

Your Diffusion Model is Secretly a Zero-Shot Classifier

Alexander C. Li Mihir Prabhudesai Shivam Duggal Ellis Brown Deepak Pathak

Carnegie Mellon University

Abstract

The recent wave of large-scale text-to-image diffusion models has dramatically increased our text-based image generation abilities. These models can generate realistic images for a staggering variety of prompts and exhibit impressive compositional generalization abilities. Almost all use cases thus far have solely focused on sampling; however, diffusion models can also provide conditional density estimates, which are useful for tasks beyond image generation. In this paper, we show that the density estimates from large-scale text-to-image diffusion models like Stable Diffusion can be leveraged to perform zero-shot classification **without any additional training**. Our generative approach to classification, which we call **Diffusion Classifier**, attains strong results on a variety of benchmarks and outperforms alternative methods of extracting knowledge from diffusion models. Although a gap remains between generative and discriminative approaches on zero-shot recognition tasks, our diffusion-based approach has stronger multimodal compositional reasoning abilities than competing discriminative approaches. Finally, we use Diffusion Classifier to extract standard classifiers from class-conditional diffusion models trained on ImageNet. These models approach the performance of SOTA discriminative classifiers and exhibit strong “effective robustness” to distribution shift. Overall, our results are a step toward using generative over discriminative models for downstream tasks. Results and visualizations on our website: diffusion-classifier.github.io/

1. Introduction

To *Recognize Shapes, First Learn to Generate Images* [31]—in this seminal paper, Geoffrey Hinton emphasizes generative modeling as a crucial strategy for training artificial neural networks for discriminative tasks like image recognition. Although generative models tackle the more challenging task of accurately modeling the underlying data distribution, they can create a more complete representation of the world that can be utilized for various downstream

tasks. As a result, a plethora of implicit and explicit generative modeling approaches [26, 42, 45, 21, 76, 69, 78] have been proposed over the last decade. However, the primary focus of these works has been content creation [18, 8, 39, 40, 75, 34] rather than their ability to perform discriminative tasks. In this paper, we revisit this classic generative vs. discriminative debate in the context of diffusion models, the current state-of-the-art generative model family. In particular, we examine *how diffusion models compare against the state-of-the-art discriminative models on the task of image classification*.

Diffusion models are a recent class of likelihood-based generative models that model the data distribution via an iterative noising and denoising procedure [69, 35]. They have recently achieved state-of-the-art performance [20] on several text-based content creation and editing tasks [24, 66, 34, 65, 58]. Diffusion models operate by performing two iterative processes—the fixed *forward process*, which destroys structure in the data by iteratively adding noise, and the learned *backward process*, which attempts to recover the structure in the noised data. These models are trained via a variational objective, which maximizes an evidence lower bound (ELBO) [5] of the log-likelihood. For most diffusion models, computing the ELBO consists of adding noise ϵ to a sample, using the neural network to predict the added noise, and measuring the prediction error.

Conditional generative models like diffusion models can be easily converted into classifiers [53]. Given an input \mathbf{x} and a finite set of classes \mathbf{c} that we want to choose from, we can use the model to compute class-conditional likelihoods $p_{\theta}(\mathbf{x} \mid \mathbf{c})$. Then, by selecting an appropriate prior distribution $p(\mathbf{c})$ and applying Bayes’ theorem, we can get predicted class probabilities $p(\mathbf{c} \mid \mathbf{x})$. For conditional diffusion models that use an auxiliary input, like a class index for class-conditioned models or prompt for text-to-image models, we can do this by leveraging the ELBO as an approximate class-conditional log-likelihood $\log p(\mathbf{x} \mid \mathbf{c})$. In practice, obtaining a diffusion model classifier through Bayes’ theorem consists of repeatedly adding noise and computing a Monte Carlo estimate of the expected noise reconstruction losses (also called ϵ -prediction loss) for every class. We call this approach **Diffusion Classifier**. Diffusion Classifier can

Correspondence to: Alexander Li <alexanderli@cmu.edu>

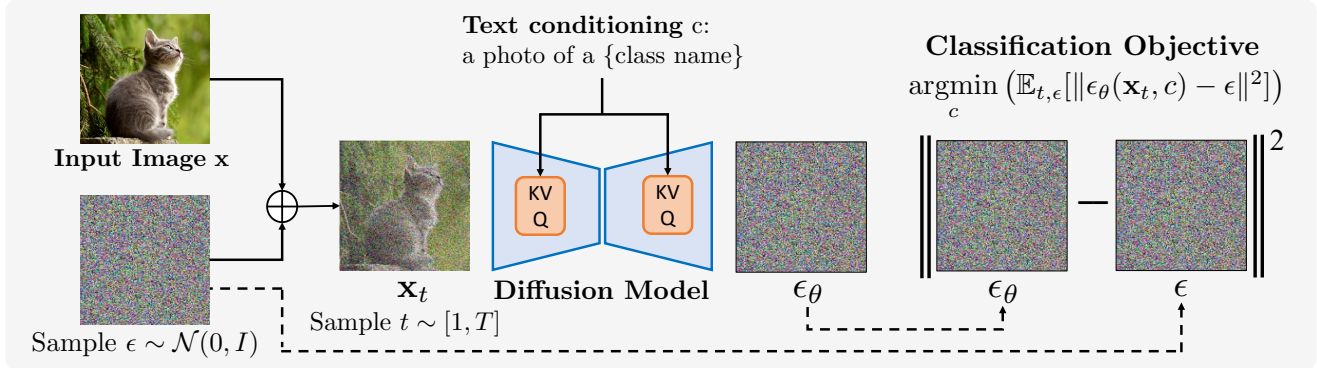


Figure 1. **Overview of our Diffusion Classifier approach:** Given an input image x and a set of possible conditioning inputs (e.g., text for Stable Diffusion or class index for DiT), we use a diffusion model to choose the one that best fits this image. Diffusion Classifier is theoretically motivated through the variational view of diffusion models and uses the ELBO to approximate $\log p_\theta(x | c)$. Diffusion Classifier chooses the conditioning c that best predicts the noise added to the input image. *Diffusion Classifier can be used to extract a zero-shot classifier from Stable Diffusion and a standard classifier from DiT without any additional training.*

extract zero-shot classifiers from text-to-image diffusion models and standard classifiers from class-conditional diffusion models, *without any additional training*. We develop techniques for appropriately choosing diffusion timesteps to compute errors at, reducing variance in the estimated probabilities, and speeding up classification inference.

