Measuring how people use AI

EU SURVEY ON THE USE OF ICT IN HOUSEHOLDS AND BY INDIVIDUALS

ITU Expert Group on ICT Household Indicators (EGH)
25 September 2024

Andrea Attwenger
Unit G4 – Innovation and Digitalisation
Eurostat

Individual AI use: suddenly in the spotlight

Medium

3 Ways I Use AI in Daily Life | How You Can Too

BUSINESS INSIDER

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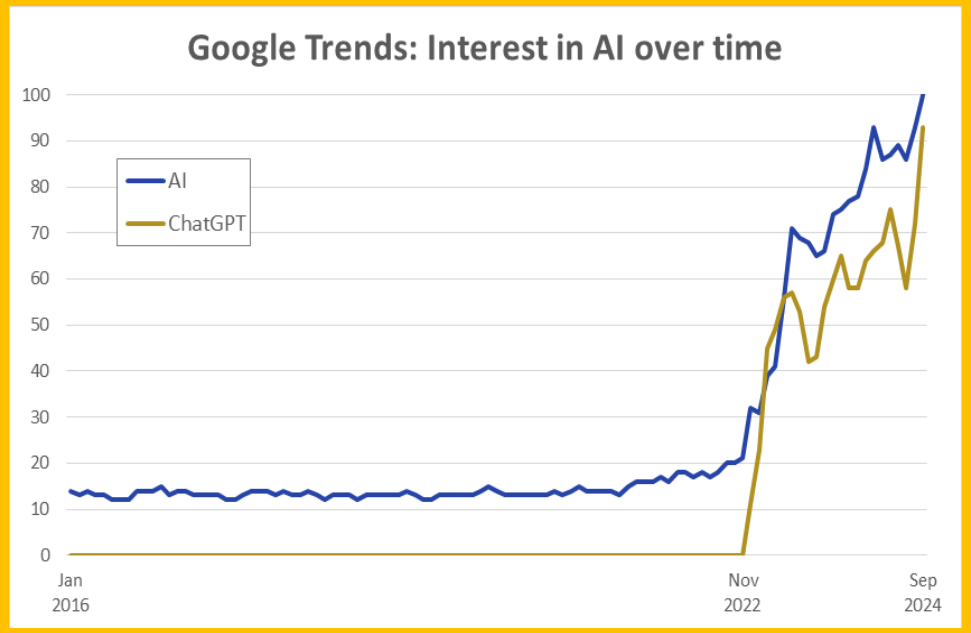
AI

I was unhappy with past therapists and turned to ChatGPT. It helped me open up about trauma and make changes in my life.

Forbes

FORBES > INNOVATION > ENTERPRISE TECH

19 Amazing Generative AI Tools For Everyday Tasks And Activities



The New York Times

TECH FIX

The New ChatGPT Offers a Lesson in A.I. Hype

OpenAI released GPT-4o, its latest chatbot technology, in a partly finished state. It has much to prove.

