# CleveReward: Contrastive Learning-Engined Video Reward Training on Different Benchmark Datasets

**Yuanming Yang**[1] **Xiaoqian Liu**[2] **Jian Chen**[2]
[1]Institute for Interdisciplinary Information Sciences, Tsinghua University
[2]Department of Automation, Tsinghua University
{yym22,lxq21,chenjian20}@mails.tsinghua.edu.cn

## Abstract

With the rapid development of text-to-video (T2V) generation models, the ability to synthesize high-quality videos from textual descriptions has significantly improved. However, despite the continuous enhancement of video quality, the consistency between the generated video and the text remains a major challenge. In particular, inconsistencies or hallucinations between the generated video and the text can negatively impact the output quality. Therefore, accurately assessing the instruction-following capability of video generation models is crucial. Given the high cost and limited scalability of manual evaluation, this paper proposes an end-to-end reward model to automate the evaluation of instruction-following performance in video generation models. A key issue in training video understanding models and reward models is data insufficiency. The inconsistency in labeling standards and dimensions across video scoring datasets complicates dataset integration. To address this problem, we introduce a contrastive learning-based video reward model, **CleveReward**, which converts video scoring datasets such as T2VQA and videofeedback into pairwise formats and trains using contrastive learning. Experimental results demonstrate that CleveReward effectively trains across datasets and holds the potential to surpass current state-of-the-art video reward models.Furthermore, we introduce **VideoCross**, an open-source dataset designed to support contrastive learning. VideoCross integrates data from various standards, reduces redundancy, and enhances consistency, providing high-quality data support for model training. By constructing positive and negative sample pairs, VideoCross helps improve the model's understanding of the alignment between text and video, thereby enhancing the instruction-following performance of video generation models. During training, we employed two advanced video understanding models, Qwen2-vl-7b-chat and cogvlm2-video, and utilized 16 A800 GPUs for hardware acceleration.This research offers new insights into the evaluation and optimization of text-to-video generation models and advances the development of reward models and datasets to better support the application and advancement of video generation technology.

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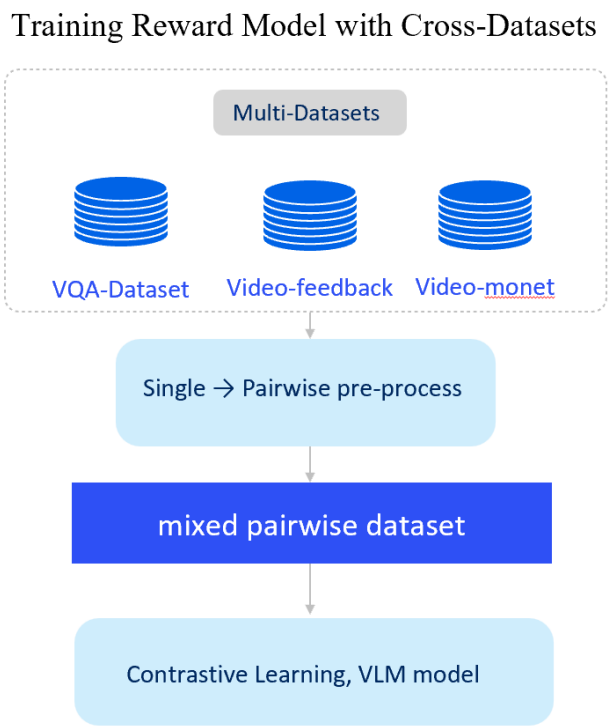


Figure 1: Training Scheme of CleveReward

## 1 Introduction

Text-to-video (T2V) generation models have made significant strides in recent years, enabling the synthesis of high-quality videos from textual descriptions.

These applications and products show great promise in producing high-quality, longer-duration videos that adhere to physical laws.

In T2V research, automating the evaluation of AI-generated videos is a crucial area of study. Not only can it save on the costs and time associated with manual evaluation, but it also allows for the optimization of video generation models using reinforcement learning algorithms, such as DPO and PPO, based on reward models..

