only                         | 47.1 ( <b>+7.2</b> )  | 96.3 (+1.7)        | 80.9 ( <b>+2.6</b> ) | 85.7 (+0.4)        | 61.8 ( <b>+3.8</b> )  | 2.2M   | 124       |
| Ours++ (no label set)                      | 54.4 ( <b>+14.5</b> ) | 98.4 (+3.8)        | 82.2 ( <b>+3.9</b> ) | 89.6 (+4.3)        | 80.1 ( <b>+22.1</b> ) | 2.2M   | 124       |
| Ours++ (with label set)                    | <b>62.8 (+22.9)</b>   | <b>99.1 (+4.5)</b> | 84.6 ( <b>+6.3</b> ) | <b>90.8 (+5.5)</b> | 79.6 ( <b>+21.6</b> ) | 2.2M   | 124       |
| <i>Fixed dataset, language supervision</i> |                       |                    |                      |                    |                       |        |           |
| CLIP (oracle & 2x params)                  | 57.1                  | 96.0               | <b>86.4</b>          | 88.4               | <b>86.7</b>           | 400M   | 4000      |

+40 hrs  
on 1 GPU

32x time,  
180x data

Table 1. Improved representation quality (linear probe accuracy) with Internet Explorer.

Are we just finding the test images online?

Are we just finding the test images online?

# Are we just finding the test images online?

|                             | Birdsnap  | Flowers   | Food       | Pets       | VOC2007   | Images Downloaded |
|-----------------------------|-----------|-----------|------------|------------|-----------|-------------------|
| Target test set size        | 1849      | 6142      | 25246      | 3663       | 4952      | —                 |
| <i>No exploration</i>       |           |           |            |            |           |                   |
| Target training set overlap | 1 (0.05%) | 5 (0.01%) | 34 (0.13%) | 21 (0.57%) | 0 (0.00%) | —                 |

# Are we just finding the test images online?

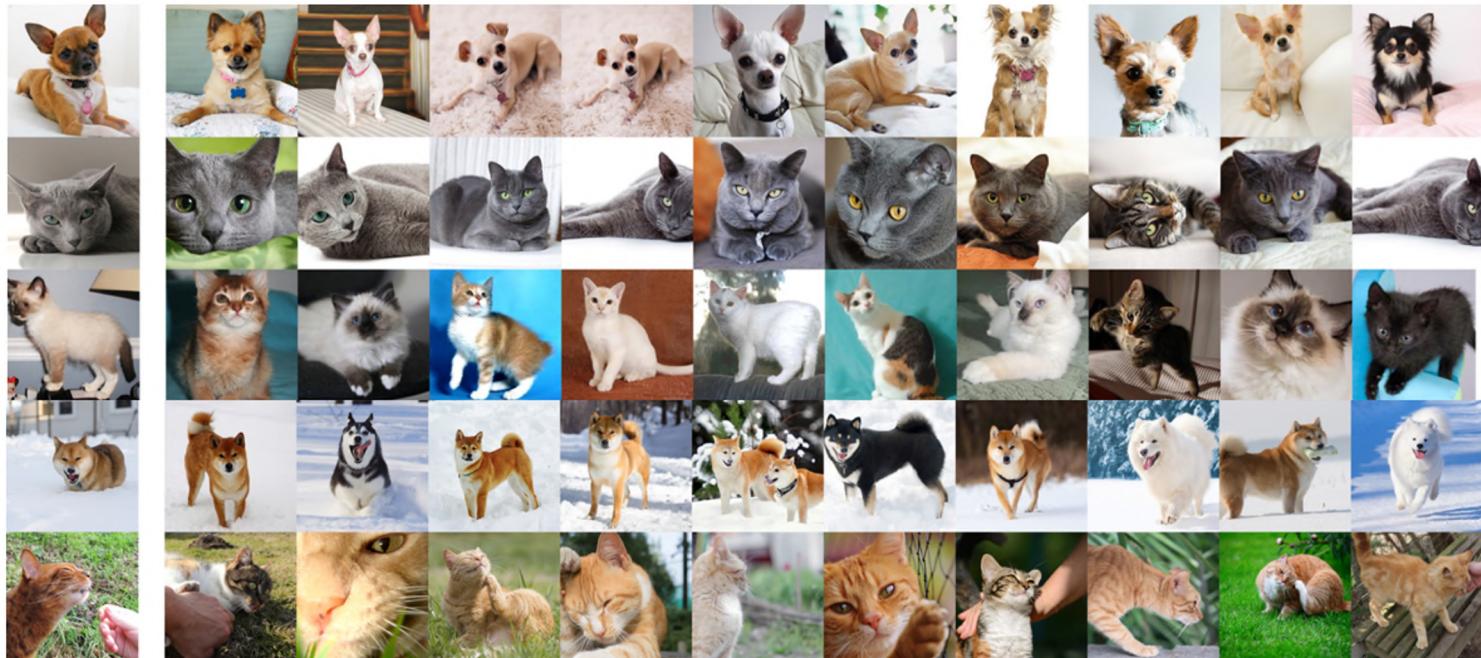
|                             | Birdsnap    | Flowers     | Food        | Pets        | VOC2007    | Images Downloaded |
|-----------------------------|-------------|-------------|-------------|-------------|------------|-------------------|
| Target test set size        | 1849        | 6142        | 25246       | 3663        | 4952       | —                 |
| <i>No exploration</i>       |             |             |             |             |            |                   |
| Target training set overlap | 1 (0.05%)   | 5 (0.01%)   | 34 (0.13%)  | 21 (0.57%)  | 0 (0.00%)  | —                 |
| <i>Internet Explorer</i>    |             |             |             |             |            |                   |
| Ours++ (no label set)       | 28 (+1.46%) | 11 (+0.01%) | 35 (+0.00%) | 26 (+0.14%) | 1 (+0.02%) | $\approx 10^6$    |

