

# NLG vs. Templates\*

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## Abstract

One of the most important questions in applied NLG is what benefits (or ‘value-added’, in business-speak) NLG technology offers over template-based approaches. Despite the importance of this question to the applied NLG community, however, it has not been discussed much in the research NLG community, which I think is a pity. In this paper, I try to summarize the issues involved and recap current thinking on this topic. My goal is not to answer this question (I don’t think we know enough to be able to do so), but rather to increase the visibility of this issue in the research community, in the hope of getting some input and ideas on this very important question. I conclude with a list of specific research areas I would like to see more work in, because I think they would increase the ‘value-added’ of NLG over templates.

## 1 Introduction

There are thousands, if not millions, of application programs in everyday use that automatically generate texts; but probably fewer than ten of these programs use the linguistic and knowledge-based techniques that have been studied by the Natural-Language Generation (NLG) community. The other 99.9% of systems use programs that simply manipulate character strings, in a way that uses little, if any, linguistic knowledge. For lack of a better name, I will call this the ‘template’ approach.

In order for NLG technology to make it out of the lab and into everyday fielded application systems, the NLG community will need to prove that there are at least some niches where using linguistic/AI approaches in a text-generation system provides real commercial advantages, such as reducing the effort required to build (or maintain) the system, or improving the effectiveness of the generated texts. Determining under what conditions and in what aspects NLG techniques are ‘better’ than character-string manipulation is of utmost importance to the applied NLG community, and should also be of interest to

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the research community; if nothing else, research funding for NLG is likely to increase if there are a large number of successful fielded systems that use NLG technology.

In this paper, I will use the term *automatic text generation (ATG)* to refer to any computer program that automatically produces texts from some input data, regardless of whether NLG or template technology is used internally. The topic of this paper is thus when is NLG ‘appropriate technology’ for building ATG systems, and when should simpler approaches be used. My goal is not to provide a definitive answer to this question, because I don’t think we (currently) know enough to be able to do this, but rather to present the issues, summarize comments made by other people, and present some opinions of my own. Hopefully this will help start a discussion within the community about this very important but (so far) somewhat ignored issue.

## 2 Template systems

All ATG systems are, of course, simply computer programs that run on some input data and produce an output (the text) from this data. Non-linguistic (‘template’) text-generation is done via manipulating character strings; the user writes a program which includes statements such as ‘include XXXXX if condition Y is true, and YYYYY otherwise.’ This program can be written directly in a programming language such as Lisp or C++, or it can be specified via a ‘mail-merge’ system which allows conditional texts (eg, Microsoft Word). The key difference between this approach and NLG is that all manipulation is done at the character string level; there is no attempt to represent the text in any deeper way, at either the syntactic or ‘text-planning’ level.

To the best of my knowledge, most programming languages and mail-merge environments provide very little, if any, support for manipulating texts in even the simplest ‘linguistic’ manner. For programming languages, the most sophisticated feature that I am aware of is the  $\sim$ P construct in the Lisp `format` function, which will do some simple pluralizations (eg, *win* vs. *wins*, or *try* vs. *tries*) depending on whether a numeric parameter is one or not.

Mail-merge systems can have slightly more sophisticated capabilities, such as automatically capitalizing an inserted word if it is the first word of a sentence. However, even something as simple as changing pronouns according to gender needs to be explicitly programmed. Some mail-merge systems are integrated with grammar checkers that might in theory be able to handle some low-level syntactic problems such as verb agreement, *a* vs. *an*, and elimination of multiple commas; however, current grammar checkers may not be robust enough to be able to do this in a reliable fashion.

### 2.1 Example: Apple Balloon Help

A simple example of template-based generation is the Apple Macintosh Balloon Help system. It can produce texts such as

This is the kind of item displayed at left. This shows that test data is a(n)  
Microsoft Word document.

and

This is a folder — a place to store related files. Folders can contain files and other folders.

The icon is dimmed because the folder is open.

In the first text, *test data* and *Microsoft Word* were inserted into template slots for ‘file-name’ and ‘application program.’ Note the use of *a(n)*; even this simple type of agreement is not done in the Balloon Help system. In the second text, the last sentence (*The icon is dimmed because the folder is open*) only appears when the mouse is positioned over an open folder; just the first two sentences will appear if the mouse is positioned over a closed folder. This is an example of conditional text.

## 2.2 Example: Employee Appraiser and Performance Now

Two more sophisticated ‘non-linguistic’ automatic text-generation systems are Austin-Haynes *Employee Appraiser* and KnowledgePoint’s *Performance Now*. Both of these systems help managers write appraisals of employees (eg, for justifying salary increases). Each system provides a set of general evaluation topics, such as *Communication*, which are broken up into more specific subtopics, such as *Communicates ideas verbally*. Managers give employees rankings on each of these subtopics, and the system then composes a complete appraisal, which the manager can edit in a word processor.