Therefore, accurately assessing the instruction-following performance of video generation models is crucial. Given the high cost and limited scalability of manual evaluations, we propose an end-to-end reward model to automate the evaluation of this capability in text-generated videos.

As video understanding models continue to improve in their general capabilities, fine-tuning video understanding models to develop reward models has become more prevalent. While both training video understanding models and reward models involve similar architectures, there is a significant disparity in the amount of data available. The pre-training phase for video understanding models typically involves around 1.5 billion images or video-text pairs, whereas training reward models usually only has about 30,000 labeled pairs. Although supervised fine-tuning does not require datasets as extensive as those used in pre-training, the limited amount of data undeniably reduces the accuracy of the reward models.

One major reason for data insufficiency is that video-text annotated datasets are readily shareable. Researchers often utilize and seamlessly merge previously labeled datasets with their new annotations. However, video-score pairs are marked by disparate dimensions of interest, varying score ranges, and evaluation standards used by different researchers, preventing the integration of these datasets. Consequently, research on video reward models frequently discards prior annotated datasets and

instead starts from scratch according to their own annotation rules. This significantly decreases the efficiency of dataset usage.

To address this issue, we propose the first contrastive learning-based video reward model: **CleveReward** (Contrastive Learning Video Reward). Initially, we amalgamated video scoring datasets such as T2VQA and videofeedback, converting them into a pairwise format. We then employed contrastive learning for training. Our findings indicate that utilizing contrastive learning allows effective training across datasets with different scoring systems. Although our model is still under training, it holds promise to surpass the current state-of-the-art video reward models.

## 2 Related Work

### 2.1 Text-to-Video Generative Models

The development of Text-to-Video (T2V) generative models that incorporate physical laws has been advancing rapidly. Based on Text-to-Video (T2V) generation models, many applications and products have also emerged, such as Sora[1], Lumiere[2], CogVideoX[3], KLING[4], MagicVideo[5], and Pika[6], as shown in Fig.Examples of Applications of Video Generation Models.

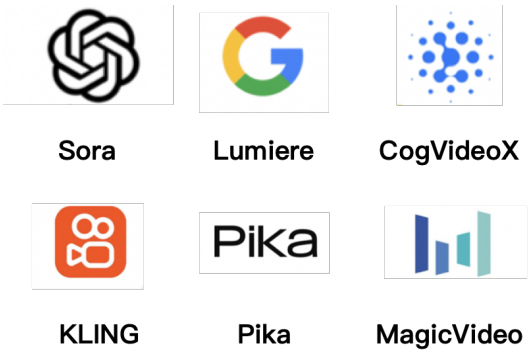


Figure 2: Examples of Applications of Video Generation Models

The generative models behind these products primarily fall into three types:

- **Generative Adversarial Networks (GAN):** The early technical approach to Text-to-Video (T2V) was inspired by Text-to-Image (T2I), using GAN-based models which can be seen as an extension of image generation methods along the temporal dimension. These models consist of two parts: the generator and the discriminator. The goal of the generator is to create videos, while the task of the discriminator is to distinguish which videos are generated fake ones. During the training process, these two networks iteratively improve until the generator is able to produce high-quality videos that are indistinguishable from real ones, and the discriminator can accurately identify the fake videos as much as possible.[7, 8, 9, 10, 11, 12, 13].
- **Autoregressive Transformers:** After the emergence of Transformer, it achieved remarkable results in text generation tasks, leading some researchers to explore its application in video generation tasks. The approach involves using an encoder to convert input modalities, such as text and images, into token sequences. These token sequences represent the information required for generating a video. Once the input modalities are encoded, an autoregressive transformer is then trained to decode each frame of the generated video. This means that the model generates one frame at a time, conditioned on the previous frames and the input tokens, gradually building up the full video sequence. This method allows for efficient learning of temporal dependencies within the video, making it a promising approach for video generation. Research has shown that this technique can yield high-quality results in generating coherent and contextually relevant video sequences, demonstrating the potential of Transformers in the video generation domain [14, 15, 16, 17].