We highlight the surprising effectiveness of our proposed Diffusion Classifier on zero-shot classification, compositional reasoning, and supervised classification tasks by comparing against multiple baselines on eleven different benchmarks. By utilizing Stable Diffusion [64], Diffusion Classifier achieves strong zero-shot accuracy and outperforms alternative approaches for extracting knowledge from the pretrained diffusion model. Our approach also *outperforms SOTA contrastive methods on the challenging Winoground compositional reasoning benchmark* [74]. Finally, we use Diffusion Transformer, an ImageNet-trained class-conditional diffusion model, to perform standard classification. Our generative approach *achieves 80.1% accuracy on ImageNet using only weak augmentations and exhibits better robustness to distribution shift* than competing discriminative classifiers trained on the same dataset.

2. Related Work

Generative Models for Discriminative Tasks: Machine learning algorithms designed to solve common classification or regression tasks generally operate under two paradigms: *discriminative* approaches directly learn to model the decision boundary of the underlying task, while *generative approaches* learn to model the distribution of the data and then address the underlying task as a maximum likelihood estimation problem. Algorithms like naive Bayes [53], VAEs [42], GANs [26], EBMs [23, 45], and diffusion models [69, 35] fall under the category of generative models. The idea of modeling the data distribution to better learn the discriminative feature has been highlighted by

several seminal works [31, 53, 62]. These works train deep belief networks [32] to model the underlying image data as latents, which are later used for image recognition tasks. Recent works on generative modeling have also learned efficient representations for both global and dense prediction tasks like classification [28, 33, 13, 8, 19] and segmentation [46, 82, 10, 3, 9]. Moreover, such models [27, 50, 37] have been shown to *generalize better, be more robust, and be better calibrated*. However, most of the aforementioned works either train jointly for discriminative and generative modeling or fine-tune generative representations for downstream tasks. Directly utilizing generative models for discriminative tasks is a relatively less-studied problem, and in this work, we particularly highlight the *efficacy of directly using recent diffusion models as zero-shot image classifiers*.

Diffusion Models: Diffusion models [35, 69] have recently gained significant attention from the research community due to their ability to generate high-fidelity and diverse content like images [66, 54, 24], videos [68, 34, 77], 3D [58, 49], and audio [43, 51] from various input modalities like text. Diffusion models are also closely tied to EBMs [45, 23], denoising score matching [71, 79], and stochastic differential equations [72, 83]. In this work, we investigate to what extent the impressive high-fidelity generative abilities of these diffusion models can be utilized for discriminative tasks (namely classification). We take advantage of the variational view of diffusion models for efficient and parallelizable density estimates. The prior work of Dhariwal & Nichol [20] proposed using a classifier network to modify the output of an unconditional generative model to obtain class-conditional samples. Our goal is the reverse: using diffusion models as classifiers.

Zero-Shot Image Classification: Classifiers thus far have usually been trained in a supervised setting where the train and test sets are fixed and limited. CLIP [60]

showed that exploiting large-scale image-text data can result in zero-shot generalization to various new tasks. Since then there has been a surge towards building a new category of classifiers, known as zero-shot or open-vocabulary classifiers, that are capable of detecting a wide range of class categories [25, 47, 48, 1]. These methods have been shown to learn robust representations that generalize to various distribution shifts [38, 16, 73]. Note that in spite of them being called “zero-shot,” it is still unclear whether evaluation samples lie in their training data distribution. In contrast to the discriminative approaches above, we propose extracting a zero-shot classifier from a large-scale *generative* model.

3. Method: Classification via Diffusion Models

We describe our approach for calculating class conditional density estimates in a practical and efficient manner using diffusion models. We first provide an overview of diffusion models (Sec. 3.1), discuss the motivation and derivation of our Diffusion Classifier method (Sec. 3.2), and finally propose techniques to improve its accuracy (Sec. 3.3).

3.1. Diffusion Model Preliminaries

Diffusion probabilistic models (“diffusion models” for short) [69, 35] are generative models with a specific Markov chain structure. Starting at a clean sample \mathbf{x}_0 , the fixed forward process $q(\mathbf{x}_t | \mathbf{x}_{t-1})$ adds Gaussian noise, whereas the learned reverse process $p_\theta(\mathbf{x}_{t-1} | \mathbf{x}_t, \mathbf{c})$ tries to denoise its input, optionally conditioning on a variable \mathbf{c} . In our setting, \mathbf{x} is an image and \mathbf{c} represents a low-dimensional text embedding (for text-to-image synthesis) or class index (for class-conditional generation). Diffusion models define the conditional probability of \mathbf{x}_0 as:

$$p_\theta(\mathbf{x}_0 | \mathbf{c}) = \int_{\mathbf{x}_{1:T}} p(\mathbf{x}_T) \prod_{t=1}^T p_\theta(\mathbf{x}_{t-1} | \mathbf{x}_t, \mathbf{c}) d\mathbf{x}_{1:T} \quad (1)$$

where $p(\mathbf{x}_T)$ is typically fixed to $\mathcal{N}(0, I)$. Directly maximizing $p_\theta(\mathbf{x}_0)$ is intractable due to the integral, so diffusion models are instead trained to minimize the variational lower bound (ELBO) of the log-likelihood:

$$\log p_\theta(\mathbf{x}_0 | \mathbf{c}) \geq \mathbb{E}_q \left[\log \frac{p_\theta(\mathbf{x}_{0:T}, \mathbf{c})}{q(\mathbf{x}_{1:T} | \mathbf{x}_0)} \right] \quad (2)$$