In *Employee Appraiser*, when the manager chooses a subtopic rating, the system retrieves an appropriate paragraph from a library and does some simple linguistic processing. In particular, the manager can specify whether the employee is male or female, and whether the report should be written in second or third person. This affects the pronouns used in the text (eg, *he*, *she*, or *you*), and also verb conjugation (eg, *you do* vs. *he does*). This is the most sophisticated syntactic processing that I am aware of in a ‘template’ system.

*Performance Now* does less syntactic processing (it does not allow the manager to choose between second and third person; only third-person is possible), but it does do some simple sentence planning. In particular, *Performance Now* combines all the information about a particular high-level topic (such as *Communication*) into a single paragraph, and this requires the system to use conjunctions and pronouns, and to add initial conjuncts (eg, *Furthermore*) to sentences.

An example output of *Performance Now* is

Bert does not display the verbal communication skills required, and his written communications fall short of the quality needed. Additionally, he does not exhibit the listening and comprehension skills necessary for satisfactory performance of his job.

The system has composed this from three separate phrases retrieved from its library. The first two phrases are combined with *and* to produce the first sentence above. The third phrase is left as a separate sentence, but the conjunct *Additionally* is added to it, and the subject is pronominalized. The system also orders phrases by putting the most positive ones first, and most negative ones last (this is not shown in the above example).

*Performance Now* performs the most sophisticated sentence-planning of any ‘template’ system that I am aware of; indeed, one might argue that *Performance Now* is doing enough linguistic processing that it really should be regarded as a (simple) NLG system. KnowledgePoint’s marketing literature in fact stresses their ‘IntelliText<sup>TM</sup>’ technology, which “generates clear, logical sentences and modifies them to work together as if you wrote them yourself”. This is the only mass-market system I am aware of which advertises NLG-like abilities as part of its competitive advantage.

## 3 Advantages of NLG

Many advantages of NLG over templates have been described in the literature. In this section, I try to summarize these arguments, paying special attention to those arguments that seem important to the success of current applied NLG systems.

### 3.1 Maintainability

One reason for using NLG is *maintainability*; template-based generators can be difficult to modify according to changing user needs. This has been a real factor in the success of the FoG weather-report generation system, for example. To quote [Goldberg *et al.*, 1994, page 53]

Experience has shown that [template-based weather report generators are] difficult to maintain. This has hampered the testing and implementation of the software and has made it difficult to update the program for changing user requirements. This is a critical factor. Although the Canadian textual forecast products fall into several common broad categories (marine forecasts, public forecasts, and so on), each category contains many regional variations. Also, content, structure, and terminology tend to vary with time, albeit slowly. To succeed, a system must address variations between forecast types, variations between geographical regions in a forecast type, and gradually changing requirements.

Making even a slight-change to the output of a template-based generator may require a large amount of recoding (of programs) and rewriting (of templates); in contrast, such a change may be straightforward to make in linguistically-based system. To take one simple example, if a user wishes to change a text-generation system so that dates are always at the beginning of sentences (eg, *In 1995, a severe winter is expected* instead of *A severe winter is expected in 1995*), this can easily be done with almost any linguistically-based NLG system. With a template system, in contrast, making this change may require rewriting a large number of template fragments.<sup>1</sup>

There is an interesting analogy with expert systems here. Early expert systems, such as the R1/XCON system used to configure computers at Digital Equipment Corporation [McDermott, 1982], were partially justified on the grounds that they were easier to maintain and modify than ‘conventional’ programs that performed the same task. It subsequently became clear, however (eg, [Soloway *et al.*, 1987]), that maintaining expert systems, although still perhaps easier than maintaining conventional programs that performed similar tasks, was not as simple as the initial enthusiasts had thought it would be. We as yet have little data on how easy/difficult it really is to maintain fielded NLG systems; [Kittredge *et al.*, 1994] is the only paper I am aware of that discusses the maintenance of fielded NLG systems.

### 3.2 Improved Text Quality

Another advantage of NLG-based systems is that they can produce *higher-quality output*. It is useful when discussing output quality to distinguish between aspects of quality that arise from the three different processing stages used in most applied NLG systems [Reiter, 1994]: content/text planning, sentence planning, and syntactic realization.

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<sup>1</sup>This assumes that the system uses a large number of templates. If only a small set of templates is needed to generate the system’s texts, maintaining them is unlikely to be a problem.