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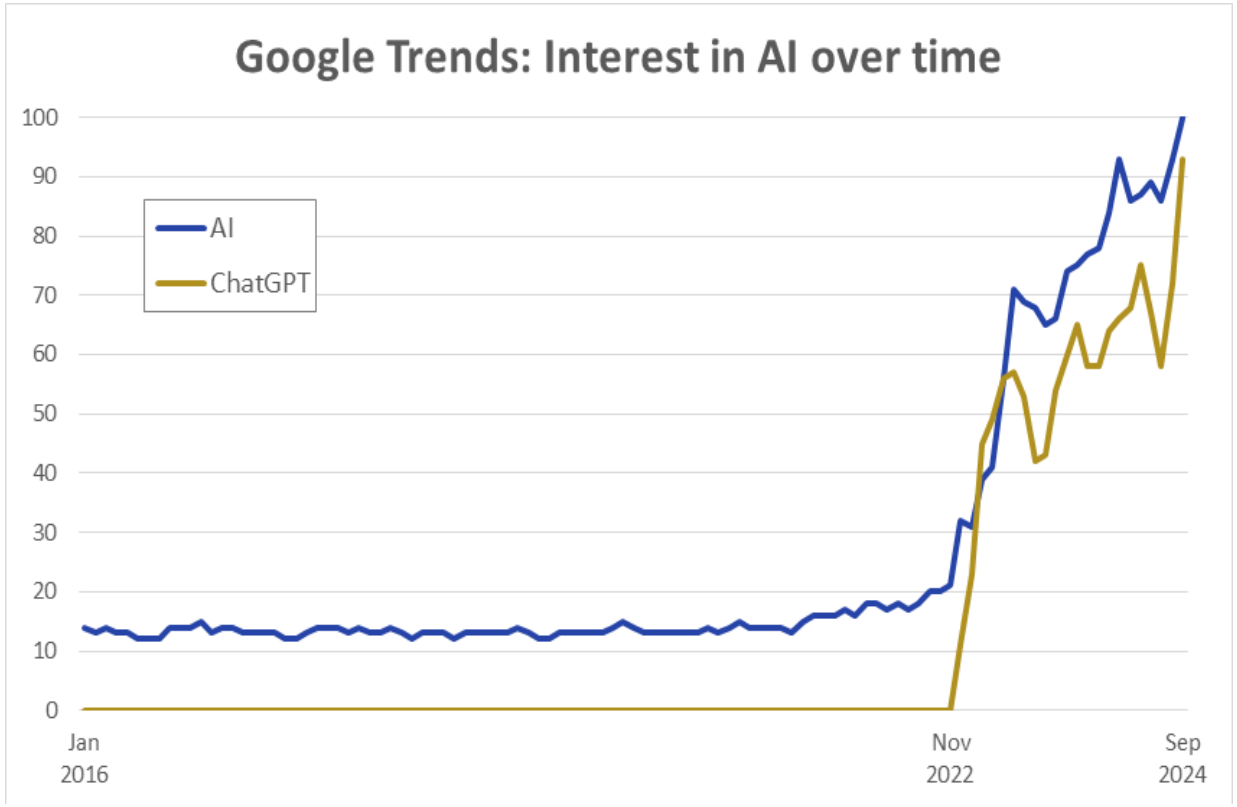
Individual AI use: suddenly in the spotlight



For comparison: Survey timeline ICT HH survey 2023

2021
Evaluation of data needs, drafting and discussion of MQ in TF and ISS WG meetings

Feb 2022
ISS WG approves final 2023 MQ

Q2-Q3 2022
Legal process: Consultations, translations, objection period in EP and Council

Autumn 2022
Publication of legal acts for the 2023 survey

Dec 2023
Data publication

Q2 2023
Data collection

By November 2022, the legal acts for the 2023 survey were already published and we were almost done with the preparation of the 2024 survey

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MQ drafting process in 2022: **too late to include AI for 2024**

MQ drafting process in 2023 (for the 2025 survey): **decision to react to AI boom**

Survey year 2025:
3 questions on AI use by individuals in the ICT HH survey

first EU-wide collection in 2025, national collection in some countries already this year

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Challenges – in general

Burden limit set by the framework regulation: **max. 139 variables** – for the whole survey

Fast-changing field, lengthy legal process: topic changes very quickly, but we start planning 2 years in advance

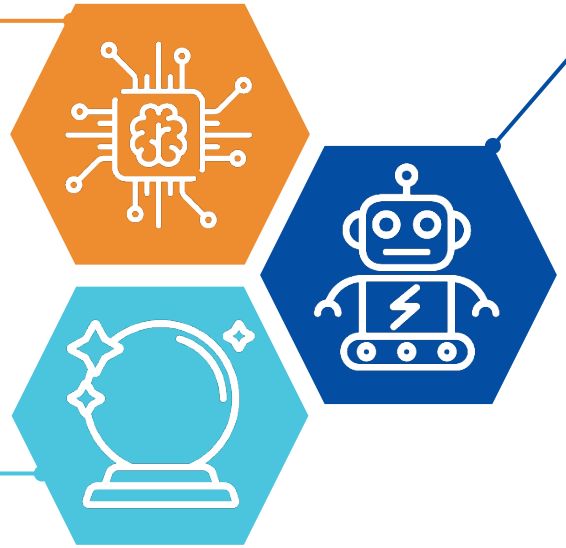
Balance between **relevance** (timely reaction to developments) and keeping a **time series** of comparable results

Survey of the general population: not everyone is an IT expert – different levels of usage / knowledge / skills (by age, education, country, etc)

Challenges – more specifically

Complexity of the topic: technological complexity (what counts as AI?), but also many other angles to consider (societal, ethical, etc)

How much of this is hype?



