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

Methodology
Google alerts keyword „eHighway“ → Analysis of comments → Definition of categories → Classification of the comments → Rating of categories (frequency-based)

Aims of the study
Detection of main points of criticism → Strategies for elucidation → Answers to most common questions → Targeted FAQ’s

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

Results: rated categories and selected comments

<table>
<thead>
<tr>
<th>Most common categories</th>
<th>Common categories</th>
<th>Less common categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal accidents</td>
<td>Insecurities / Fears</td>
<td>Electrosmog / EMF</td>
</tr>
<tr>
<td>Restricted access for rescuers</td>
<td>Benefits vs. Expenses</td>
<td>wrong location of test tracks</td>
</tr>
<tr>
<td>Increasing capacity of the railway</td>
<td>Appearance</td>
<td>Truck - overtaking</td>
</tr>
<tr>
<td>Other alternative innovations</td>
<td>Pretence of a green policy</td>
<td>Permanent construction sites?</td>
</tr>
<tr>
<td>Who pays?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Waste of taxpayers money
Freight belongs onto rails
Escape over the crash barriers?
Rescuers must wait until the system is switched off
Better build up a charging infrastructure
Invest in batteries or H2-Storages
What happens after the test period?
Usage of renewable energy sources
Level of voltage?
#Automobile Lobby
Stoppages during maintenance works
How much CO2 can be reduced?
Why on highways?

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“

Start of the construction works on the FeSH project
Start of the construction works on the ELISA project
Contact wires on the ELISA project
Contact wires on the FeSH project
Environment Council: OCS* for highways
ENUBA 2 final report

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