### 3.2.1 Content Planning

The ability to vary the *information content* of a text in a fine-grained and flexible way may be the most important ‘quality’ enhancement of all; it allows NLG-based systems to include whatever information is deemed important in a text, and leave out unimportant information. This has been especially important in letter-generation systems (eg, [Springer *et al.*, 1991; Coch and David, 1994]) which have been one of the most popular NLG applications to date. To quote [Springer *et al.*, 1991, page 68]

An automated form-letter system originally formed the core of this organization’s correspondence facility. Because its letters must specifically discuss different kinds of financial transactions, the system has grown to include close to 1,000 different form letters to address the simplest divisions of common problems. However, in practice most of these letters are never used: Customer service representatives, working under pressure to handle as many cases as quickly as possible, tend to use 10 to 20 letters that are close enough to describing the client’s situation rather than take the time to discriminate between slight variations within the form library. When a client’s situation even slightly varies from these forms or encompasses a combination of topics addressed in separate form letters, a new letter must be composed by hand if the client is to be convinced that s/he has received individual attention. Form-letter systems might come cheap, but they don’t always stay that way, and the quality of output for any particular situation can never be very high.

In other words, if a text-generation system has to be able to generate texts that are appropriate for many different kinds of situations, it may be difficult to use as well as build; and there may be a strong argument for building a system which uses knowledge-based techniques to represent the desired content of the output, and then generates an appropriate textual presentation of this context.

### 3.2.2 Sentence Planning

Most applied NLG systems have a sentence planning module that handles aggregation, referring-expression generation, sentence formation, and lexicalization [Reiter, 1994]. Performing these tasks well can greatly enhance the readability of a text. Consider, for example, the difference between

The house is white. The house is large. The house is owned by John. The house is on Sullivan Street. The house is next to the elementary school

and

John owns a large white house on Sullivan Street. It is next to the school.

This is an example of aggregation [Dalianis and Hovy, 1993]. Aggregation is mentioned as one of the most important benefits provided by the PLANDOC system [McKeown *et al.*, 1994]. PLANDOC summarizes the history of an engineer using a simulation package, and generates text such as

This refinement activated DLC for CSA 2111 in 1995 Q3, for CSAs 2112 and 2113 in 1995 Q4, and for CSAs 2114, 2115, and 2116 in 1996 Q1.

If each of the activations was expressed by a separate sentence, the above message would require six separate sentences, and would be much longer.

An interesting open question is how much sentence planning can be done without having a ‘proper’ syntactic representation of the text. The Performance Now (Section 2.2) system demonstrates that some simple aggregation can be done even if phrases are represented as character strings, but it seems doubtful whether more sophisticated aggregation (eg, ellipsis or relative-clause introduction) is possible without a syntactic representation of phrases.

### 3.2.3 Syntactic Realization

Texts that are comprehensible but ungrammatical can be annoying to readers, and it may be expensive (in terms of programming effort) to set up a template system to correctly handle agreement, morphology, punctuation reduction, and other ‘low-level’ phenomena. It is straightforward, in contrast, for an NLG system to handle such phenomena.

Interestingly enough, however, I am not aware of any applied NLG system whose success is primarily based on better syntactic (or morphological) processing. Systems such as FoG [Goldberg *et al.*, 1994] and PLANDOC [McKeown *et al.*, 1994] do possess sophisticated syntactic realization systems, but I do not believe that their success derives from the fact that they can get agreement or morphology right. Template systems such as Employee Appraiser are, after all, able to handle some agreement phenomena. Particularly if a developer is only concerned with relatively straightforward phenomena (eg, noun pluralization, or noun-verb agreement), it may be easier for him or her to ‘hack’ something together that appropriately manipulates character strings, instead of trying to build explicit syntactic structures that can be processed by an NLG system.

Also, in many cases texts can be phrased in a manner which minimizes the need for syntactic adjustment. For example, problems will occur with the template *N iterations were run* when N is 1; these problems can be avoided, however, by changing the text to *Number of iterations run: N*.

A good syntactic module may of course be needed to support a sophisticated content determination or sentence planning module. For example, as mentioned in the previous section, proper syntactic representation is probably needed for many kinds of aggregation. By itself, however, good syntactic processing may not provide much ‘competitive advantage’ to an NLG system.

## 3.3 Other advantages

Two other advantages of NLG that may be important in some cases are *multilingual output* and *guaranteed conformance to standards*. Multilingual output can of course be achieved with templates; many error-message systems, for example, are localized to other languages simply by inserting a new set of format strings. The quality of texts generated by this approach is not high, but this may be acceptable in some circumstances.

