Salad-Bowl-LLM: Multi-Culture LLMs by In-Context Demonstrations from Diverse Cultures

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Abstract

Large Language Models (LLMs) have shown proficiency in various tasks but often struggle to capture cultural knowledge, especially for underrepresented regions. To adapt LLMs to diverse cultures, we explore the power of in-context learning (ICL), where models can leverage contextual demonstrations. Specifically, we investigate the effect of the same, different (i.e., cross-cultural), or flawed in-context demonstrations on a cultural question-answering task across 16 cultures. Our findings show that demonstrations from the same culture generally enhance performance, and cross-cultural demonstrations sometimes outperform those from the same culture. However, incorrect cross-culture demonstrations can substantially decrease performance. These results suggest that knowledge of well-known cultures can potentially enhance the models' understanding of marginalized ones. We leave how to choose which culture's demonstrations for future work to reflect better the diversity of cultures within LLMs.

1 Introduction and Related Work

Large Language Models (LLMs) have demonstrated strong generalization across domains and tasks. However, their ability to represent diverse cultures remains lacking, particularly for underrepresented ones in the primary training sources [1, 9]. This limitation raises concerns about the equity and inclusivity of LLMs, as culture-specific common sense and social norms from marginalized cultures are often overlooked [15].

There are various ways, such as fine-tuning, to adapt language models to incorporate information from little-known cultures. Previous studies have demonstrated that fine-tuning LLMs on culture-specific datasets improves performance on downstream cultural tasks [5, 12, 14, 18]. However, fine-tuning LLMs on additional data is highly resource-intensive and often impossible. Other methods of cultural alignment involve prompting but are mostly limited to providing personas or additional socio-cultural background [1, 13, 8].

An alternative approach is in-context learning (ICL). This simple yet powerful method provides the model with task-specific examples, or "demonstrations," directly in the input without modifying the model's parameters [2]. This allows the LLM to learn dynamically from these examples, making ICL attractive for tasks like cultural knowledge transfer.

In this paper, we examine how well ICL can adapt models to cultural question-answering tasks by leveraging contextual demonstrations that represent diverse cultural backgrounds. Specifically, we employ various in-context demonstration strategies inspired by previous studies [6, 11, 7, 16] to conduct ICL with demonstrations from the same, different, and anonymized cultures and mislabeled answers. We evaluate these strategies on a cultural QA benchmark across 16 cultures [9] with two widely used LLMs, GPT-40 (2024-05-13) and GPT-3.5 (turbo-1106).

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Figure 1: Settings for In-Context Demonstrations. Left (Same): Demonstrations align with the target's culture. Center (Different): Demonstrations are from different cultures. Right (No or Wrong Labels): Demonstrations are from the same culture, but answers are absent or incorrect.

Our experiments show that providing in-context demonstrations from the same culture generally improves the model's performance in cultural tasks, though this is not always guaranteed. Interestingly, cross-cultural demonstrations sometimes result in even higher performance compared to those from the same culture, suggesting that knowledge from certain cultures may help models generalize or enrich their understanding of others. However, the model's performance significantly decreases when the wrong cross-cultural demonstrations are used. Contrary to findings from previous ICL studies [7], we observe that model performance drops sharply when random labels are given in the demonstration. Based on our findings, we open one direction for future work, particularly how to select the most appropriate cultural demonstrations to enhance multicultural LLMs.

The main contributions of our paper are as follows. First, we introduce a novel exploration of how in-context learning (ICL) performs across diverse cultural settings (§2). Second, we conduct comprehensive experiments to assess the impact of same-culture and cross-culture demonstrations, across 16 cultures (§3 and §4). Third, we discuss the implications and future directions in building more inclusive multi-culture LLMs (§5 and §6).

2 In-Context Demonstrations for Cultural Tasks

This paper employs the standard setting of in-context learning (ICL), wherein a model is provided with a series of input-output demonstrations (i.e., question-answer pairs) before answering a target question. We hypothesize that cultural knowledge embedded in these demonstrations can influence the model's performance on a given cultural question.

To investigate this hypothesis, we design three settings to configure in-context cultures and answers as illustrated in Figure 1. In addition, we can conduct experiments using anonymized demonstrations. Prompt examples are provided in the Appendix A.

The Same Culture We feed demonstrations that match the target question's culture. For example, if the target question is about the United States, all contextual demonstrations are also related to the United States. This measures the LLM's ability to utilize relevant cultural knowledge from demonstrations.

Different Cultures The demonstrations come from cultures different from that of the target question. For instance, a target question on the United States can be accompanied by demonstrations of Mexican culture. This setting tests the LLM's ability to transfer knowledge across cultural contexts.

Wrong Labels The model is provided with demonstrations from the same culture as the target question, similar to the 'Same Culture' setting, but the answers in the demonstrations are incorrect. This allows us to test LLMs when exposed to cultural cues but incorrect information. Previous ICL research suggests that the model's performance is not significantly affected by such flawed demonstrations [7].

