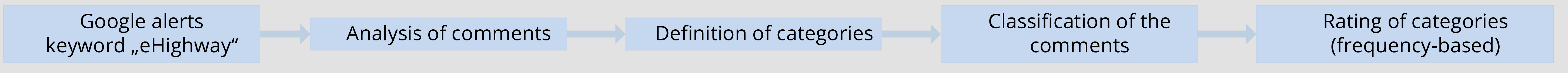


Public Perception of the eHighway an analysis based on online media coverage

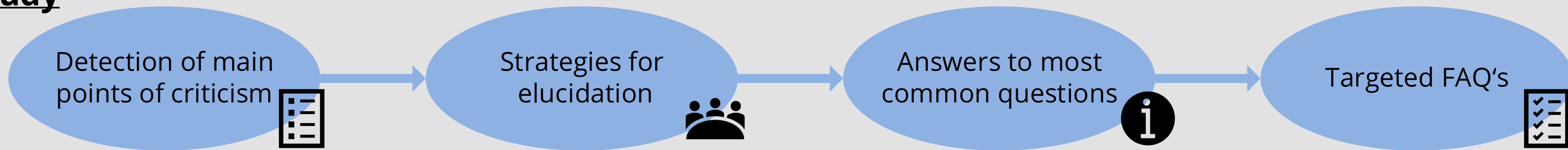
Author: Luise Wottke

Transport Engineering - Planning and Operation of Electrical Transportation Systems