At the other extreme, multilingual output could also be achieved by building several separate systems, one for each target language. Such a system would be expensive to construct and might prove difficult to maintain, however.

The FoG weather-report generation system [Goldberg *et al.*, 1994] probably owes some of its success to the fact that it can produce texts in both French and English. Weather reports in Canada must be produced in both French and English, and if reports are first written in one language and then translated into the other, there may be a significant delay before the translated reports are available (even a one-hour delay can be significant for a 24-hour weather forecast). The FoG system enables the forecaster to simultaneously produce both English and French versions of the forecast, thus eliminating this delay.<sup>2</sup>

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<sup>2</sup>Also, a forecaster who uses FoG is not dependent on a third-party to translate his or her forecasts;

The final advantage of NLG I'd like to mention is guaranteed conformance to document standards, including writing standards such as AECMA Simplified English [AECMA, 1986], and content standards such as DoD-2167A [DoD88, 1988]. In many domains it is essential that documents conform to such standards, and rules such as 'sentences should not be longer than 20 words' or 'sentences should not contain more than three sequential nouns' (from AECMA Simplified English) may be easier to enforce in an NLG system, which can paraphrase or reword texts to meet such constraints. An NLG system could, for example, take sentence-length constraints into account when making aggregation decisions. I do not know of any current applied NLG system for which standards conformance is an issue, but this may become important in future applications.

## 4 Advantages of Templates

Templates, of course, also have advantages over NLG. The most basic of these is probably that NLG systems cannot generate text unless they have a representation of the information that the text is supposed to communicate; and in the great majority of today's application systems, such representations do not exist.

For instance, suppose a scientific program wishes to inform the user that  $N$  iterations of an algorithm were performed. In principle, NLG techniques could be used to improve the handling of special cases such as  $N=0$  and  $N=1$ , so that the system could produce

No iterations were performed  
1 iteration was performed  
2 iterations were performed

However, doing this with NLG techniques would require the system to have either a declarative representation of concepts such as algorithms and iterations; or a syntactic representation of the sentence *N iterations were performed*. Neither of these is likely to exist in a scientific program, and few scientific programmers would bother putting them in. Instead, such programmers would either accept low-level syntactic problems (eg, the output *1 iteration were performed*); use an alternate formulation that did not suffer from this problem (eg, *number of iterations performed: 1*); or write special code to produce the appropriate output when  $N$  is 0 or 1.

This is perhaps an extreme case, but it illustrates the point that switching to NLG will be expensive if the application does not already have a declarative domain knowledge base and/or syntactic representations of output text, and no one is going to pay this cost if the resultant improvement in text quality (or system maintainability) is not perceived as significantly enhancing the usefulness of the application. Since knowledge-based application systems are still rare, and even the ones that do exist often do not have all the information that an NLG system would need, it may be the case that NLG is not the most appropriate technology for many current text-generation applications.

Besides the above problem, NLG also suffers from generic problems that are common to all new technologies. There are very few people who can build NLG systems, compared to the millions of programmers who can build template systems; there is also very little awareness of what NLG can (and cannot) do among most developers of application systems. Additionally, there is very little in the way of reusable NLG resources (software, grammars, lexicons, etc), which means that most NLG developers still have to more or less start from scratch. Finally, the fact that NLG is an experimental technology means that conservative developers may want to avoid using it. As mentioned above, these problems are common to all new technologies, and will evaporate with time if NLG proves to be a truly useful and valuable technology.

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this feeling of 'more control' may be a significant plus to some users.

## 5 Hybrid Systems

It is of course possible to build ATG systems that use both NLG and template techniques. To date, two variants of this have been particularly common:

- Systems that embed NLG-generated fragments into a template slot, or that insert canned phrases into an NLG-generated matrix sentence. The IDAS system [Reiter *et al.*, 1995], for example, could insert generated referring expressions into templates such as *Carefully remove the wrapping material from X*, and also could insert canned phrasal modifiers such as *using both hands* into an otherwise generated sentence.
- Systems that use NLG techniques for ‘high-level’ operations such as content planning, but templates for low-level realization (eg, [Buchanan *et al.*, 1994]).

The basic goal of such systems is to use NLG where it really ‘adds value’, and to use simpler approaches where NLG is not needed or would be too expensive. The decision on where NLG should be used can be based on cost-benefit analysis [Reiter and Mellish, 1993].

