



NEW WORK ITEM PROPOSAL (NP)

DATE OF CIRCULATION:

Click here to enter a date.

PROPOSER:

ISO member body:

Click or tap here to enter text.

Committee, liaison or other:

Click or tap here to enter text.

CLOSING DATE FOR VOTING:

Click here to enter a date.

REFERENCE NUMBER:

Click or tap here to enter text.

WITHIN EXISTING COMMITTEE

Document Number: Click or tap here to enter text.

Committee Secretariat: Click or tap here to enter text.

PROPOSAL FOR A NEW PC

A proposal for a new work item within the scope of an existing committee shall be submitted to the secretariat of that committee.

A proposal for a new project committee shall be submitted to the Central Secretariat, which will process the proposal in accordance with ISO/IEC Directives, Part 1, [Clause 2.3](#).

Guidelines for proposing and justifying new work items or new fields of technical activity (Project Committee) are given in ISO/IEC Directives, Part 1, [Annex C](#).

IMPORTANT NOTE: Proposals without adequate justification and supporting information risk rejection or referral to the originator.

PROPOSAL

(to be completed by the proposer, following discussion with committee leadership if appropriate)

English title

Information Technology – Artificial Intelligence – Guidance for Output Data Quality of Generative AI Application

French title

Click or tap here to enter text.

(Please see ISO/IEC Directives, Part 1, [Annex C](#), Clause C.4.2).

In case of amendment, revision or a new part of an existing document, please include the reference number and current title

SCOPE

(Please see ISO/IEC Directives, Part 1, [Annex C](#), Clause C.4.3)

Provide guidance to measure quality of output data generated by generative AI application. *This document also provides key considerations towards output data quality which could be considered based on the context and usage of Generative AI applications.*

PURPOSE AND JUSTIFICATION

(Please see ISO/IEC Directives, Part 1, [Annex C](#) and additional guidance on justification statements in the brochure [Guidance on New Work](#))

Purpose:

The proposed document provides guidance for all relevant stakeholders to measure the quality of data generated in the context of development, use and regulation of generative AI applications.

Justification:

This proposal is driven by the results of a gap analysis of use cases collected as part of the ISO/IEC JTC1 SC 42 Artificial Intelligence – Working Group 4, Study Item on Generative AI. Generative AI applications differ significantly from traditional AI applications, particularly in terms of the "AI Generated Output." Absence of guidance on measurement of output data quality can lead to harmful content, privacy violations, biased results, intellectual property infringement, and fabricated or inaccurate outputs, ultimately resulting in loss of trust, legal complications, and security risks.

To ensure the generated data is fit for purpose, a macro-level guidance is necessary to help, understand and interpret generated output for all stakeholders, irrespective of their technical expertise. This helps wider adoption of generative AI across use cases. Since generative AI represents a specialized subset of AI, a use case-based analysis is essential to develop this guidance effectively.

The formulation of guidance for output data quality will be based on the following: (1) Macro level perspectives of application provider, end user and regulator and its impact on the decision making and scalability of generative AI application; (2) Criteria for assessment based on these perspectives.

PROPOSED PROJECT LEADER (name and email address)

Shrikant Bhat; shrikant.bhat@in.abb.com

PROPOSER (including contact information of the proposer's representative)

JTC1/SC42/WG4; Convenor - Fumi Maruyama

The proposer confirms that this proposal has been drafted in compliance with ISO/IEC Directives, Part 1, Annex C

PROJECT MANAGEMENT

Preferred document

- International Standard
- Technical Specification
- Publicly Available Specification*

* While a formal NP ballot is not required (no eForm04), the NP form may provide useful information for the committee P-members to consider when deciding to initiate a Publicly Available Specification.

Proposed Standard Development Track (SDT – to be discussed by the proposer with the committee manager or ISO/CS)

18 months 24 months 36 months

Proposed date for first meeting: 2025-01-15

Proposed TARGET dates for key milestones

- Circulation of 1st Working Draft (if any) to experts: 2025-03-31
- Committee Draft consultation (if any): 2026-01-15
- DIS submission*: 2026-07-31
- Publication*: 2026-12-15

* Target Dates for DIS submission and Publication should be set a few weeks ahead of the limit dates automatically determined when selecting the SDT.

It is proposed that this DOCUMENT will be developed by:

- An existing Working Group, add title WG4
A new Working Group [Click or tap here to enter text.](#)
- (Note that the establishment of a new Working Group requires approval by the parent committee by a resolution)*
- The TC/SC directly
- To be determined
- This proposal relates to a new ISO document

- This proposal relates to the adoption, as an active project, of an item currently registered as a Preliminary Work Item
- This proposal relates to the re-establishment of a cancelled project as an active project
- Other:

Additional guidance on project management is available [here](#).

PREPARATORY WORK

- A draft is attached
- An existing document serving as the initial basis is attached
- An outline is attached
Note: at minimum an outline of the proposed document is required

The proposer is prepared to undertake the preparatory work required:

Yes No

If a draft is attached to this proposal:

Please select from one of the following options:

- The draft document can be registered at Preparatory stage (WD – stage 20.00)
- The draft document can be registered at Committee stage (CD – stage 30.00)
- The draft document can be registered at enquiry stage (DIS – stage 40.00)

- If the attached document is copyrighted or includes copyrighted content, the proposer confirms that copyright permission has been granted for ISO to use this content in compliance with [clause 2.13](#) of ISO/IEC Directives, Part 1 (see also the [Declaration on copyright](#)).

