

Expert Group on ICT Household Indicators

Sub-group on measuring the use of artificial intelligence (AI) through household surveys

Terms of Reference 2025

a. Introduction

Artificial intelligence (AI) is fast-evolving and already a part of many individuals' lives either directly or indirectly. Understanding who uses AI and how they use it is essential to understand its effect on society and to monitor divides in utilization that are already arising across socio-economic lines. This information is also needed to shape coherent policies that balance the benefits and dangers of AI use by individuals.

At the 2024 meeting of EGH, which took place in Geneva (25 September) there was a session on [Measuring AI use in household surveys](#) where Eurostat presented their work to add new questions on measuring the use of AI by individuals. Eurostat's agreed-upon questions focus on the conscious use of large language models (LLMs). However, as the usage patterns of AI evolve Eurostat is likely to amend these questions in the future. EGH members expressed interest in understanding more about what is to be measured and developing clear, concise questions on AI use internationally.

Members agreed that further exploration and discussion is needed to assess how household survey data can help measure the use of AI. Consequently, EGH members agreed to create a subgroup to measure the use of AI through household surveys.

b. Objective

The subgroup will discuss ways in which the use of AI can be measured within the framework of household surveys. The subgroup will consider a range of topics related to AI that could contribute to a more comprehensive understanding of how AI is integrated into individuals' daily lives. The sub-group will develop a list of these potential topics as well as questions that can be included in household surveys to gather data on the use of AI. Possible survey topics could include awareness of AI technologies, usage patterns and purposes of using AI devices, privacy concerns, user satisfaction, adoption barriers, trust in AI, etc. The subgroup will make proposals to the EGH in this regard. Concretely the subgroup should consider the following questions:

1. What are the most important categories of AI use? Eurostat has focused on use of LLMs - other categories can be considered as well.
2. What are the most important aspects of AI use? This could include purpose of use, barriers to use or others.
3. Of the categories and aspects of AI use highlighted, what can be reliably measured through a household survey? Considerations should include awareness of use, respondent recall, respondent comprehension of technical distinctions between types of AI and others.

The work of the subgroup should consider existing work that has been done in this area, including the relevant work undertaken by Eurostat and the comments and examples shared in their presentation during the EGH meeting. The sub-group should also look at how other global entities have approached the use of AI in household surveys, to avoid duplication of efforts and to build upon the work that has already been carried out in this domain.

The subgroup is expected to produce a brief document with recommendations for consideration by the EGH. The report may include proposals for specific survey questions ensuring that they are practical and can be implemented to facilitate international comparisons. The document should be presented and discussed during the 13th EGH meeting.

c. Membership/composition

The sub-group will be open to all interested EGH members, with the intention of assembling experts from a diverse set of countries. ITU, acting as the secretariat of EGH, will send a message to the EGH members to ask for volunteers for the sub-group. One member will also serve as coordinator and rapporteur of the sub-group. Members are expected to contribute actively to the work of the sub-group and have experience in the collection of ICT household indicators or have plans to collect these data in the future.

d. Methods of work

The sub-group will work online through the EGH forum and through several virtual meetings with subgroup members where information can be shared and discussed.

e. Duration of work

The sub-group will start its work in March 2025 with a view to having its report ready four weeks ahead of the 13th meeting of the Expert Group on Household Indicators to be held on 23-25 September 2025. The draft proposal will then be shared with all EGH members, who will provide their comments. The outcome of the subgroup will be discussed at the 13th meeting of the EGH.