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|                             | Birdsnap    | Flowers     | Food        | Pets        | VOC2007    | Images Downloaded |
|-----------------------------|-------------|-------------|-------------|-------------|------------|-------------------|
| Target test set size        | 1849        | 6142        | 25246       | 3663        | 4952       | —                 |
| <i>No exploration</i>       |             |             |             |             |            |                   |
| Target training set overlap | 1 (0.05%)   | 5 (0.01%)   | 34 (0.13%)  | 21 (0.57%)  | 0 (0.00%)  | —                 |
| <i>Internet Explorer</i>    |             |             |             |             |            |                   |
| Ours++ (no label set)       | 28 (+1.46%) | 11 (+0.01%) | 35 (+0.00%) | 26 (+0.14%) | 1 (+0.02%) | $\approx 10^6$    |
| Ours++ (with label set)     | 57 (+3.03%) | 27 (+0.36%) | 35 (+0.00%) | 43 (+0.60%) | 1 (+0.02%) | $\approx 10^6$    |

But we are finding very relevant images...

## Oxford-IIIT Pets



Test Img.

Ranked Nearest Neighbors in Downloaded Images

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# Food101



Test Img.

Ranked Nearest Neighbors in Downloaded Images

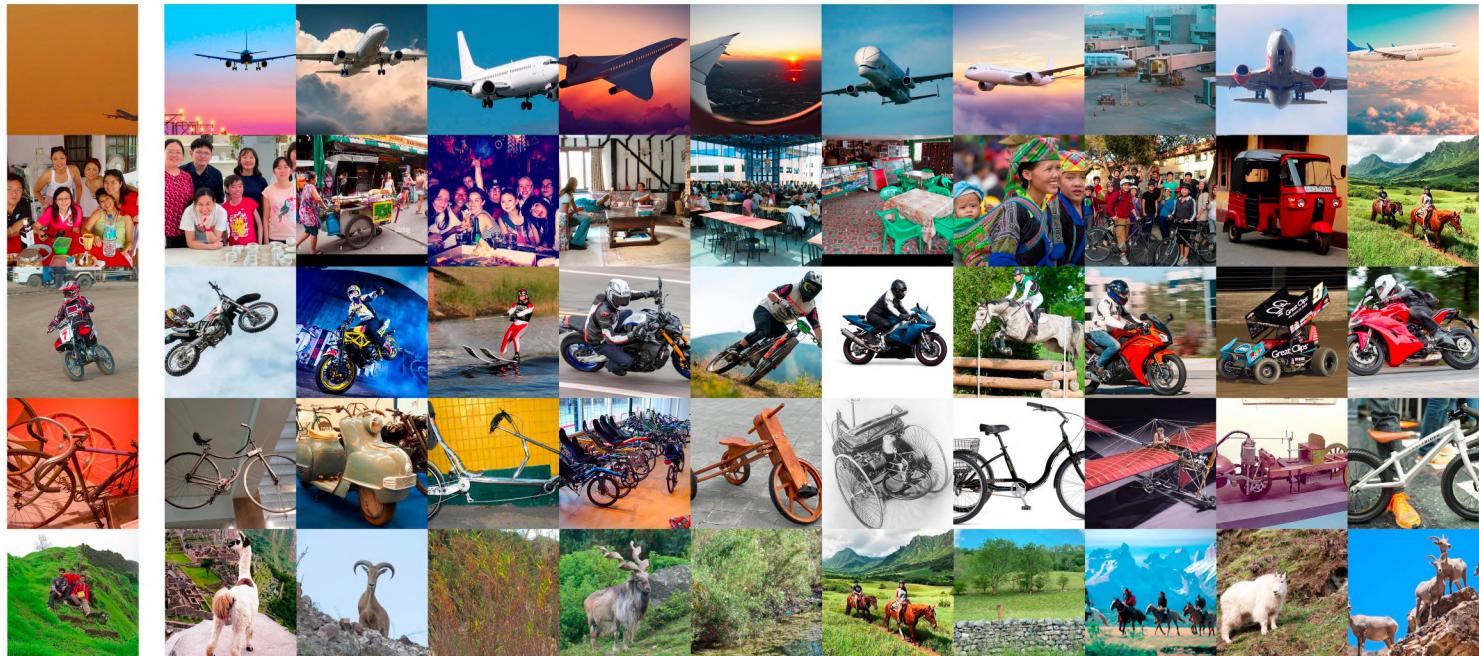
## Oxford Flowers 102



Test Img.

Ranked Nearest Neighbors in Downloaded Images

## VOC2007



Test Img.

Ranked Nearest Neighbors in Downloaded Images

Internet Explorer is robust to choice of search engine

Internet Explorer is robust to choice of search engine



Internet Explorer is robust to choice of search engine

Google



Bing

flickr

...

Internet Explorer is robust to choice of search engine



Q: do we rely on fancy tricks in modern search engines?

Internet Explorer is robust to choice of search engine



Bing

flickr

...

Q: do we rely on fancy tricks in modern search engines?

**What if we could create our *own* search engine using just text?**

Show me: sunflower



# Similar trends

| Model                      | Flowers | Food | Pets |
|----------------------------|---------|------|------|
| Internet Curiosity         | 75.0    | 74.0 | 72.0 |
| Flickr                     | 72.0    | 73.0 | 70.0 |
| LAION search engine        | 70.0    | 71.0 | 70.0 |
| LAION + Internet Curiosity | 77.0    | 75.0 | 74.0 |