- **Diffusion Models:** In recent years, significant advancements in diffusion models [18, 19]have greatly accelerated the progress of Text-to-Video (T2V) generation. Initially, diffusion-based video generation models were often built upon existing Text-to-Image (T2I) frameworks. These models incorporated a temporal module, allowing them to extend from the image domain to the video domain [20, 21]. This approach enabled the generation of videos by adding time as an additional dimension to the image generation process. However, more recent T2V generation models have evolved to be directly trained on Text-to-Video (T2V) data, bypassing the reliance on T2I models and allowing for more tailored and efficient video generation. These newer models focus on generating coherent video sequences from scratch, learning to capture both the spatial and temporal aspects of video data, and have shown impressive results in generating high-quality videos from textual descriptions. This shift from T2I-based to T2V-focused training has marked a significant step forward in the capabilities of diffusion models in video generation.

These studies provide strong technical support for generating videos consistent with the real world.

### 2.2 Video Quality Assessment

Video generation incorporates richer physical laws, spatial imaging principles, and dynamic changes over time. As a result, evaluating video generation becomes more complex, requiring consideration of more factors. The research on video evaluation can be categorized as follows:

- **Technical Level:** Traditional Video Quality Assessment (VQA) metrics focus on technical performance aspects, such as compression effects, transmission quality, and playback smoothness[22, 23, 24, 25, 26].
- **Concent Quality Level:** Recent research has shifted its focus to evaluating the concent quality of videos, taking into account factors such as blurriness, motion stability, and noise levels[28, 29].

### 2.3 Problem Statement

In the productization and commercialization of Text-to-Video(T2V) generative models, the instruction-following capability is a key ability and characteristic, reflecting the consistency between the generated video and its input text.

Therefore, accurately evaluating the instruction-following performance of video generation models is crucial.

However, accurately assessing the instruction-following performance of these models requires extensive manual evaluation. Given the high cost and limited scalability of manual evaluation, it is important to propose an end-to-end reward model to automatically evaluate the performance of text-to-video generation.

## 3 Method

### 3.1 Data Pipeline

When constructing datasets for evaluating AI-generated videos, it is important to consider the diversity, quality, and consistency of the data, as well as how to enhance the model's training effectiveness through data integration and transformation. So, we developed the first open-source comprehensive and diverse dataset specifically designed for contrastive learning, named **VideoCross**.

#### 3.1.1 Addressing Data Inconsistency and Redundancy

Below Fig.Several datasets for scoring AI-generated videos listed several significant datasets for scoring AI-generated videos.

A key challenge when building such datasets is the inconsistency that arises from the use of different benchmarks by various research teams for labeling and evaluating models. When constructing video samples, the selection of video generation models should be as diverse as possible to enable the

model to learn content from different data sources. Due to the rapid development in the field of video generation, obtaining high-quality data requires sampling from both state-of-the-art models and earlier models with poorer performance. It's apparent that models like Pika and T2V-Zero have been labeled by different research teams according to their respective benchmarks, and these benchmarks are incompatible during training, resulting in considerable redundancy.

