CLEF 2023 JOKER* Track: Automatic Wordplay Analysis

Liana Ermakova et al.

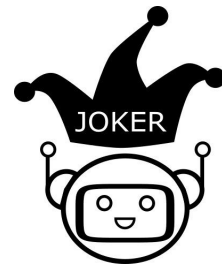Site web: http://www.joker-project.com/
Email : contact@joker-project.com

Motivation

Humor remains one of the most difficult aspects of intercultural communication & translation:
- cultural references
- creativity, syntactic and lexicographic features of languages

Wordplay
- a common source of humor in jokes, comedy shows, literature, movies etc.
- used for their attention-grabbing or mnemonic value in titles, place names, organizations, advertising, etc.

Wordplay analysis is useful for:
- social listening & reputation monitoring
- dialogue systems
- recommendation systems
- fake news and hate speech detection

MT & CAT systems do not have any specific support for humour

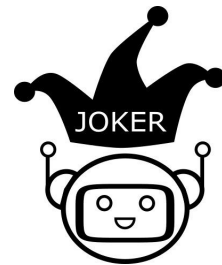ENGLISH - DETECTED   FRENCH   ENGLISH ∨   ⇄   ENGLISH   FRENCH   RUSSIAN   ∨

That's the reason they're called **lessons,** the Gryphon remarked, because they **lessen** from day to day. ✕

C'est la raison pour laquelle on les appelle leçons, remarqua le Griffon, parce qu'elles diminuent de jour en jour.

C'est la raison pour quoi l'on appelle ça des **cours,** fit observer le Griffon : parce qu'ils deviennent de jour en jour plus **courts.**
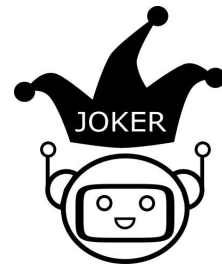
Technical & evaluation challenges

- Assumption: A word has single meaning in a sentence, but wordplay exploits the **confrontation of similar forms but different meanings**

- AI requires a quality and quantity of training data

- MT evaluation metrics are inappropriate for wordplay translation evaluation

- No parallel data for wordplay translation exists

- MT is successful in only 13% of cases (EN-FR)

Parents: If all your friends jumped into the well, Will you ?
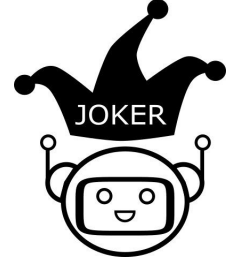Kid: No !

Machine learning Algorithm: YES !

Parallel dataset

- Manually collected existing translations (>2,000): video games, literature, advertising, ... ✓
- Our translations:
  - Puns from the Internet (master students in translation interns) ✓
  - Translation contest ✓
    - English -> French
    - SemEval-2017 Task 7: Detection and Interpretation of English Puns (Miller et al., 2017)

Pilot tasks 2022

- **Pilot task 1:**
  - Classify and explain a given wordplay

- **Pilot task 2:**
  - Translate a given wordplay in a proper noun or a neologism from English into French

- **Pilot task 3:**
  - Translate a given wordplay phrase from English into French

- **Unshared task:**
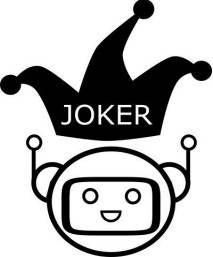 - We welcome any submission that uses our data!

Tasks 2023

- Task 1: Pun detection in English, French and Spanish (**new**)

- Task 2: Pun location and interpretation in English and French (and Spanish?)

- Task 3: Pun translation from English to French and to Spanish

- Unshared task

Modifications:

- No classification task

Thank you!
Participate in our tasks !

Website: http://www.joker-project.com/

Email : contact@joker-project.com

Twitter: https://twitter.com/joker_research

Google Group: https://groups.google.com/u/4/g/joker-project