Table 1. **Linear probe accuracy with other search engines.** Internet Curiosity improves its performance using any search engine, including Flickr and our custom text-only LAION search engine.

# Similar trends

| Model  | Flowers | Food   | Pets   |
|--------|---------|--------|--------|
|        | Google  | Google | Google |
| IC     | 0.75    | 0.75   | 0.75   |
| Flickr | 0.75    | 0.75   | 0.75   |
| LAION  | 0.75    | 0.75   | 0.75   |

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# Similar trends

| Model                 | Flowers | Food   | Pets   |
|-----------------------|---------|--------|--------|
|                       | Google  | Google | Google |
| <i>Fixed dataset</i>  |         |        |        |
| MoCo-v3 (IN)          | 83.2    | 70.5   | 79.6   |
| MoCo-v3 (IN + target) | 94.6    | 78.3   | 85.3   |

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# Similar trends

| Model                    | Flowers | Food   | Pets   |
|--------------------------|---------|--------|--------|
|                          | Google  | Google | Google |
| <i>Fixed dataset</i>     |         |        |        |
| MoCo-v3 (IN)             | 83.2    | 70.5   | 79.6   |
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| <i>Undirected search</i> |         |        |        |
| Random exploration       | 95.3    | 77.0   | 85.6   |

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# Similar trends

| Model                    | Flowers     |  | Food        |  | Pets        |  |
|--------------------------|-------------|--|-------------|--|-------------|--|
|                          | Google      |  | Google      |  | Google      |  |
| <i>Fixed dataset</i>     |             |  |             |  |             |  |
| MoCo-v3 (IN)             | 83.2        |  | 70.5        |  | 79.6        |  |
| MoCo-v3 (IN + target)    | 94.6        |  | 78.3        |  | 85.3        |  |
| <i>Undirected search</i> |             |  |             |  |             |  |
| Random exploration       | 95.3        |  | 77.0        |  | 85.6        |  |
| <i>Internet Explorer</i> |             |  |             |  |             |  |
| Ours++ (no label set)    | 98.4        |  | 81.2        |  | 87.3        |  |
| Ours++ (with label set)  | <b>99.1</b> |  | <b>83.8</b> |  | <b>90.8</b> |  |

