

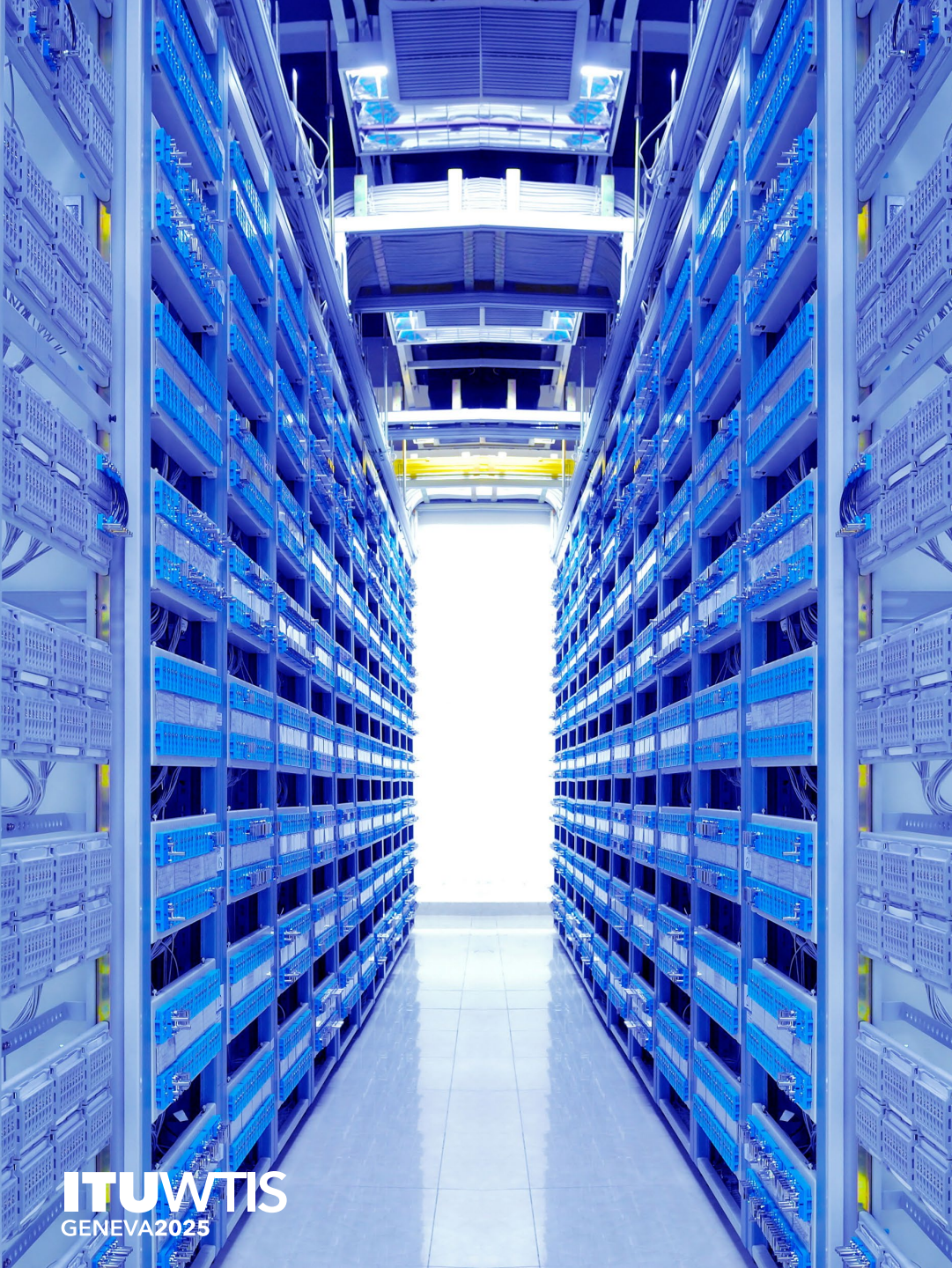
20TH WORLD TELECOMMUNICATION/ICT  
INDICATORS SYMPOSIUM

**ITU**WTIS  
**GENEVA2025**

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# Measuring AI uptake in the EU surveys on ICT usage





Section name

## AI Indicators in the ICT ENT survey

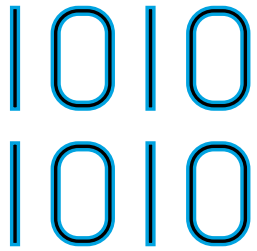
- Use of AI technologies
- Purpose of using AI
- Means of acquisition of AI technologies
- Reasons for not using AI technologies
- Processing of data on individuals using AI technologies
- Implementing measures to prevent bias using AI



## AI indicators in the ICT HH survey

- Use of generative AI
- Purpose of using generative AI (question for users)
- Reasons for not using generative AI (question for non-users)





## Challenges in measuring AI use

### Rapid evolution and hype

extremely fast-changing field, a lot of new tools and services – difficult to distinguish between real innovations and buzzwords/hype

### Ambiguity, “AI” is everywhere

Many systems and tools are now integrating AI or claiming to do so – **what counts as AI?** (background automation, differentiation between algorithms and AI)

### Societal impact

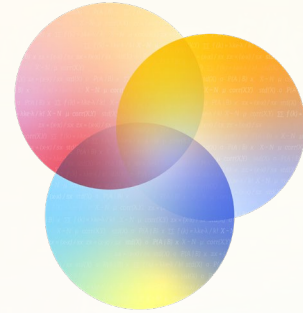
AI touches many domains (work, ethics, society), making it hard to capture the implications comprehensively

### Make questions understandable to respondents

The complexity of the technology and the rapid technological advances in the field make it also difficult for respondents to understand the questions

### Balance relevance and time series

Balance capturing new developments in AI and measuring their usage over time.



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**Thank you**