Diffusion models parameterize $p_\theta(\mathbf{x}_{t-1} | \mathbf{x}_t, \mathbf{c})$ as a Gaussian and train a neural network to map a noisy input \mathbf{x}_t to a value used to compute the mean of $p_\theta(\mathbf{x}_{t-1} | \mathbf{x}_t, \mathbf{c})$. Using the fact that each noised sample $\mathbf{x}_t = \sqrt{\alpha_t} \mathbf{x} + \sqrt{1 - \alpha_t} \epsilon$ can be written as a weighted combination of a clean input \mathbf{x} and Gaussian noise $\epsilon \sim \mathcal{N}(0, I)$, diffusion models typically learn a network $\epsilon_\theta(\mathbf{x}_t, \mathbf{c})$ that estimates the added noise. Us-

Algorithm 1 Diffusion Classifier

- 1: **Input:** test image \mathbf{x} , conditioning inputs $\{\mathbf{c}_i\}_{i=1}^n$ (e.g., text embeddings), # of trials T per input
 - 2: Initialize $\text{Errors}[\mathbf{c}_i] = \text{list}()$ for each \mathbf{c}_i
 - 3: **for** trial $j = 1, \dots, T$ **do**
 - 4: Sample $t \sim [1, 1000]$; $\epsilon \sim \mathcal{N}(0, I)$
 - 5: $\mathbf{x}_t = \sqrt{\alpha_t} \mathbf{x} + \sqrt{1 - \alpha_t} \epsilon$
 - 6: **for** conditioning $\mathbf{c}_k \in \{\mathbf{c}_i\}_{i=1}^n$ **do**
 - 7: $\text{Errors}[\mathbf{c}_k].\text{append}(\|\epsilon - \epsilon_\theta(\mathbf{x}_t, \mathbf{c}_k)\|^2)$
 - 8: **end for**
 - 9: **end for**
 - 10: **return** $\arg \min_{\mathbf{c}_i \in \mathcal{C}} \text{mean}(\text{Errors}[\mathbf{c}_i])$
-

ing this parameterization, the ELBO can be written as:

$$-\mathbb{E}_\epsilon \left[\sum_{t=2}^T w_t \|\epsilon - \epsilon_\theta(\mathbf{x}_t, \mathbf{c})\|^2 - \log p_\theta(\mathbf{x}_0 | \mathbf{x}_1, \mathbf{c}) \right] + C \quad (3)$$

where C is a constant term that does not depend on \mathbf{c} . Since $T = 1000$ is large and $\log p_\theta(\mathbf{x}_0 | \mathbf{x}_1, \mathbf{c})$ is typically small, we choose to drop this term. Finally, [35] find that removing w_t improves sample quality metrics, and many follow-up works also choose to do so. We found that deviating from the uniform weighting used at training time hurts accuracy, so we set $w_t = 1$. Thus, this gives us our final expression for the ELBO:

$$-\mathbb{E}_{t, \epsilon} [\|\epsilon - \epsilon_\theta(\mathbf{x}_t, \mathbf{c})\|^2] + C \quad (4)$$

3.2. Classification with diffusion models

In general, classification using a conditional generative model can be done by using Bayes’ theorem on the model predictions and the prior $p(\mathbf{c})$ over labels $\{\mathbf{c}_i\}$:

$$p_\theta(\mathbf{c}_i | \mathbf{x}) = \frac{p(\mathbf{c}_i) p_\theta(\mathbf{x} | \mathbf{c}_i)}{\sum_j p(\mathbf{c}_j) p_\theta(\mathbf{x} | \mathbf{c}_j)} \quad (5)$$

A uniform prior over $\{\mathbf{c}_i\}$ (i.e., $p(\mathbf{c}_i) = \frac{1}{N}$) is natural and leads to all of the $p(\mathbf{c})$ terms cancelling. For diffusion models, computing $p_\theta(\mathbf{x} | \mathbf{c})$ is intractable, so we use the ELBO in place of $\log p_\theta(\mathbf{x} | \mathbf{c})$ and use Eq. 4 and Eq. 5 to obtain a posterior distribution over $\{\mathbf{c}_i\}_{i=1}^N$:

$$p_\theta(\mathbf{c}_i | \mathbf{x}) = \frac{\exp\{-\mathbb{E}_{t, \epsilon} [\|\epsilon - \epsilon_\theta(\mathbf{x}_t, \mathbf{c}_i)\|^2]\}}{\sum_j \exp\{-\mathbb{E}_{t, \epsilon} [\|\epsilon - \epsilon_\theta(\mathbf{x}_t, \mathbf{c}_j)\|^2]\}} \quad (6)$$

We compute an unbiased Monte Carlo estimate of each expectation by sampling $N(t_i, \epsilon_i)$ pairs, with $t_i \sim [1, 1000]$ and $\epsilon \sim \mathcal{N}(0, I)$, and computing

$$\frac{1}{N} \sum_{i=1}^N \left\| \epsilon_i - \epsilon_\theta(\sqrt{\alpha_{t_i}} \mathbf{x} + \sqrt{1 - \alpha_{t_i}} \epsilon_i, \mathbf{c}_j) \right\|^2 \quad (7)$$

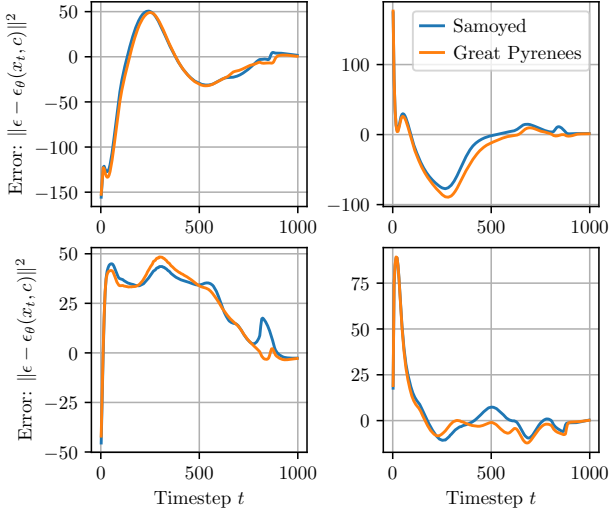


Figure 2. We show the ϵ -prediction error for a fixed image of a Great Pyrenees dog and two prompts. Each subplot corresponds to a single ϵ , with the error evaluated for every $1 \leq t \leq 1000$. Errors are normalized to be zero-mean at each timestep across the 4 plots, and lower is better. Variance in ϵ -prediction error is high across different ϵ , but the variance in relative error between prompts at each t is much smaller for the same ϵ .