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# Similar trends

| Model                    | Flowers     |             | Food        |             | Pets        |             |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                          | Google      | Flickr      | Google      | Flickr      | Google      | Flickr      |
| <i>Fixed dataset</i>     |             |             |             |             |             |             |
| MoCo-v3 (IN)             | 83.2        | 83.2        | 70.5        | 70.5        | 79.6        | 79.6        |
| MoCo-v3 (IN + target)    | 94.6        | 94.6        | 78.3        | 78.3        | 85.3        | 85.3        |
| <i>Undirected search</i> |             |             |             |             |             |             |
| Random exploration       | 95.3        | 95.2        | 77.0        | 80.0        | 85.6        | 84.4        |
| <i>Internet Explorer</i> |             |             |             |             |             |             |
| Ours++ (no label set)    | 98.4        | 98.1        | 81.2        | 80.3        | 87.3        | 88.4        |
| Ours++ (with label set)  | <b>99.1</b> | <b>99.0</b> | <b>83.8</b> | <b>81.9</b> | <b>90.8</b> | <b>89.1</b> |

Table 1. **Linear probe accuracy with other search engines.** Internet Curiosity improves its performance using any search engine, including Flickr and our custom text-only LAION search engine.

# Similar trends

| Model                    | Flowers     |             |             | Food        |             |             | Pets        |             |             |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                          | Google      | Flickr      | LAION       | Google      | Flickr      | LAION       | Google      | Flickr      | LAION       |
| <i>Fixed dataset</i>     |             |             |             |             |             |             |             |             |             |
| MoCo-v3 (IN)             | 83.2        | 83.2        | 83.2        | 70.5        | 70.5        | 70.5        | 79.6        | 79.6        | 79.6        |
| MoCo-v3 (IN + target)    | 94.6        | 94.6        | 94.6        | 78.3        | 78.3        | 78.3        | 85.3        | 85.3        | 85.3        |
| <i>Undirected search</i> |             |             |             |             |             |             |             |             |             |
| Random exploration       | 95.3        | 95.2        | 94.8        | 77.0        | 80.0        | 80.2        | 85.6        | 84.4        | 85.1        |
| <i>Internet Explorer</i> |             |             |             |             |             |             |             |             |             |
| Ours++ (no label set)    | 98.4        | 98.1        | 94.6        | 81.2        | 80.3        | 80.9        | 87.3        | 88.4        | 85.9        |
| Ours++ (with label set)  | <b>99.1</b> | <b>99.0</b> | <b>95.8</b> | <b>83.8</b> | <b>81.9</b> | <b>81.0</b> | <b>90.8</b> | <b>89.1</b> | <b>86.7</b> |

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What's next on the open web?

# What's next on the open web?

- Scale to larger / more diverse datasets like ImageNet

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- Scale to larger / more diverse datasets like ImageNet
- Apply to more challenging vision tasks, videos, and robotics

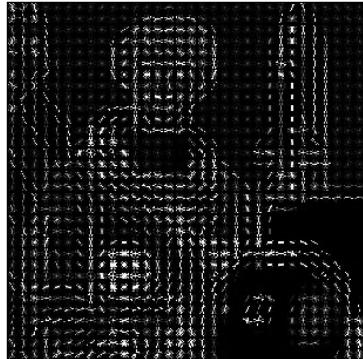
# What's next on the open web?

- Scale to larger / more diverse datasets like ImageNet
- Apply to more challenging vision tasks, videos, and robotics
- Finetune a CLIP model online using captions + search terms!