AI-powered technologies:

Systems and tools which are using AI (to varying degrees), but are not branded as such – users may not be aware or have a choice

- **focus on conscious use of AI**
- **focus on generative AI**

Question 1: **Use of generative AI**

Have you used any generative AI tools (e.g. ChatGPT, Copilot, Gemini, LLaMA, Midjourney, DALL-E) to create content like text, images, programming code, or videos in the last 3 months? *(tick one)*

a) Yes	☐
b) No	☐

Generative Artificial Intelligence (AI) can create new content, such as text, images, programming code, videos, or other data, based on available information and patterns it has learned from existing examples.

To generate this content, it requires input or a prompt by the user, such as asking it a question or providing instructions or a topic to focus on.

- **Focus on generative AI**: clear scope, conscious use
- **Addition of current examples** to improve identifiability
- **Explanatory note**
- **Trade-off**: some AI tools already in use are not covered or might not be recognised as such (AI assistants, AI-powered search, etc)

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Question 2: **Purpose of use**

(Only for users of generative AI)

What was the purpose of using generative AI tools in the last 3 months?

(tick all that apply)

a) For private purpose	☐
b) For professional (work) purposes	☐
c) For formal education (e.g. school or university)	☐

- Modelled on similar question on online learning
- Categories may overlap (e.g. using AI for school or work without permission) – tick all that apply, left to the respondent

Question 3: **Reasons for not using generative AI**

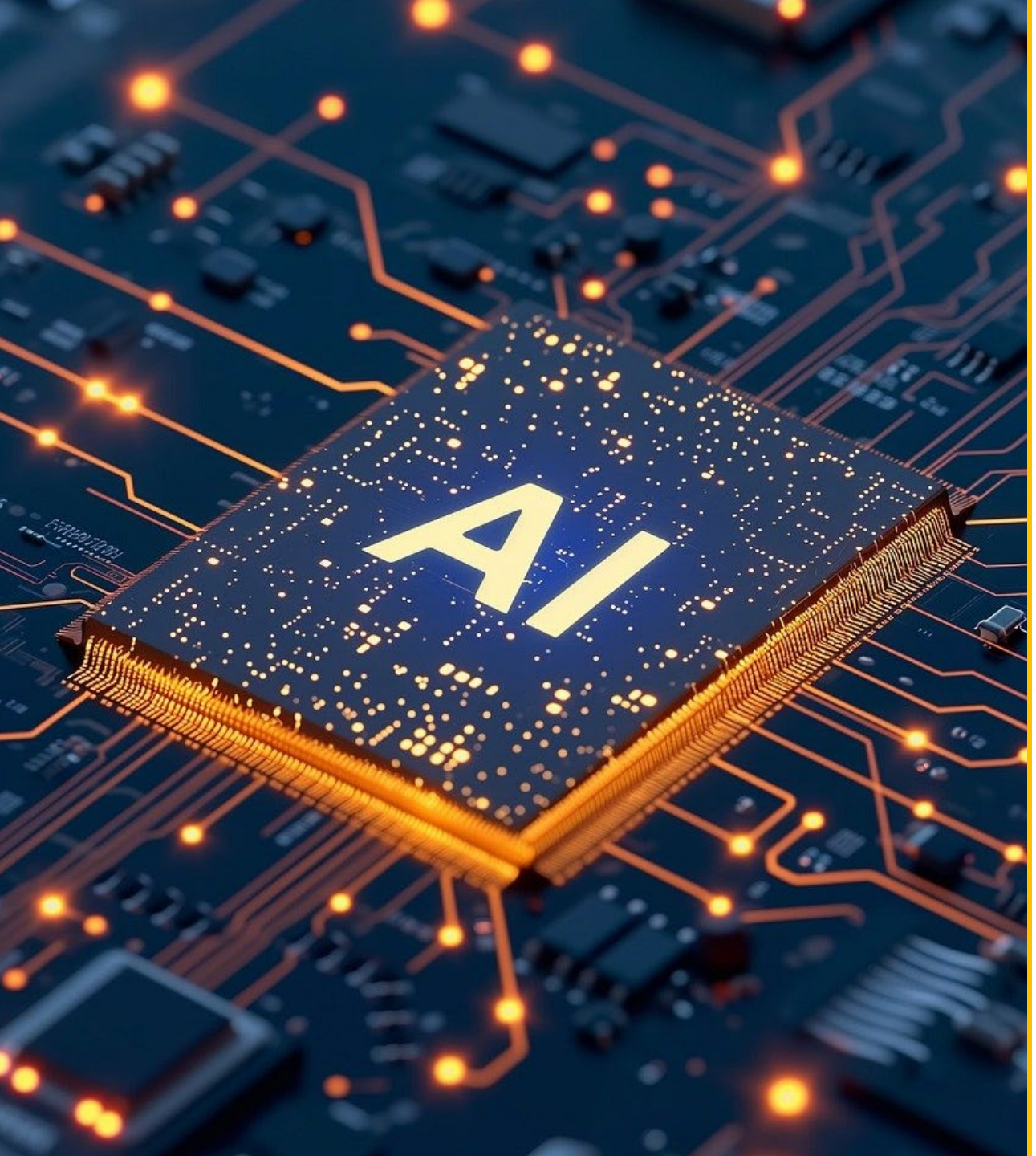
(Only for non-users of generative AI)