RELATION OF THE PROPOSAL TO EXISTING INTERNATIONAL STANDARDS AND ON-GOING STANDARDIZATION WORK

To the best of your knowledge, has this or a similar proposal been submitted to another standards development organization or to another ISO committee?

- Yes No

If Yes, please specify which one(s) [Click or tap here to enter text.](#)

- The proposer has checked whether the proposed scope of this new project overlaps with the scope of any existing ISO project
- If an overlap or the potential for overlap is identified, the proposer and the leaders of the existing project have discussed on:
- i. modification/restriction of the scope of the proposal to avoid overlapping,
 - ii. potential modification/restriction of the scope of the existing project to avoid overlapping.
- If agreement with parties responsible for existing project(s) has not been reached, please explain why the proposal should be approved
[Click or tap here to enter text.](#)
- Has a proposal on this subject already been submitted within an existing committee and rejected? If so, what were the reasons for rejection?
[Click or tap here to enter text.](#)

This project may require possible joint/parallel work with

- IEC (please specify the committee) [Click or tap here to enter text.](#)
- CEN (please specify the committee) [Click or tap here to enter text.](#)
- Other (please specify) [Click or tap here to enter text.](#)

Please select any UN Sustainable Development Goals (SDGs) that this proposed project would support (information about SDGs, is available at www.iso.org/SDGs)

- GOAL 1: No Poverty
- GOAL 2: Zero Hunger
- GOAL 3: Good Health and Well-being
- GOAL 4: Quality Education
- GOAL 5: Gender Equality
- GOAL 6: Clean Water and Sanitation
- GOAL 7: Affordable and Clean Energy
- GOAL 8: Decent Work and Economic Growth
- GOAL 9: Industry, Innovation and Infrastructure
- GOAL 10: Reduced Inequality
- GOAL 11: Sustainable Cities and Communities
- GOAL 12: Responsible Consumption and Production

- GOAL 13: Climate Action
- GOAL 14: Life Below Water
- GOAL 15: Life on Land
- GOAL 16: Peace, Justice and strong institutions
- N/A GOAL 17: Partnerships for the goals

Identification and description of relevant affected stakeholder categories

(Please see [ISO CONNECT](#))

	Benefits/Impacts/Examples
Industry and commerce – large industry	Inaccurate & lack of authenticity of generated data can lead to harmful content, privacy violations, biased results, intellectual property infringement, and fabricated or inaccurate outputs, resulting in loss of trust, legal complications, and security risks.
Industry and commerce – SMEs	SMEs are important consumers of generative AI applications with a primary objective to get access to quality data without overdependence on the experts. Accuracy of data generated by generative AI applications will impact operational efficiency of SMEs.
Government	The guidance will help governments in coming up with suitable regulations related to generative AI applications.
Consumers	The guidance on output data quality will help consumers understand, trust and use generative AI applications for their intended use.
Labour	Generative AI use case adoption will have impact on upskilling and re-skilling labour/workforce.
Academic and research bodies	The guidance will help academic and research bodies to focus on technology aspects relevant towards further scalability and effective use of generative AI applications.
Standards application businesses	Inaccurate & lack of authenticity of generated data can lead to harmful content, privacy violations, biased results, intellectual property infringement, and fabricated or inaccurate outputs, resulting in loss of trust, legal complications, and security risks.
Non-governmental organizations	The guidance will help assess direct or indirect adverse social impact of generative AI applications on various stakeholders.
Other	Click or tap here to enter text.

Listing of countries where the subject of the proposal is important for their national commercial interests (Please see ISO/IEC Directives, Part 1, [Annex C](#), Clause C.4.8)

Global acceptance

Listing of external international organizations or internal parties (other ISO and/or IEC committees) to be engaged in this work (Please see ISO/IEC Directives, part 1, [Annex C](#), Clause C.4.9)

Click or tap here to enter text.

Listing of relevant documents (such as standards and regulations) at international, regional and national level (Please see ISO/IEC Directives, Part 1, [Annex C](#), Clause C.4.6)

[1] ISO/IEC 22989: 2022 – Information Technology – Artificial Intelligence Concepts and Terminology.

[2] ISO/IEC 5338:2023 – Information technology — Artificial intelligence — AI system life cycle processes

[3] ISO/IEC 5339:2024– Information technology — Artificial intelligence — Guidance for AI applications

ADDITIONAL INFORMATION

Maintenance Agencies (MAs) and Registration Authorities (RAs)

This proposal requires the designation of a maintenance agency.
If so, please identify the potential candidate:
Click or tap here to enter text.

This proposal requires the designation of a registration authority.
If so, please identify the potential candidate
Click or tap here to enter text.

NOTE: Selection and appointment of the MA or RA are subject to the procedure outlined in ISO/IEC Directives, Part 1, [Annex G](#) and [Annex H](#).

Known patented Items (Please see ISO/IEC Directives, Part 1, [Clause 2.14](#))

Yes No

If Yes, provide full information as an annex

Is this proposal for an ISO management System Standard (MSS)?

Yes No

Note: If yes, this proposal must have an accompanying justification study. Please see the Consolidated Supplement to the ISO/IEC Directives, Part 1, [Annex SL](#) or [Annex JG](#)