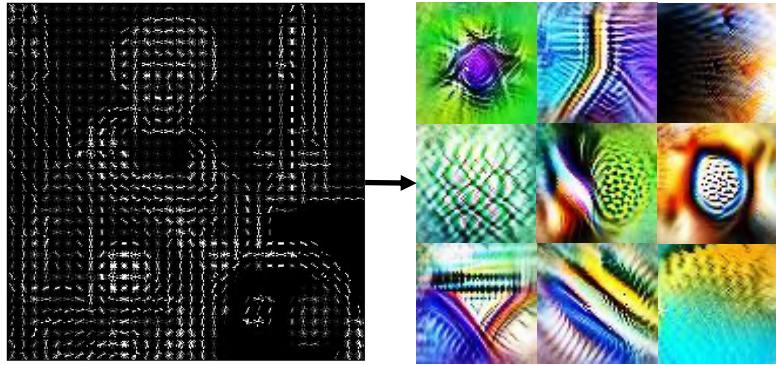
# Deep Learning

# Deep Learning



Handcrafted features

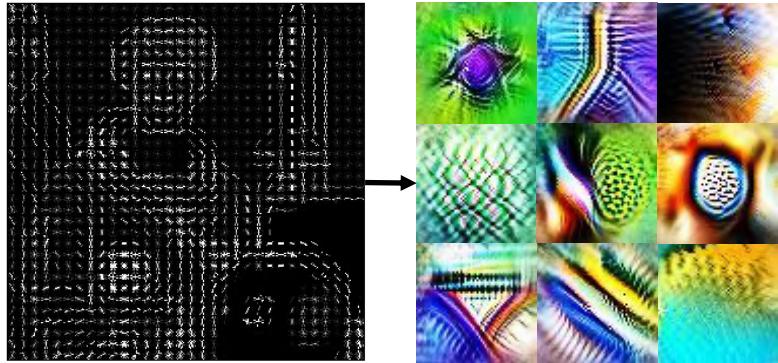
# Deep Learning



Handcrafted features

Model learns  
features

# Deep Learning

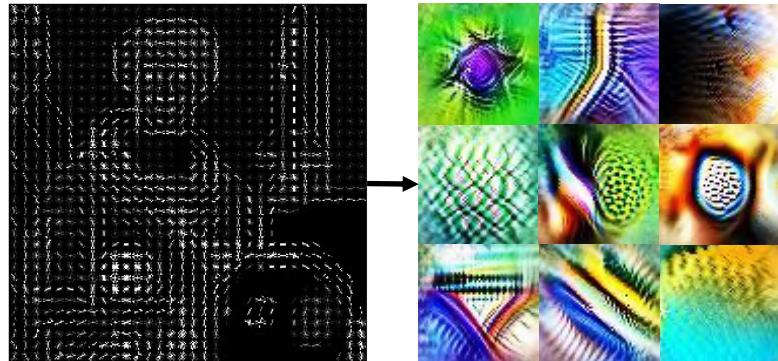


Handcrafted features

Model learns  
features

# Internet Explorer

# Deep Learning



Handcrafted features

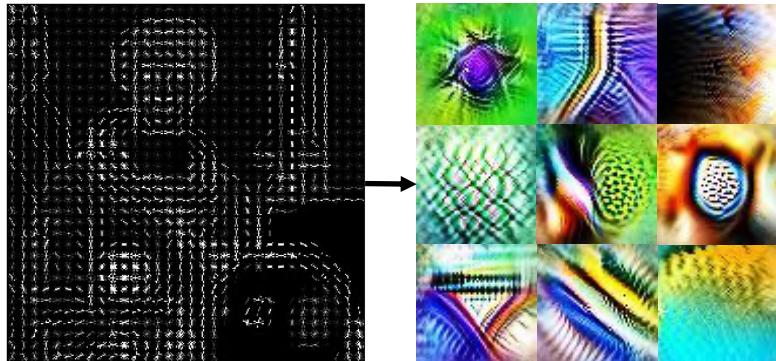
Model learns  
features

# Internet Explorer



Handcrafted dataset

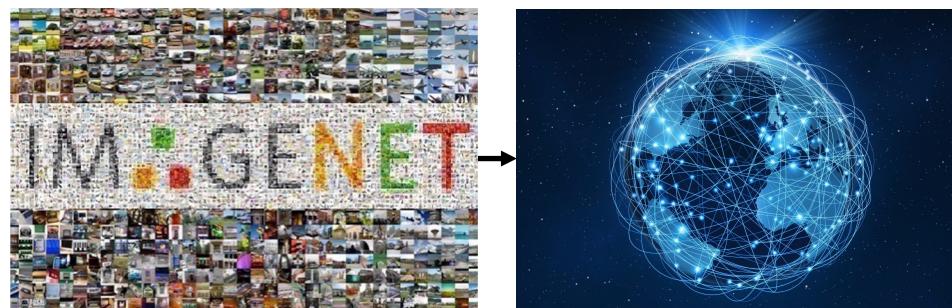
# Deep Learning



Handcrafted features

Model learns  
features

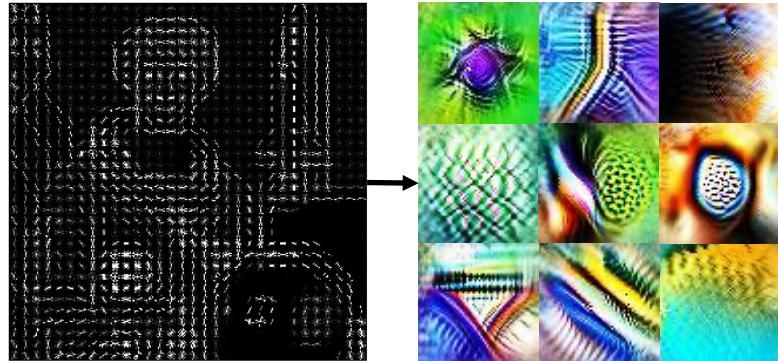
# Internet Explorer



Handcrafted dataset

Model learns to craft  
its own dataset

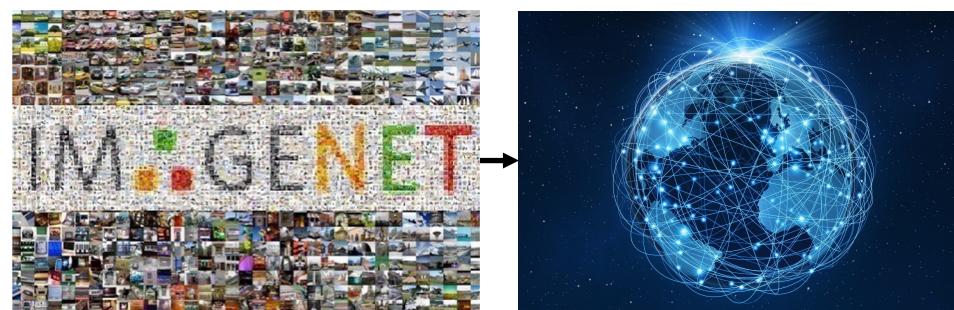
# Deep Learning



Handcrafted features

Model learns  
features

# Internet Explorer



Handcrafted dataset

Model learns to craft  
its own dataset

<http://internet-explorer-ssl.github.io>