Methodology



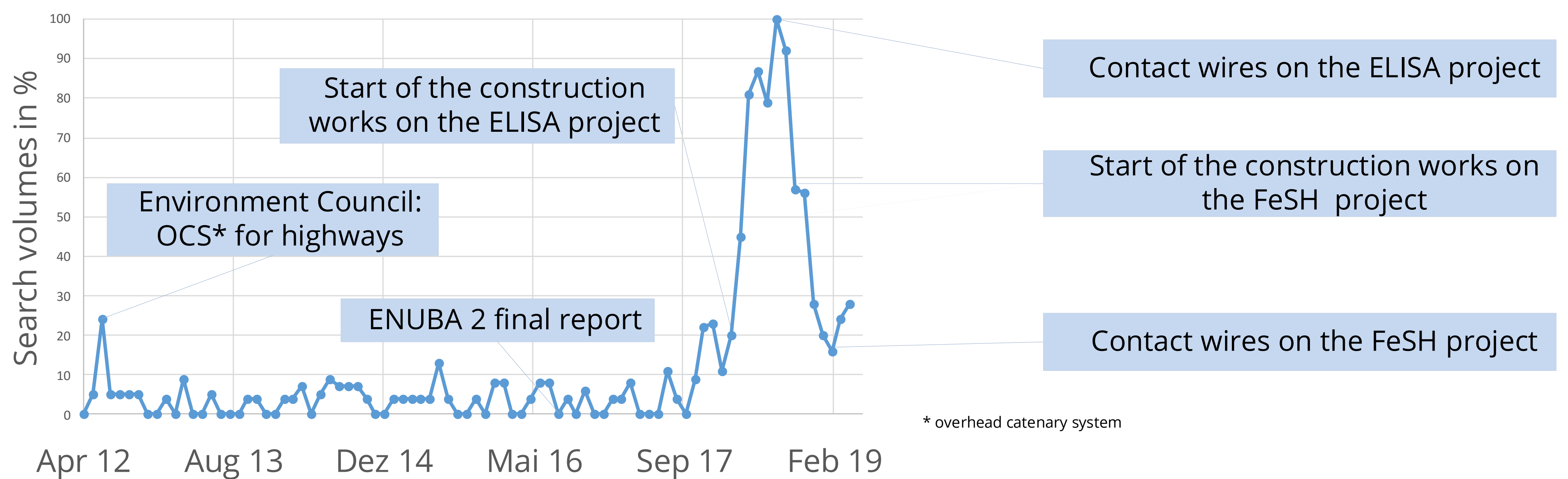
Aims of the study



Interest over the course of time

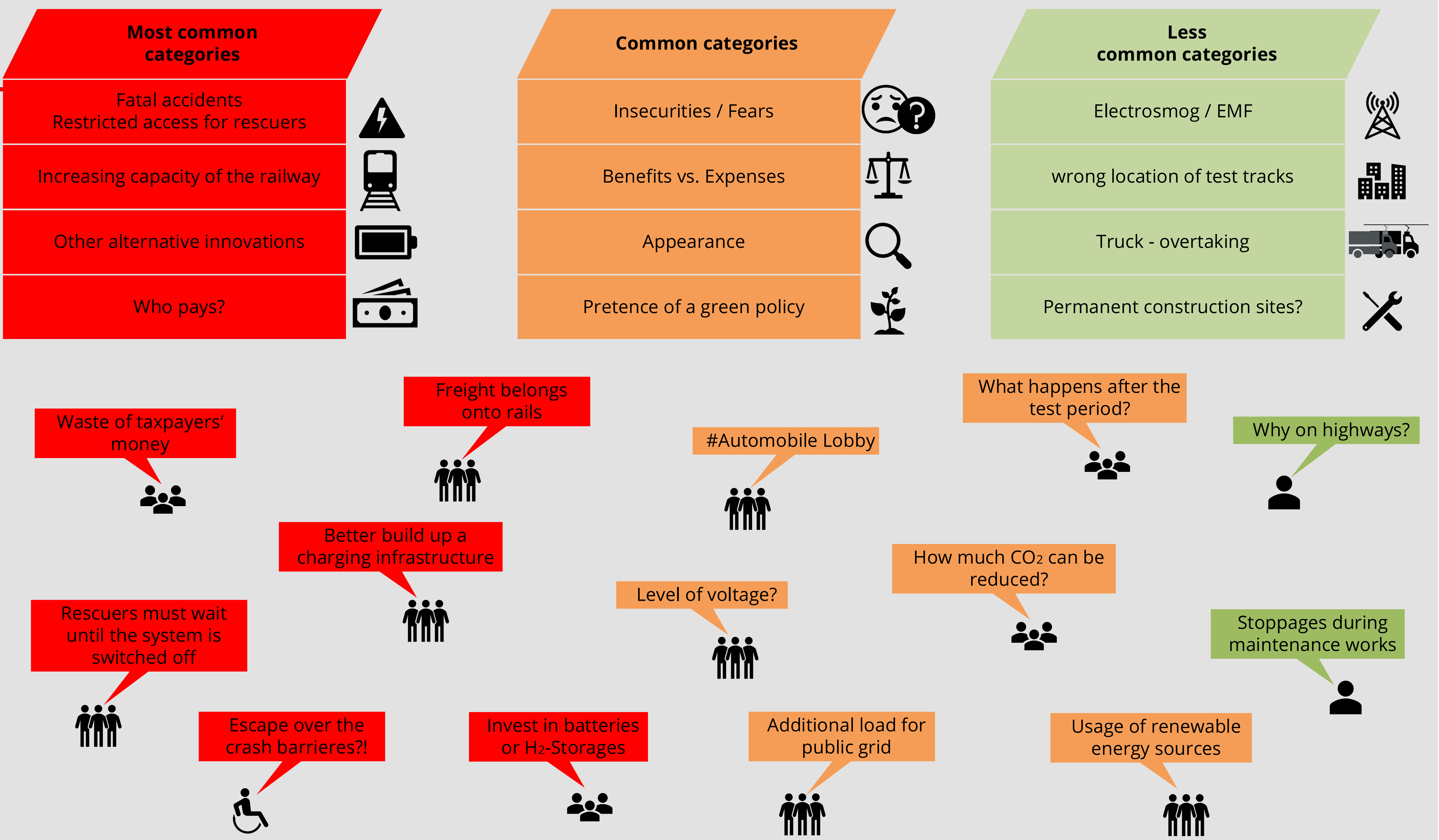
Google trends analysis:

- trend analysis only available if keyword has reached a threshold value of search requests
- rates the popularity of „eHighway“ on a scale of 0% - 100%
- sets maximum search volume in a course of time to 100%
- scales other search volumes based on the maximum reached search volume



* overhead catenary system

Results: rated categories and selected comments



Suitable answers for the most common argument (according to district fire chief G. Riemann)

„of course a higher risk occurs, but it can be handled“ „proven and tested method for shutdown of OCS, adopted from railway technology“

„cars won't be able to crash into the poles except they fly over the crash barriers“ „responsible fire brigades have earthing equipment and participated in workshops“