What is the main reason for not using generative AI tools in the last 3 months?

(tick one)

a) There was no need	☐
b) I didn't know they existed	☐
c) I didn't know how to use them	☐
d) Concerns about privacy, security, or safety	☐
e) Other	☐

- Burden issue, therefore focus on main issue only



To summarize

- 3 questions
- targeting users and non-users, respectively
- **First EU-wide collection in 2025**
- **First data in December 2025**
- Some national data already this year

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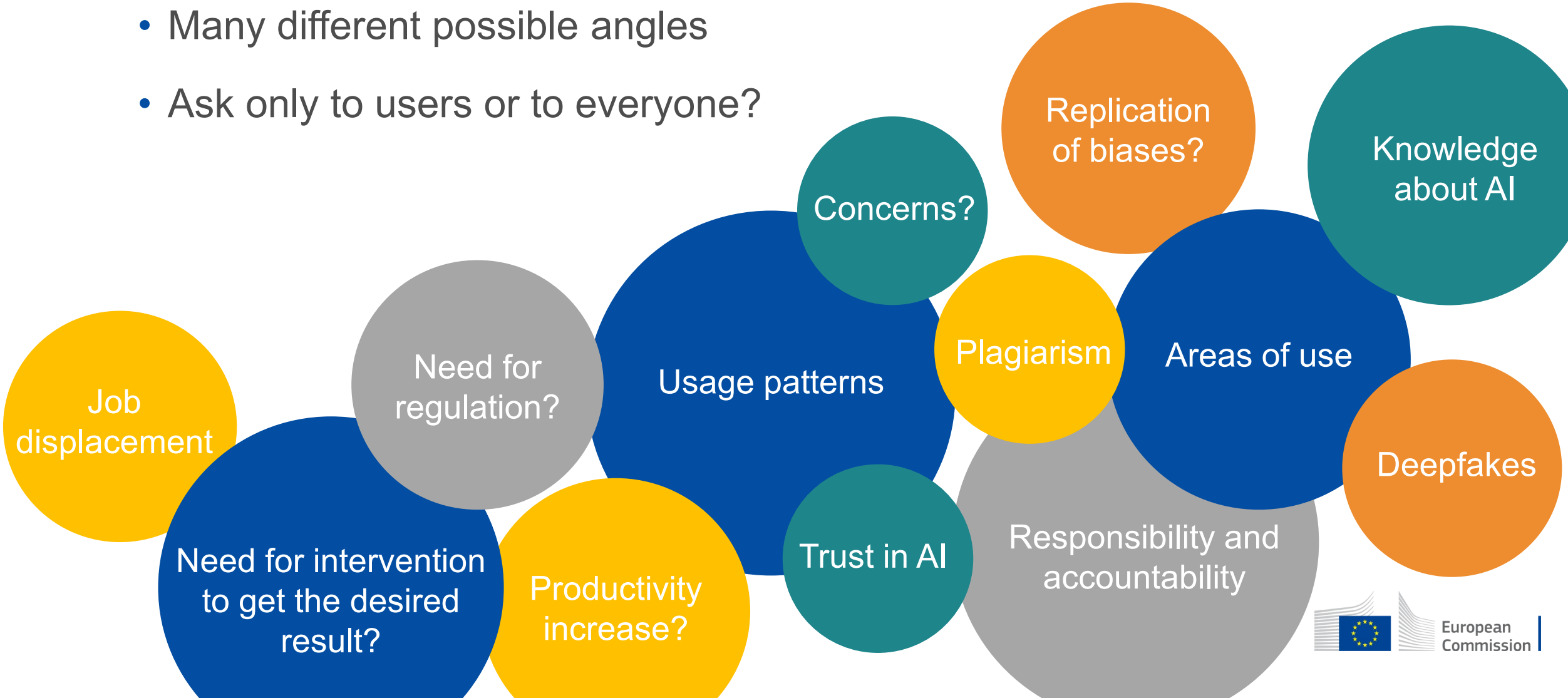
Ideas for future questions