# Questions?

# Your Diffusion Model is Secretly a Zero-Shot Classifier



Alexander C. Li   Mihir Prabhudesai   Shivam Duggal   Ellis Brown   Deepak Pathak

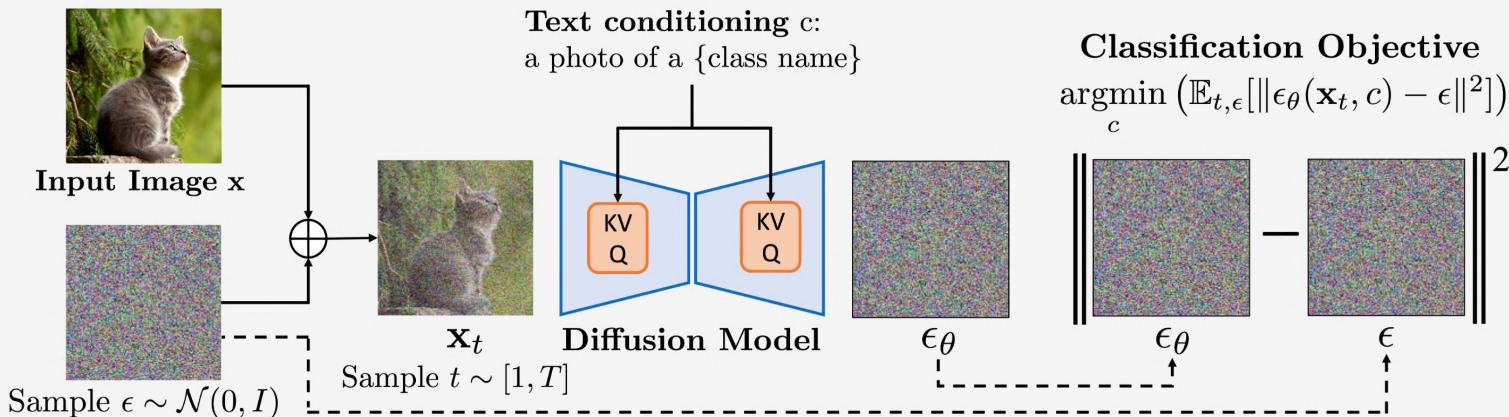
Carnegie Mellon University

# Your Diffusion Model is Secretly a Zero-Shot Classifier

Alexander C. Li Mihir Prabhudesai Shivam Duggal Ellis Brown Deepak Pathak

Carnegie Mellon University

## "Diffusion Classifier"



Bayes' Rule + Generative Model → Classification!

$$p_{\theta}(\mathbf{c}_i \mid \mathbf{x}) = \frac{p(\mathbf{c}_i) \ p_{\theta}(\mathbf{x} \mid \mathbf{c}_i)}{\sum_j p(\mathbf{c}_j) \ p_{\theta}(\mathbf{x} \mid \mathbf{c}_j)}$$

# Bayes' Rule + Generative Model → Classification!

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We use a uniform label distribution and a simple approximate ELBO to get:

$$p(\mathbf{c}_i) = \frac{1}{N}$$
$$\text{ELBO} \approx -\mathbb{E}_{t,\epsilon}[\|\boldsymbol{\epsilon} - \boldsymbol{\epsilon}_{\theta}(\mathbf{x}_t, \mathbf{c}_i)\|^2]$$