Real-world decisions about where NLG should be used in a hybrid system are likely to be based on practical criteria as well as theoretical ones. NLG modules that are slow, error-prone, written in unusual programming languages, and/or difficult to maintain will of course not get used much in real applications. But also, even a well-engineered module is unlikely to get used if it does not fit into the way the developer wishes to build his or her system, or give the developer sufficient control over the system’s output. For example, a system that reserves the right to reorder sentences based on some rhetorical model may be unacceptable to a developer who insists that the sentences must appear in a specific order that he or she thinks is best.

Another way of saying this is that NLG shouldn’t ‘get in the way’. Developers will use NLG modules and techniques if NLG helps them produce the kind of texts they want to produce; if an NLG system is seen not as a helpful tool but as something that needs to be worked around, it will not be used. NLG should also only be used when it clearly increases maintainability, text readability, or some other important attribute of the target application system. If a certain portion of the output text never varies, for example, it would be silly to generate it with NLG, and much more sensible to simply use canned text for this portion of the document.

I believe, by the way, that most current hybrid systems use ‘real NLG’ in content-determination and perhaps sentence-planning, and use template techniques mainly in syntactic realization. This may simply be a coincidence, but it may also suggest that much of the real ‘value-added’ of many NLG systems may be in the high-level processing, not in ensuring correct syntax.

## 6 Making NLG More Useful

There are several areas where I think more academic research could help improve the advantages of NLG-based text generators over template-based systems.<sup>3</sup>

**Aggregation:** As mentioned in Section 3.2.2, aggregation (eg, clause combining, ellipsis, conjunction reduction) is something that seems to significantly add to text quality in many circumstances. Yet, there has been surprisingly little research on this very important and interesting topic.

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<sup>3</sup>This list has been heavily influenced by discussions with Chris Mellish.



**Standards Conformance:** Being able to generate text that is guaranteed to conform to a writing or content standard could be a big selling point of NLG in some circumstances (Section 3.3). Currently, however, it is only possible to enforce ‘low-level’ syntactic and lexical standards; I think it would be very interesting to examine how higher level standards, such as ‘only one topic per paragraph’, might be enforced.

**Multilinguality:** Multilingual output is another feature that could be a strong selling point for NLG in many circumstances (Section 3.3). But although many multilingual NLG systems have been built, surprisingly little research has been done on the principles underlying multilinguality. For example, where can language independent modules be used in a multilingual system, and where is this impossible?

**Multimodality:** Real-world documents include diagrams, tables, and other graphics as well as text; and real-world documents also use *visual formatting*, such as font changes and bulletized lists, within texts. Additionally, on-line documents often include hypertext links. A system that generates documents is going to be much more useful if it can combine text and graphics, use appropriate visual formatting, and insert hypertext links into online documents.

**Hybrid Systems:** It seems safe to predict that many fielded NLG systems, at least in the near term, will use a hybrid approach, ie, they will use both template and NLG technology. But little is known about how this should best be done; if we want to insert a generated referring expression into a template slot, for example, what constraints does the template need to satisfy in order for this to produce correct output? And how should ‘templates’ used by an NLG system be authored; can we develop a nice authoring environment which enforces any necessary constraints in an intuitive manner?

**Modifying Generated Text:** All real-world NLG systems that I am aware of allow the human user to modify the generated texts. But there are many ways of doing this, and it is unclear which is best. Should the generated text simply be dumped into a conventional word-processor, as done in ICG [Springer *et al.*, 1991]? Or should users make changes with a structured editor, perhaps using the ‘linguistic spreadsheet’ idea proposed by [Kempen *et al.*, 1986]? Or is it best to ask the user to edit a conceptual representation, as done in FoG [Goldberg *et al.*, 1994]?

**Examples:** In many cases, adding examples to a text can greatly increase its usefulness. But this is another research topic that has been barely scratched; Mittal’s thesis [Mittal, 1993] and subsequent work is the only research in this area that I am aware of. What principles govern the creation of good examples, and how can a system generate examples that not only communicate the target information, but also are consistent with the user’s general world knowledge?

**Knowledge acquisition:** This is not really an ‘NLG’ topic, but it is very important to the success of NLG systems, which usually are knowledge intensive. Anything that makes it easier to build knowledge bases will probably make it easier to build NLG systems.

## 7 Conclusion

As NLG technology begins to move out of the lab and into real applications, the NLG community needs to begin thinking not just about how to generally improve our understanding of this research area, but also about questions such as (a) what advantages NLG offers over simpler approaches; (b) under what circumstances using NLG ‘adds value’ to real-world systems; and (c) where further advances in NLG could really increase the usefulness of applied NLG systems. It will probably be many years before we can confidently provide answers to these questions, but an important step on this path would be to start more explicitly discussing and exploring these issues within the community; I can only hope that the presentation in this paper will at least in a small way encourage people to start thinking more about these issues.

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