By plugging Eq. 7 into Eq. 6, we can extract a classifier from any conditional diffusion model. We call this method **Diffusion Classifier**. *Diffusion Classifier is a powerful, hyperparameter-free approach to extracting classifiers from pretrained diffusion models without any additional training.* Diffusion Classifier can be used to extract a zero-shot classifier from a text-to-image model like Stable Diffusion [64], to extract a standard classifier from a class-conditional diffusion model like DiT [57], and so on. We outline our method in Algorithm 1 and show an overview in Figure 1.

3.3. Variance Reduction via Difference Testing

At first glance, it seems that accurately estimating $\mathbb{E}_{t,\epsilon} [\|\epsilon - \epsilon_\theta(\mathbf{x}_t, \mathbf{c})\|^2]$ for each class \mathbf{c} requires prohibitively many samples. Indeed, a Monte Carlo estimate even using thousands of samples is not precise enough to distinguish classes reliably. However, a key observation is that classification only requires the *relative* differences between the prediction errors, not their *absolute* magnitudes. We can rewrite the approximate $p_\theta(\mathbf{c}_i | \mathbf{x})$ from Eq. 6 as:

$$\frac{1}{\sum_j \exp \{ \mathbb{E}_{t,\epsilon} [\|\epsilon - \epsilon_\theta(\mathbf{x}_t, \mathbf{c}_i)\|^2] - \|\epsilon - \epsilon_\theta(\mathbf{x}_t, \mathbf{c}_j)\|^2 \}} \quad (8)$$

Eq. 8 makes apparent that we only need to estimate the *difference* in prediction errors across each conditioning value. Practically, instead of using different random samples of

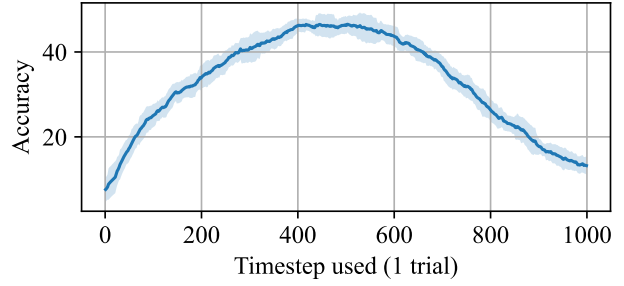


Figure 3. **Pets accuracy, evaluating only a single timestep per class.** Small t corresponds to less noise added, and large t corresponds to significant noise. Accuracy is highest when an intermediate amount of noise is added ($t = 500$).

(t_i, ϵ_i) to estimate the ELBO for each conditioning input \mathbf{c} , we simply sample a fixed set $S = \{(t_i, \epsilon_i)\}$ and use the same samples to estimate the ϵ -prediction error for every \mathbf{c} . This is reminiscent of paired difference tests in statistics, which increase their statistical power by matching conditions across groups and computing differences.

In Figure 2, we sample 4 fixed ϵ_i 's and evaluate $\|\epsilon_i - \epsilon_\theta(\sqrt{\bar{\alpha}_t}\mathbf{x} + \sqrt{1 - \bar{\alpha}_t}\epsilon_i, \mathbf{c})\|^2$ for every $t \in 1, \dots, 1000$, two prompts (“Samoyed dog” and “Great Pyrenees dog”), and a fixed input image of a Great Pyrenees. Even for a fixed prompt, the ϵ -prediction error varies wildly across the specific ϵ used. However, the error difference between each prompt is much more consistent. *Thus, by using the same (t_i, ϵ_i) for each conditioning input, our estimate of $p_\theta(\mathbf{c}_i | \mathbf{x})$ is much more accurate.*

4. Practical Considerations

Our Diffusion Classifier method requires repeated error prediction evaluations for every class in order to classify an input image. These evaluations naively require significant inference time, even with the technique presented in Section 3.3. In this section, we present further insights and optimizations that reduce our method’s runtime.

4.1. Effect of timestep

Diffusion Classifier, which is a theoretically principled method for estimating $p(\mathbf{c}_i | \mathbf{x})$, uses a uniform distribution over the timestep t for estimating the ϵ -prediction error. Here, we check if alternate distributions over t yield more accurate results. Figure 3 shows the Pets accuracy when using only a single timestep evaluation per class. Perhaps intuitively, accuracy is highest when using intermediate timesteps ($t \approx 500$). This begs the question: can we improve accuracy by oversampling intermediate timesteps and undersampling low or high timesteps?

We try a variety of timestep sampling strategies, including repeatedly trying $t = 500$ with many random ϵ , trying N evenly spaced timesteps, and trying the middle

$t - N/2, \dots, t + N/2$ timesteps. The tradeoff between different strategies is whether to try a few t_i repeatedly with many ϵ or to try many t_i once. Figure 4 shows that all strategies improve when taking using average error of more samples, but simply using evenly spaced timesteps is best. We hypothesize that repeatedly trying a small set of t_i scales poorly since this biases the ELBO estimate.