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$$p_{\theta}(\mathbf{c}_i \mid \mathbf{x}) \approx \frac{\exp\{-\mathbb{E}_{t,\epsilon}[\|\boldsymbol{\epsilon} - \boldsymbol{\epsilon}_{\theta}(\mathbf{x}_t, \mathbf{c}_i)\|^2]\}}{\sum_j \exp\{-\mathbb{E}_{t,\epsilon}[\|\boldsymbol{\epsilon} - \boldsymbol{\epsilon}_{\theta}(\mathbf{x}_t, \mathbf{c}_i)\|^2]\}}$$

# Diffusion Classifier – OOD Generalization

|                             | Zero-shot? | Food101     | CIFAR10     | FGVC | Oxford Pets | Flowers102 | STL10       | ImageNet    | ObjectNet   |
|-----------------------------|------------|-------------|-------------|------|-------------|------------|-------------|-------------|-------------|
| Synthetic SD Data           | ✓          | 12.6        | 35.3        | 9.4  | 31.3        | 22.1       | 38.0        | 18.9        | 5.2         |
| SD Features                 | ✗          | 73.0        | 84.0        | 35.2 | 75.9        | 70.0       | 87.2        | 56.6        | 10.2        |
| Diffusion Classifier (ours) | ✓          | <b>77.9</b> | <b>87.1</b> | 24.3 | <b>86.2</b> | 59.4       | <b>95.3</b> | <b>58.9</b> | <b>38.3</b> |
| CLIP ResNet-50              | ✓          | 81.1        | 75.6        | 19.3 | 85.4        | 65.9       | 94.3        | 58.2        | 40.0        |
| OpenCLIP ViT-H/14           | ✓          | 92.7        | 97.3        | 42.3 | 94.6        | 79.9       | 98.3        | 76.8        | 69.2        |

Using **Stable Diffusion** as an image-text model

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Using **Stable Diffusion** as an image-text model

| Method               | ID   |       | OOD  |           |
|----------------------|------|-------|------|-----------|
|                      | IN   | IN-v2 | IN-A | ObjectNet |
| ResNet-18            | 74.1 | 57.3  | 15.0 | 26.6      |
| ResNet-34            | 78.1 | 59.8  | 10.5 | 31.6      |
| ResNet-50            | 79.7 | 61.6  | 9.8  | 35.6      |
| ResNet-101           | 82.2 | 63.2  | 19.5 | 38.2      |
| ViT-L/32             | 79.0 | 61.6  | 26.3 | 29.9      |
| ViT-L/16             | 81.0 | 66.6  | 25.6 | 36.7      |
| ViT-B/16             | 83.4 | 66.6  | 30.1 | 37.8      |
| Diffusion Classifier | 78.9 | 62.1  | 22.6 | 32.3      |

Using **Diffusion Transformers (DiT)** as  
a class-conditioned diffusion model

Table 3. Diffusion Classifier performs well ID and OOD.

# Diffusion Classifier – Compositional Reasoning

✓ Diffusion Classifier ✓ OpenCLIP ✓ CLIP



"a bird eats a snake"

"a snake eats a bird"

✓ Diffusion Classifier ✓ OpenCLIP ✗ CLIP



"there are more ladybugs than flowers"

"there are more flowers than ladybugs"

✗ Diffusion Classifier ✗ OpenCLIP ✗ CLIP



"the taller person hugs the shorter person"

"the shorter person hugs the taller person"