Culture Anonymization This setting replaces culture names in the demonstrations with random hashes and is applied exclusively to the 'Same Culture' setting. We can explore whether the model's performance is truly based on the cultural knowledge provided by the demonstrations or if it relies on explicitly provided names. For example, "in the United States" is anonymized to "in ABCBF." This helps isolate whether cultural understanding stems from the content of the demonstrations themselves or from the explicit labeling of cultural context.

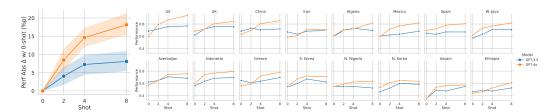


Figure 2: Performance where cultures are *anonymized*. **Left:** Average absolute performance difference with 0-shot across cultures. **Right:** Performance by the number of demonstrations per culture. Shaded bands indicate 95% confidence intervals.

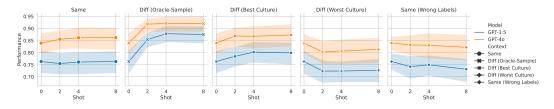


Figure 3: Performance by the number of in-context demonstrations (shots) with five demonstrations: same culture, different cultures (Oracle-Sample, Best Culture, and Worst Culture), and same culture with wrong labels. In the oracle-sample setting, we select a culture for ICL per each question to which the LLM correctly responds. For best and worst cultures, we choose a single culture for ICL per the target culture where the model is most or least accurate. Shaded bands indicate 95% confidence intervals.

3 Experiments

Dataset For the experiment, we exclusively use the multiple-choice questions from BLEND [9], a cultural QA dataset covering 16 countries and regions. The dataset includes questions that reflect everyday life on six key topics: *food, sports, family, education, holidays/celebrations/leisure,* and *work-life.* We select BLEND as it covers diverse regions—including underrepresented countries—with a balanced set of questions for each country unlike other cultural QA datasets [17, 4, 3]. In addition, BLEND provides answers for all 16 countries to the same set of questions, making it ideal for ICL. Specifically, we randomly sample multiple-choice questions from BLEND to create a unique set of 82 questions per country, resulting in a total of 1,312 questions.

Experimental Settings We conduct experiments using two well-known LLMs, GPT-40 (2024-05-13) and GPT-3.5 (turbo-1106)¹, with varying numbers of in-context demonstrations (0, 2, 4, and 8). For demonstrations, similar questions to the target test question are selected. After anonymizing the cultural identifier, we choose questions with embeddings close to the test question, encoded by a pretrained Sentence-Transformer [10]²

4 Results and Discussions

In-Context Learning on Anonymized Demonstrations In Figure 2, we observe that increasing the number of demonstrations improves model performance across different cultures. LLMs can infer cultural knowledge from context alone, even when cultural identifiers are removed. Furthermore, we note a lower performance for underrepresented cultures when there is no demonstration (i.e., 0-shot). For example, unlike the United States (0.60 - 0.68) or China (0.63 - 0.68), the 0-shot performance of Assam (0.35) or Ethiopia (0.44 - 0.46) is substantially low. Since only random guesses are possible in an anonymized 0-shot, this result highlights an inherent bias in LLMs toward representative cultures.

In-Context Learning on Demonstrations from Same and Different Cultures We plot the results on the same and different demonstrations in Figure 3 and Figure 4 (per culture). The different

¹https://platform.openai.com/docs/models

²https://huggingface.co/sentence-transformers/all-MiniLM-L6-v2

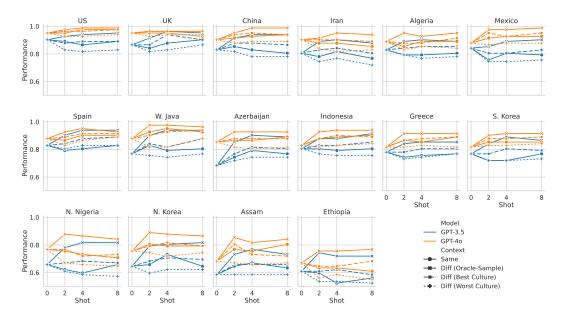


Figure 4: Performance by the number of in-context demonstrations per culture, comparing same to different culture demonstrations with highest and lowest performances.

cultures with the highest and lowest performance are only displayed in these figures. While adding in-context samples from the same culture improves performance in GPT-40, GPT-3.5 shows minor changes compared to the 0-shot performance. GPT-3.5 has performance gains in some cultures (e.g., West Java, Azerbaijan, North Korea) and losses in others (e.g., Iran, Northern Nigeria, Ethiopia). Performance improvement does not correlate significantly with whether a culture is underrepresented. For example, performance increases by shots consistently in North Korea and Assam but decreases in Northern Nigeria and Ethiopia.