4.2. Efficient Classification

A naive implementation of our method requires $C \times N$ trials to classify a given image, where C is the number of classes and N is the number of (t, ϵ) samples to evaluate for each conditional ELBO. However, we can do better. Since we only care about $\arg \max_c p(\mathbf{c} | \mathbf{x})$, we can stop computing the ELBO for classes we can confidently reject. Thus, one option to classify an image is to use an upper confidence bound algorithm [2] to allocate most of the compute to the top candidates. However, this would require making the assumption that the distribution of $\|\epsilon - \epsilon_\theta(\mathbf{x}_t, \mathbf{c}_j)\|^2$ is the same across timesteps t . We found that a simpler method works just as well. We split our evaluation into a series of stages, where in each stage we try each remaining c_i some number of times and then remove the ones that have the highest average error. This allows us to efficiently eliminate classes that are almost certainly not the final output and allocate more compute to reasonable classes. For example, on the Pets dataset, we have $N_{\text{stages}} = 2$ stages. We try each class 25 times in the first stage, then prune to the 5 classes with the smallest average error. Finally, in the second stage we try each of the 5 remaining classes 225 additional times. In Algorithm 2, we write this as `KeepList = (5, 1)` and `TrialList = (25, 250)`. With this evaluation strategy, classifying one Pets image requires 18 seconds on a RTX 3090 GPU. As our work focuses on understanding diffusion model capabilities and does not propose a practical inference algorithm, we do not significantly tune the evaluation strategies. Details are in Appendix D.2.

Reducing inference time could be a valuable avenue for future work. Inference is still impractical when there are many classes. Classifying a single ImageNet image, with 1000 classes, takes about 1000 seconds with Stable Diffusion at 512×512 resolution, even with our adaptive strategy. Table 6 shows inference times for each dataset, and we discuss promising approaches for speedups in Section 7.

5. Experimental Details

We provide setup details, baselines & datasets for zero-shot and supervised classification.

5.1. Zero-shot Classification

Diffusion Classifier Setup: We build Diffusion Classifier on top of Stable Diffusion [64], a text-to-image latent diffusion model trained on a filtered subset of LAION-5B [67].

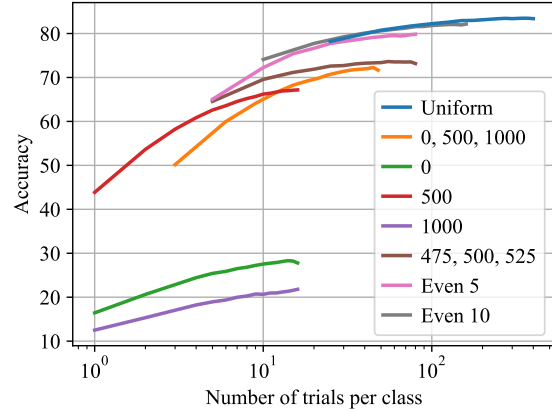


Figure 4. **Zero-shot scaling curves for different timestep sampling strategies.** We evaluate a variety of strategies for choosing the timesteps at which we evaluate the ϵ -prediction error. Each strategy name indicates which timesteps it uses— e.g., “0” only uses the first timestep, “0, 500, 1000” uses only the first, middle and last, “Even 10” uses 10 evenly spaced timesteps. We allocate more ϵ evaluations at the chosen timesteps as the number of trials increases. Strategies that repeatedly sample from a restricted set of timesteps, like “475, 500, 525”, scale poorly with trials. Using timesteps uniformly from the full range [1, 1000] scales best.

Additionally, instead of using the squared ℓ_2 norm to compute the ϵ -prediction error, we leave the choice between ℓ_1 and ℓ_2 as a per-dataset inference hyperparameter. See Appendix A for more discussion.

Baselines: We provide results using two strong discriminative zero-shot models: (a) CLIP ResNet-50 [59] and (b) OpenCLIP ViT-H/14 [11]. We provide these for reference only, as these models are trained on different datasets with very different architectures from ours and thus cannot be compared apples-to-apples. We further compare our approach against two alternative ways to extract class labels from diffusion models: (c) **Synthetic-Labeled-SD:** We train a ResNet-50 classifier on synthetic data generated using Stable Diffusion (with class-names as prompts), (d) **Real-Labeled-SD:** This baseline is not a zero-shot classifier, as it requires a **labeled dataset** of real-world images and class-names. Inspired by Label-DDPM [3], we extract Stable Diffusion features (mid-layer U-Net features at a resolution $[8 \times 8 \times 1024]$ at timestep $t = 100$), and then fit a ResNet-50 classifier on the extracted features and corresponding ground-truth labels. Details are in Appendix D.5.

Datasets: We evaluate the zero-shot classification performance across eight datasets: Food-101 [6], CIFAR-10 [44], FGVC-Aircraft [52], Oxford-IIIT Pets [56], Flowers102 [55], STL-10 [12], ImageNet [17] and ObjectNet [4]. Due to computational constraints, we evaluate on 2000 test images for ImageNet. We also evaluate zero-shot compositional reasoning ability on the Winoground benchmark [74].

	Zero-shot?	Food	CIFAR10	Aircraft	Pets	Flowers	STL10	ImageNet	ObjectNet
Synthetic SD Data	✓	12.6	35.3	9.4	31.3	22.1	38.0	18.9	5.2
SD Features	✗	73.0	84.0	35.2	75.9	70.0	87.2	56.6	10.2
Diffusion Classifier (ours)	✓	77.9	87.1	24.3	86.2	59.4	95.3	58.9	38.3
CLIP ResNet-50	✓	81.1	75.6	19.3	85.4	65.9	94.3	58.2	40.0
OpenCLIP ViT-H/14	✓	92.7	97.3	42.3	94.6	79.9	98.3	76.8	69.2

Table 1. **Zero-shot classification performance.** Our zero-shot Diffusion Classifier method (which utilizes Stable Diffusion) significantly outperforms the zero-shot diffusion model baseline that trains a classifier on synthetic SD data. Diffusion Classifier also generally outperforms the baseline trained on Stable Diffusion features, especially on complex datasets like ImageNet, in spite of the fact that “SD Features” uses the entire training set to train a classifier. Finally, although it is difficult to make an apples-to-apples comparison due to architecture, our generative approach surprisingly matches CLIP ResNet-50 performance and is competitive with OpenCLIP ViT-H.

5.2. Supervised Classification

Diffusion Classifier Setup: We build Diffusion Classifier on top of Diffusion Transformer (DiT) [57], a class-conditional latent diffusion model trained only on ImageNet-1k [17]. We use DiT-XL/2 at resolution 256×256 and evaluate each class 250 times per image.