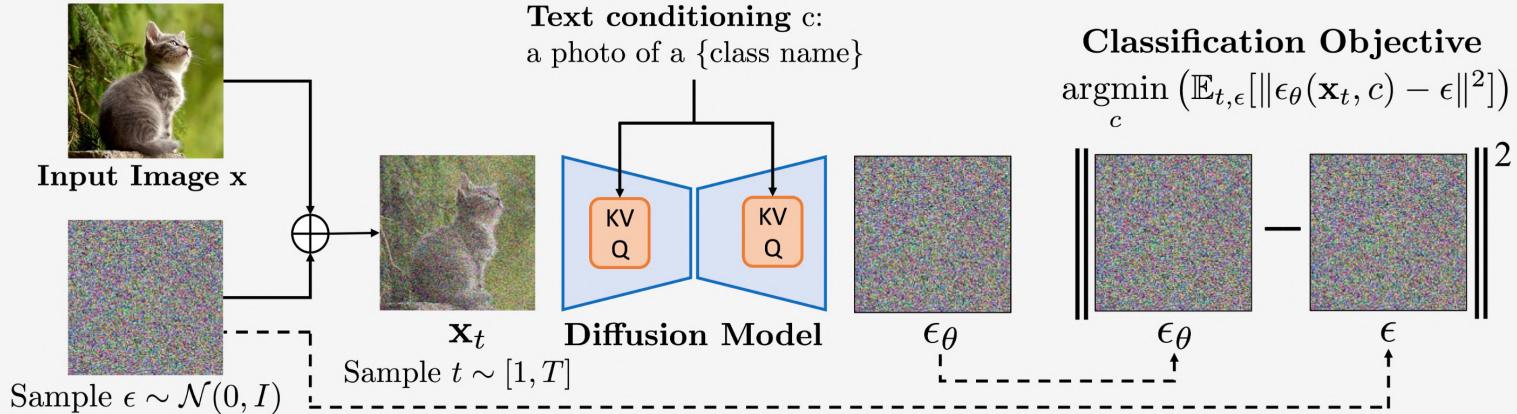
✓ Diffusion Classifier ✗ OpenCLIP ✗ CLIP



"an old person kisses a young person"

"a young person kisses an old person"

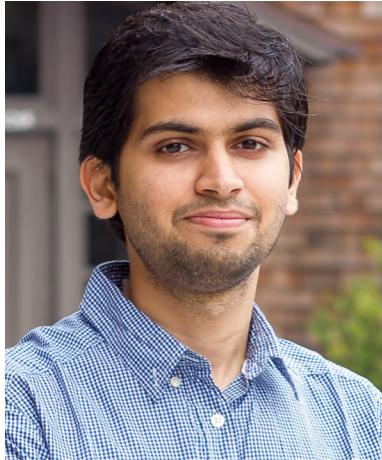
## *"Diffusion Classifier"*



<https://diffusion-classifier.github.io/>

# Acknowledgements

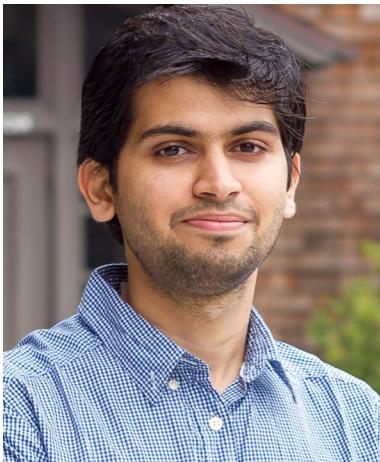




**Deepak Pathak**  
(advisor)

# Thank you, Thesis Committee!

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**Deepak Pathak**  
(advisor)



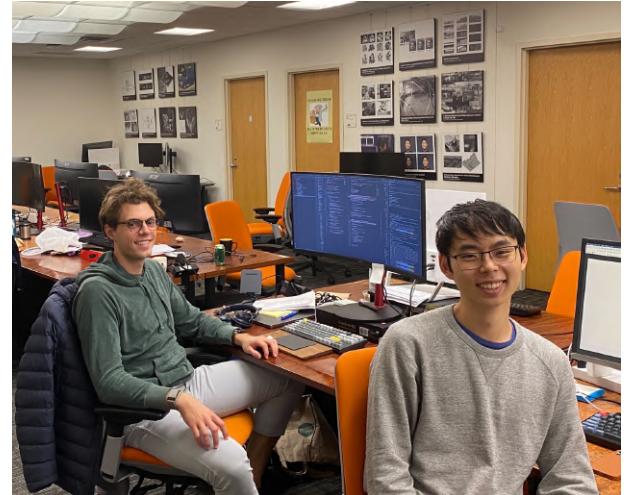
**Deva Ramanan**



**Alyosha Efros**

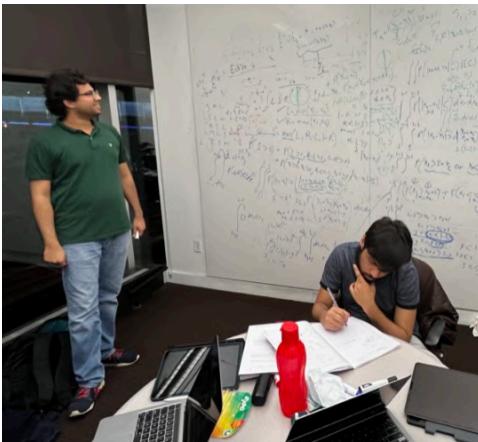
# Thank you, LEAP Lab!

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# Thank you, MSCS folks!

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Thanks to all my friends in Smith Hall, NSH,  
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Thanks to my family for your support  
throughout!