Surprisingly, demonstrations from different cultures sometimes contribute more significantly to performance improvements than the same culture, particularly in cases like China, Spain, and South Korea. In particular, selecting the appropriate culture for each sample (i.e., Oracle-Sample) can yield better performance gains than using the same culture across all samples (i.e., Best Culture).

However, not all different cultures aid in performance enhancement—some even degrade it more than the 0-shot condition across all experiments. This nuanced interaction suggests that while cultural demonstrations can enhance cultural understanding, selecting appropriate cultural contexts remains critical for optimizing performance.

Effects of Absent and Incorrect Labels in In-Context Demonstrations We also find that incorrect labels, known to impact ICL performance barely [7], degrade performance in our culture-related benchmarks. This decline in performance occurs regardless of models. The performance decrease in wrong labels is not mitigated as the number of shots increases.

Performance Increase Rate and Cultural Proximity We analyze the correlation between performance increment by shots and cultural proximity. For each experiment (test and context), we fit linear least squares to the performance by the number of demonstrations. Figure 5 (Left) presents the slope in the fitted equation as a heat map, representing the performance increase rate by shots. We compute the correlation between these slopes and cultural proximity, defined as the average number of common lemmas in each answer (Figure 2 in Myung et al. [9]). On the right side of Figure 5, GPT-4o shows a modest positive correlation (0.37), indicating it better captures cultural relationships inferred from common lemmas, while GPT-3.5 shows almost no correlation (0.08). This suggests that GPT-4o is more sensitive to cultural proximity in demonstrations.

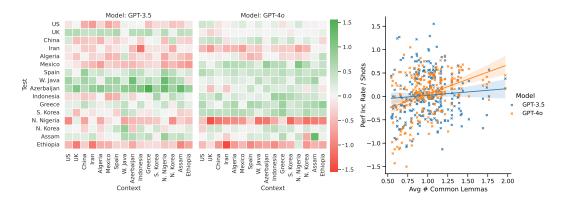


Figure 5: Left: Heat map of the performance increase rate by the number of demonstrations with GPT-40 and GPT-3.5 on BLEND. **Right:** Correlation between performance increase rate and cultural proximity for each pair of cultures. Shaded bands indicate 95% confidence intervals.

5 Conclusion and Future Work

We investigated the effectiveness of in-context learning (ICL) in enhancing the cultural understanding of Large Language Models (LLMs). We demonstrated that culturally relevant in-context demonstrations generally improved the models' performance. We also observed that cross-cultural demonstrations could outperform same-culture demonstrations, indicating the potential for wellknown cultural knowledge to support the understanding of less-represented ones. Our results highlight the importance of carefully selecting cultural demonstrations in building multi-cultural LLMs.

While we show the potential of ICL in enhancing cultural understanding within LLMs, we acknowledge certain limitations in our work. Our experiments were conducted using two closed-source LLMs, and further research is needed to validate whether the observed findings generalize to other models. Additionally, exploring parameter-efficient tuning on different cultural samples can provide valuable insights into cross-cultural generalization of LLMs, complementing or extending the capabilities demonstrated through ICL.

One promising future research is modeling relationships between cultures, enabling LLMs to leverage cross-cultural knowledge better. By understanding cultural proximity, overlap, or contrast, LLMs can more effectively incorporate demonstrations from well-known or neighboring cultures to improve performance on tasks associated with underrepresented cultures.

6 Social Impacts Statement

This research aims to enhance the LLM's understanding of diverse cultural knowledge. We believe that this kind of endeavor can contribute to more inclusive AI that respects the richness of global cultures. However, there are ethical considerations in ensuring that cultural demonstrations are carefully handled to avoid harmful stereotypes or misrepresentations. Additionally, the selective use of cross-cultural knowledge to improve performance in underrepresented cultures can lead to unintended consequences, such as reinforcing hierarchical views of cultural importance. It is crucial for future research to consider these ethical dimensions for responsibly incorporating cross-cultural knowledge into LLMs.

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A Prompt Examples

The Same Culture

What is the most popular wheat-based food item in the US? A. bread B. couscous C. flour tortillas D. jeon Answer: A. bread ...

What is the most popular fruit in the US? Do not include explanations. A. apple B. durian C. mango D. orange Answer:

Different Cultures

What is the most popular wheat-based food item in West Java? A. bread B. couscous C. jeon D. steamed stuffed bun Answer: A. bread

• • •

What is the most popular fruit in the US? Do not include explanations. A. apple B. durian C. mango D. watermelon Answer:

No Labels

What is the most popular wheat-based food item in the US?

. . .

What is the most popular fruit in the US? Do not include explanations. A. apple B. durian C. mango D. orange Answer:

Wrong Labels

What is the most popular wheat-based food item in the US? A. bread B. couscous C. flour tortillas D. jeon Answer: B. couscous

• • •

What is the most popular fruit in the US? Do not include explanations. A. apple B. durian

C. mango D. orange

Answer:

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