Baselines: We compare against the following discriminative models trained with cross-entropy on ImageNet-1k: ResNet-18, ResNet-34, ResNet-50, and ResNet-101 [29], as well as ViT-L/32, ViT-L/16, and ViT-B/16 [22].

Datasets: We evaluate models on their in-distribution accuracy on ImageNet [17] and out-of-distribution generalization to ImageNetV2 [63], ImageNet-A [30], and ObjectNet [4]. ObjectNet accuracy is computed on the 113 classes shared with ImageNet. Due to computational constraints, we evaluate Diffusion Classifier accuracy on a subset of each test set (2000 images for ImageNet, 1000 for ImageNetV2, 5000 for ImageNet-A, and 1000 for ObjectNet). We compute the baseline accuracies on the same subsets.

6. Experimental Results

In this section, we conduct detailed experiments aimed at addressing the following questions:

1. How does our model compare against zero-shot state-of-the-art classifiers such as CLIP?
2. How does our method compare against alternative approaches for classification with diffusion models?
3. How well does our method compare to discriminative models trained on the same dataset?
4. How robust is our model compared to state-of-art classifiers over various distribution shifts?

6.1. Zero-shot Classification Results

Table 1 shows that Diffusion Classifier significantly outperforms Synthetic-SD-Data baseline, an alternate zero-shot approach of extracting information from diffusion models. Our method also achieves comparable performance to SD-Features, which is a classifier trained *supervised* using the entire *labeled training set* for each dataset. In con-

trast, our method requires no additional training or labels. Furthermore, while it is difficult to make a fair comparison due to architectural differences, our method matches CLIP ResNet-50 performance and is competitive with OpenCLIP ViT-H. This is a major advancement in the performance of generative approaches, and there are clear avenues for improvement. First, we perform no manual prompt tuning and simply use the prompts used by the CLIP authors. Tuning the prompts to the Stable Diffusion training distribution should improve its recognition abilities.

Second, we suspect that Stable Diffusion classifier accuracy could improve with a wider training distribution. Stable Diffusion was trained on a subset of LAION-5B [67] filtered aggressively to remove low-resolution, potentially NSFW, or unaesthetic images. This decreases the likelihood that it has seen relevant data for many of our datasets. CIFAR10 and STL10, the datasets where Diffusion Classifier has the largest relative gap with CLIP, use images that are too small to pass the 256×256 size requirement.

Finally, another factor that affects performance is the fact that the diffusion model optimization objective is chosen for sample quality over good log-likelihoods. Ho et al. [35] found that uniform weighting of the ϵ -prediction error over timesteps improves Inception score and FID at the cost of lower log-likelihoods. Stable Diffusion [64], having been trained on this uniformly weighted objective, thus have worse log-likelihood estimation capabilities (and hence potentially worse at classification) than if they had been trained on the weighted variational objective.

6.2. Analyzing Diffusion Classifier for Zero-Shot Classification

We now analyze why our proposed diffusion-based density estimator, Diffusion Classifier, works well.

Experiment Setup: Given an input image, we first perform DDIM inversion [70, 41] (with 50 timesteps) using Stable Diffusion 2.1 and different captions as prompts: BLIP [47] generated caption, human-refined BLIP generated caption, “a photo of {*correct-class-name*}, a type of pet” and “a photo of {*incorrect-class-name*}, a type of pet.”.

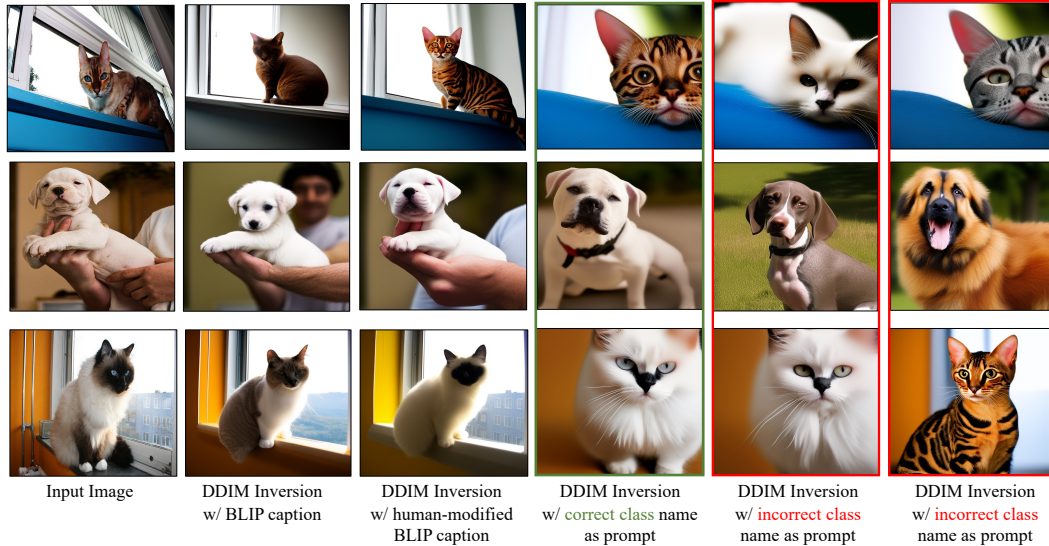


Figure 5. **Analyzing Diffusion Classifier for Zero-Shot Classification:** We analyze the role of different text/captions (BLIP, Human-modified BLIP, correct class-name, incorrect class-name) for zero-shot classification using text-based diffusion models. To do so, we invert the input image using the corresponding caption and then reconstruct it using deterministic DDIM sampling. The image inverted and reconstructed using a human-modified BLIP caption aligns the most with the input image since this caption is the most descriptive. The images reconstructed using correct class names as prompts (column 4) align much better with the input image in terms of class-descriptive features of the underlying object than the images reconstructed using incorrect class names as prompts (columns 5 and 6). Row 3 (columns 4 and 5) demonstrates an example where the base Stable Diffusion does not distinguish the two cat breeds, Birman and Ragdoll, and hence cannot invert/sample them differently. As a result, our classifier also fails.