- Many different possible angles
- Ask only to users or to everyone?



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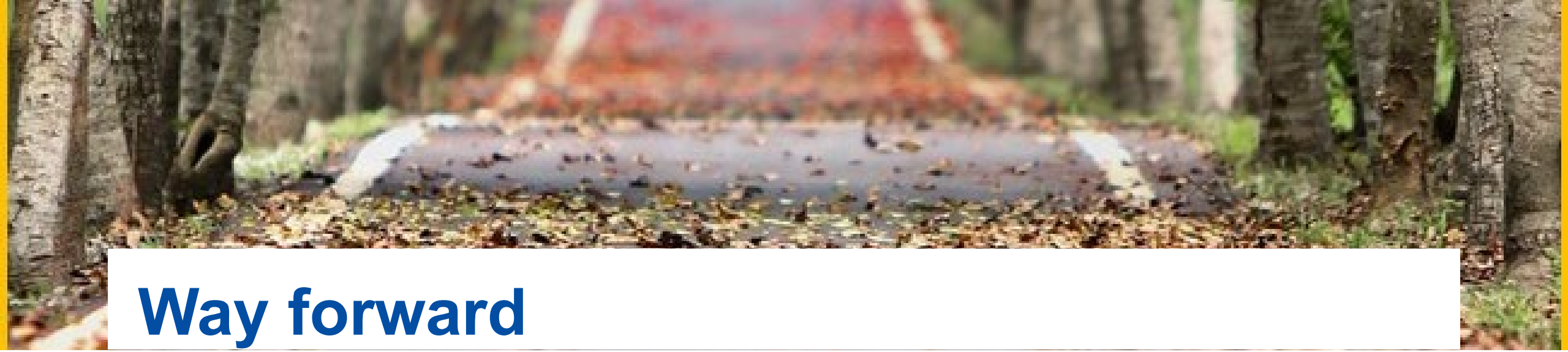

Way forward

- Monitoring of development – acceptance of shorter time series to stay up-to-date
- Ongoing discussions on whether to add additional questions and if so, on which aspect/topic
- Balance between adding new angles and keeping the questions clear and understandable for (all!) respondents
- Currently a “hot topic”, but only one of many needs to be covered by the survey

Thank you

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