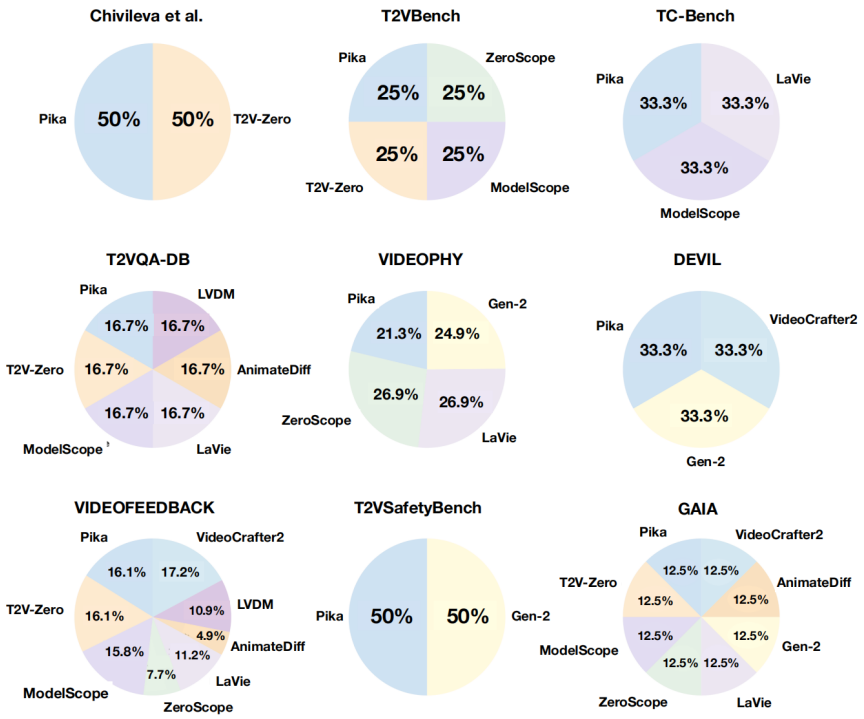


Figure 3: Several datasets for scoring AI-generated videos

To overcome this issue, we introduce **VideoCross**, an open-source dataset specifically designed for contrastive learning. **VideoCross**integrates dimensions from various benchmarks, merging similar descriptors and eliminating irrelevant ones to reduce redundancy and enhance consistency across the data. This ensures that the dataset is more cohesive and can be used effectively for model training.

### 3.1.2 Annotation and Sampling Strategy

To further optimize the dataset, the quality of video content is assessed through structured annotation. In **VideoCross**, annotated data is converted into paired data points. Each pair includes a question, two videos, and an answer indicating which video is of higher quality. This setup allows for direct comparison and better evaluation of video generation performance.

In terms of alignment evaluation, we focus on the challenge that early video generation models had in following text instructions, which made it difficult to find two videos with identical text in the dataset. To address this, **VideoCross** adopts a methodology similar to that used by the CLIP[30] model. It constructs numerous positive and negative sample pairs, enabling the model to learn how to generate videos that align with textual descriptions effectively. This approach helps improve the model's understanding of the alignment between text and video.

## 3.2 Training

Contrastive Learning is an unsupervised learning method that aims to learn useful feature representations by maximizing the similarity between samples in the data. The core idea is to bring similar sample pairs (positive pairs) closer together while pushing dissimilar sample pairs (negative pairs) further apart.

Here is the loss function for the constractive learning, where $r_\theta(x, y_c)$ represents the score for the "dimension x - video y" pair, where $y_c$ indicates the answer that aligns with human preferences (chosen), and $y_r$ indicates the answer that does not align with human preferences (rejected).

$$\text{loss}(\theta) = -E_{(x,y_c,y_r)\sim D} \log\left(\sigma\left(r_\theta(x, y_c) - r_\theta(x, y_r)\right)\right)$$

Prior to training, we need to modify the model's final linear layer and loss function to align with the contrastive learning paradigm. We selected Qwen2-vl-7b-chat and cogvlm2-video as our base models. Qwen2-vl and cogvlm2-video are both highly advanced visual understanding models, achieving state-of-the-art performance in image and video comprehension.During training, we used hardware consisting of 16*A800 GPUs.

# 4 Experiment

## 4.1 Supervise Fine-tuning vs Contrastive learning

## 4.2 Result Evaluation

Text Input: 3D animated video of john and meeshu travelling in a bicycle inside a deep forest

Output of Reward Model: "visual quality":2,"temporal consistency":2,"dynamic degree":3,"text-to-video alignment":2,"factual consistency":1,

Figure 4: The inference of SFT Model

## 4.3 Ablation study

## 4.4 Conclusion

We introduced CleveReward, a contrastive learning-based reward model. By integrating datasets like T2VQA and videofeedback into a pairwise format and applying contrastive learning, we have demonstrated the model's ability to effectively train across datasets with different scoring systems. While CleveReward is still in development, early results suggest that it has the potential to surpass existing state-of-the-art video reward models.

This research provides a foundation for automating the evaluation of instruction-following in T2V models, paving the way for more efficient and scalable model optimization. Future work will focus on further refining CleveReward, enhancing its generalizability across diverse datasets, and improving its ability to assess the alignment between generated videos and textual descriptions.

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