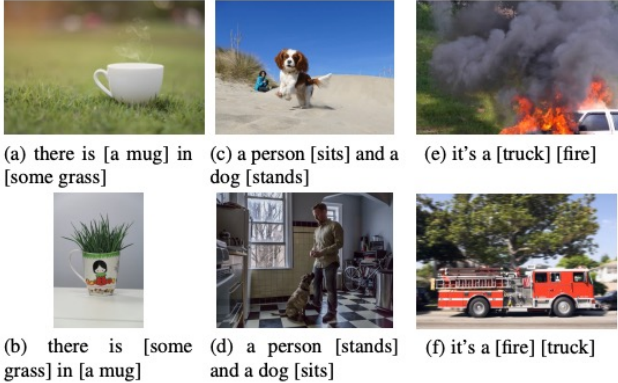
Next, we leverage the inverted DDIM latent and the corresponding prompt to attempt to reconstruct the original image (using a deterministic diffusion scheduler [70]). The underlying intuition behind this experiment is that the inverted image should look more similar to the original image when a correct and appropriate/descriptive prompt is used for DDIM inversion and sampling.

Experimental Evaluation: Figure 5 shows the results of this experiment for the Oxford-IIIT Pets dataset. The image inverted using a human-modified BLIP caption (column 3) is the most similar to the original image (column 1). This aligns with our intuition as this caption is most descriptive of the input image. The human-modified caption (column 2 in Figure 5) only adds the class name (Bengal Cat, American Bull Dog, Birman Cat) ahead of the BLIP predicted “cat or dog” token for the foreground object and slightly enhances the description for the background. *Comparing the BLIP-caption results (column 2) with the human-modified BLIP-caption results (column 3), we can see that by just using the class-name as the extra token, the diffusion model can inherit class-descriptive features (Bengal cat has stripes, American Bulldog has a wider chin, Birman cat has a black patch on the face) into the reconstructed image. This backs our proposal of diffusion-based generative models as strong zero-shot classifiers.*

Compared to the image generated using the oracle

(human-generated) caption as a prompt, the images reconstructed using only class names as prompts (columns 4,5,6) align less with the input image (column 1). *This is expected as class names by themselves are not dense descriptions of the input images.* Comparing the results of column 4 (correct class names as prompt) with those of column 5,6 (incorrect class names as prompt), we can see that the foreground object has similar class-descriptive features (brown and black stripes in row 1, white, and black face patches in row 3) to the input image for the correct-prompt reconstructions. This strongly highlights the fact that although using class names as approximate prompts will not lead to absolute perfect denoising or density estimation (Eq. 7), *for the global prediction task of classification, the correct class names should provide enough descriptive features for denoising, relative to the incorrect class names.*

Row 3 of Figure 5 further highlights an example where the base Stable Diffusion model generates very similar-looking inverted images for correct Birman and incorrect Ragdoll text prompts. As a result, our model also incorrectly classifies Birman cat with Ragdoll, although getting the perfect zero-shot top-2 classification metric. This happens because Ragdolls and Birmans look extremely similar (even to humans). Finally, we fine-tuned the Stable Diffusion diffusion model on a dataset of Ragdoll/Birman cats (175 images in total). Diffusion Classifier using this fine-



Object *Relation* *Both*

Figure 6. **Example visualizations of Winoground swap types.** Each category corresponds to a different type of linguistic swap in the caption. Object swaps noun phrases, Relation swaps verbs, adjectives, or adverbs, and Both can swap entities of both kinds.

Model	Object	Relation	Both	Average
Random Chance	25.0	25.0	25.0	25.0
CLIP ViT-L/14	27.0	25.8	57.7	28.2
OpenCLIP ViT-H/14	39.0	26.6	57.7	33.0
Diffusion Classifier (ours)	41.8	25.3	69.2	34.0

Table 2. **Zero-shot reasoning results on Winoground Object, Relation and Both benchmarks.** Diffusion Classifier improves text score (Eq 9) whenever object swaps are involved (Both also swaps the object). However, performance on Relation still remains roughly at random chance for all three methods.

tuned model achieves a classification accuracy of 85%, significantly higher than the initial zero-shot accuracy of 45%.

6.3. Improved Compositional Reasoning Abilities

Large text-to-image diffusion models are capable of generating samples with impressive compositional generalization. In this section, we test whether this generative ability translates to improved compositional *reasoning*.

Winoground Benchmark: We compare Diffusion Classifier to contrastive models like CLIP [59] on Winoground [74], a popular benchmark for evaluating the visio-linguistic compositional reasoning abilities of vision-language models. Each example in Winoground consists of 2 (image, caption) pairs. Notably, both captions within an example contain the exact same set of words, just in a different order. Vision-language multimodal models are scored on Winoground by their ability to match captions C_i to their corresponding images I_i . Given a model that computes a score for each possible pair $score(C_i, I_j)$, the *text score* of a particular example $((C_0, I_0), (C_1, I_1))$ is 1 if and only if it independently prefers caption C_0 over caption C_1 for image I_0 and vice-versa for image I_1 . Precisely, the

model’s text score on an example is:

$$\mathbb{I}[\text{score}(C_0, I_0) > \text{score}(C_1, I_0) \text{ AND } \text{score}(C_1, I_1) > \text{score}(C_0, I_1)] \quad (9)$$

Achieving a high text score is extremely challenging. Humans (via Mechanical Turk) achieve 89.5% accuracy on this benchmark, but even the best models do barely above chance. Models can only do well if they understand compositional structure within each modality. CLIP has been found to do poorly on this benchmark since its embeddings tend to be more like a “bag of concepts” that fail to bind subjects to attributes or verbs [80].

Each example is tagged by the type of linguistic swap (object, relation and both) between the two captions:

1. Object: reorder elements like noun phrases that typically refer to real-world objects/subjects.
2. Relation: reorder elements like verbs, adjectives, prepositions, and/or adverbs that modify objects.
3. Both: a combination of the previous two types.

We show examples of each swap type in Figure 6.

