

From the Good Enough to the Most Useful

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Where We Are

- For many situations, we can generate one “good enough” RE.
- Often a minimal description will do the job.
- Minimal, and minimally redundant descriptions seem straightforward to produce.

What We Should Aim For

- A systematic definition of “good” for referring expressions.
- The characteristics that make a referring expression “good” or bad”.
- Finding ALL “good” referring expressions.

Factors with an Impact on “Goodness”

- Domain Characteristics
- Object Characteristics
- Reference Purpose
- Discourse Situation
- Perspective:
 - Mimicking speaker behaviour.
 - Serving listener needs.

Why We Should Serve the Listener

- Applied systems should avoid mistakes that speakers make.
- Generated REs should:
 - Be easy to interpret **for the listener**.
 - Facilitate referent identification **for the listener**.
 - Facilitate task execution **for the listener**.

Consequences for REG Corpora

- Traditional data collections are inherently speaker oriented.
 - They omit REs that are optimal for the listener.
 - They include REs that are not optimal for the listener.

From the Possible to the Good