Results Table 2 compares Diffusion Classifier to OpenCLIP ViT-H/14 (whose text embeddings Stable Diffusion conditions on) and CLIP ViT-L/14. For the “Relation” swaps, all three models do about the same as a purely random baseline. However, *Diffusion Classifier clearly does better than both discriminative approaches when object swaps are involved (Object and Both)*. This indicates that Diffusion Classifier exhibits better compositional generalization than these contrastive methods. Since Stable Diffusion uses the same text encoder as OpenCLIP ViT-H/14, this improvement must come from better cross-modal binding of concepts to images. Overall, we find it surprising that Stable Diffusion, trained with only sampling in mind, can be repurposed into such a good classifier and reasoner.

6.4. Supervised Classification Results

We compare Diffusion Classifier, leveraging the ImageNet-trained DiT-XL/2 model [57], to ViTs [22] and ResNets [29] trained on ImageNet. Table 3 shows that Diffusion Classifier matches the in-distribution accuracy of ResNet-50 and ViT-L/32. *To the best of our knowledge, we are the first to show that a generative model can achieve ImageNet classification accuracy comparable to highly competitive discriminative methods.* Diffusion Classifier has stronger OOD performance on ImageNet-A than all of the baselines, and Figure 7 shows that it achieves much higher OOD accuracy on ImageNet-A than predicted based on its in-distribution ImageNet accuracy. This “effective robustness” [73] indicates that our generative approach exhibits better robustness to distribution shift, even when using the same amount of labeled data as the discriminative baselines.

Method	ID		OOD	
	IN	IN-v2	IN-A	ObjectNet
ResNet-18	70.6	58.3	0.3	26.6
ResNet-34	73.1	61.3	0.4	31.6
ResNet-50	77.6	63.2	0.0	35.6
ResNet-101	77.6	66.8	1.6	38.2
ViT-L/32	78.0	65.6	5.2	29.9
ViT-L/16	80.3	68.7	7.5	36.7
ViT-B/16	81.5	69.7	9.4	37.8
Diffusion Classifier	77.3	64.5	19.6	32.3

Table 3. **Diffusion Classifier performs well ID and OOD.**

We compare Diffusion Classifier (using DiT-XL/2 256 × 256) to discriminative models trained on ImageNet. We highlight cells where Diffusion Classifier does better. All models (generative and discriminative) have only been trained on ImageNet-1k.

This is especially impressive since DiT was trained with *only random horizontal flips*, unlike typical classifiers that use RandomResizedCrop, Mixup [81], RandAugment [14], and other tricks. Furthermore, [57] reports stable training with fixed learning rate and no regularization other than weight decay. These results indicate that it may be time to revisit a generative approach to classification. Explicitly training diffusion models to maximize their classification accuracy is an exciting avenue for future work.

7. Conclusion and Discussion

We investigated diffusion models for zero-shot and supervised classification by leveraging diffusion models as conditional density estimators. By performing a simple unbiased Monte Carlo estimate of the ϵ -predictions at various timesteps of diffusion sampling, we extract **Diffusion Classifier**—a *powerful, zero-shot, and hyper-parameter-free classifier without any additional training*. We find that this classifier narrows the gap with SOTA discriminative approaches on zero-shot and standard classification and outperforms them on multimodal reasoning.

Accelerating Inference While inference time is currently a practical bottleneck, there are several clear ways to accelerate Diffusion Classifier. Decreasing resolution from the default 512 × 512 (for SD) would yield a dramatic speedup. Inference at 256 × 256 is at least 4× faster, and inference at 128 × 128 would be over 16× faster. Another option is to use a weak discriminative model to quickly eliminate classes that are clearly incorrect. Appendix B shows that this would simultaneously improve accuracy and reduce inference time. Gradient-based search could backpropagate through the diffusion model to solve $\arg \max_c \log p(x | c)$, which could eliminate the runtime dependency on the number of classes. New architectures could be designed to only use the class conditioning c towards the end of the network,

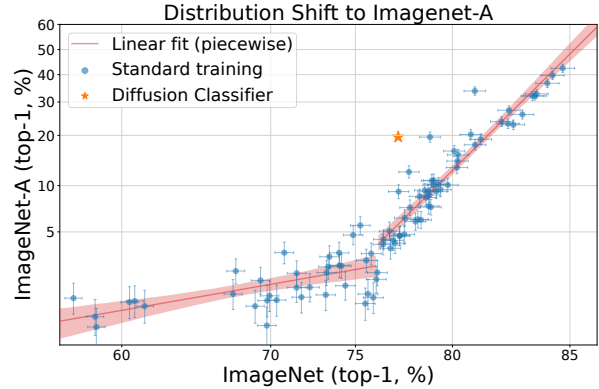


Figure 7. **Effective robustness on ImageNet-A.** Compared to other models trained on the same amount of labeled data, Diffusion Classifier achieves much higher ImageNet-A accuracy than predicted by its ImageNet accuracy.

enabling reuse of intermediate activations across classes. Finally, note that the error prediction process is easily parallelizable. With sufficient scaling or better GPUs in the future, all Diffusion Classifier steps can be done in parallel with the *latency of a single forward pass*.

Role of Diffusion Model Design Decisions Since we don’t change the base diffusion model of Diffusion Classifier, the choices made during diffusion training affect the classifier. For instance, Stable Diffusion [64] conditions the image generation on the text embeddings from OpenCLIP [38]. However, the language model in OpenCLIP is much weaker than open-ended large-language models like T5-XXL [61] because it is only trained on text data available from image-caption pairs, a minuscule subset of total text data on the Internet. Hence, we believe that diffusion models trained on top of T5-XXL embeddings, such as Imagen [66], should display better zero-shot classification results, but these are not open-source to empirically validate. Other design choices, such as whether to perform diffusion in latent space (e.g. Stable Diffusion) or in pixel space (e.g. DALLE 2), can also affect the adversarial robustness of the classifier and present interesting avenues for future work.

In conclusion, while generative models have previously fallen short of discriminative ones for classification, today’s pace of advances in generative modeling means that they are rapidly catching up. Our strong classification, multimodal compositional reasoning, and generalization results represent an encouraging step in this direction.

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