

Autonomous Vehicles. A media coverage analysis

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Abstract

This report presents a comprehensive media coverage analysis of autonomous vehicles, focusing on their development, deployment, and strategic relevance for the European Union, **from 1 January 2024 to 31 December 2025**. Autonomous vehicles represent a transformative advance in mobility, with significant social, economic and environmental implications. Understanding the media coverage related to autonomous vehicles is essential for stakeholders in policy-making, industry, and research, as the European Union navigates the global competitive landscape of next-generation mobility solutions. This report analyses how EU online media addresses the development, deployment, and strategic relevance of autonomous vehicles, employing text mining techniques to identify reporting trends, thematic clusters, and sentiment dynamics. This report is based on data collected from the most visited online media outlets across the 27 EU Member States, and the media narratives shaping public discourse around autonomous mobility.

Key findings:

- **Media coverage** on autonomous vehicles: **2,921 articles** from EU media of which **1,376 articles made a direct reference to autonomous driving** from 1 January 2024 to 31 December 2025.
- The primary countries in the EU with the most media coverage on autonomous vehicles were Luxembourg, Italy, and Portugal, followed by Sweden and Germany.
- **The main reporting peaks** were identified, notably in **October 2024**, driven by Tesla CEO Elon Musk's announcement of the autonomous "Cybercab" intended for Robotaxi operations. Additional peaks occurred in June 2025 with the launch of Tesla's Robotaxi fleet and in October 2025 due to strategic partnerships between Stellantis, Nvidia, Uber, and Foxconn for the development of a global robotaxi fleet.
- EU **media topics** revolved around Tesla's Robotaxi initiatives, regulatory developments in autonomous driving technology, and the expansion of self-driving services by companies like Waymo and Uber. The focus was on technological advances, market deployment, and the challenges posed by regulatory scrutiny and public acceptance.
- Sentiment analysis revealed a **predominantly neutral** tone in media coverage, reflecting factual reporting on autonomous vehicles. **Positive sentiment spikes** were associated with technological milestones, such as the Tesla announcement of first autonomous Robotaxi and industry partnerships, while negative sentiment was linked to safety controversies and regulatory investigations after reported incident and resident protests.
- Elon Musk was the most mentioned person in the sampled media (6.0% of articles), particularly in relation to Tesla's autonomous vehicle initiatives, followed by Donald Trump (1.6%) and companies like Tesla Motors (10.1%) and Google (3.1%).
- **Framing** analysis indicated a dominant focus on *CAPACITY AND RESOURCES*, highlighting technological capabilities and infrastructure readiness. *SECURITY AND DEFENCE* framing also featured prominently, reflecting public concerns about safety and cybersecurity in autonomous

systems. *ECONOMIC* and *HEALTH AND SAFETY* dimensions complemented these narratives, underscoring the industry's commercial and risk aspects.

Overall, EU online media coverage of autonomous vehicles underscores the dynamic advancements and strategic initiatives led by entities like Tesla and Waymo, focusing on the development of Robotaxi services and autonomous driving technologies. These efforts reflect a positive outlook for enhancing mobility, safety, and have triggered technological competitiveness within Europe as well. Conversely, the media also highlights the industry's challenges, including regulatory hurdles, public trust issues, and geopolitical tensions affecting market expansion, particularly in regions like China. This dual narrative of innovation versus challenge illustrates the intricate landscape of global technological evolution and strategic mobility initiatives.

1. Introduction

This science media intelligence report is part of the joint publication series of the European Science-Media Hub (ESMH) and the JRC Data Intelligence for Policy Unit, which covers a wide range of scientific topics relevant to the activities of the European Parliament's Panel for the Future of Science and Technology (STOA). This report focuses addresses the **development, deployment, and strategic relevance of autonomous vehicles within the European Union**.

In recent times, the rapid advancement of autonomous vehicle (AV) technology has garnered media attention, emphasising its role in reshaping mobility, road safety, and industrial competitiveness. This report focuses on the technological development and deployment of autonomous vehicles within the European Union context, examining how EU online media address their economic and social implications, and their strategic relevance to global competitiveness.

As nations worldwide compete for leadership in next-generation mobility, the European Union has moved to assert its position through a combination of regulatory frameworks, public investment, and political commitment. Since the General Safety Regulation entered into force in 2022, mandatory Advanced Driver Assistance Systems (ADAS) have progressively become required across all new vehicle categories, with projections estimating that these measures will save over 25,000 lives and prevent 140,000 serious injuries by 2038.¹ This regulatory trajectory represents not merely a safety initiative, but a deliberate industrial strategy, one designed to embed European standards at the core of the global transition towards autonomous mobility.

Understanding the media's depiction of autonomous vehicle technology is essential for understanding its impact on public discourse, regulatory design, and market positioning. By analysing how mainstream sources have reported on AV development, and consequently shaped public and institutional narratives, this report aims to highlight reporting trends, technological developments and strategic priorities of key actors as they navigate the complexities of autonomous mobility, examining how these elements collectively contribute to shaping global technological landscape.

The analysis was conducted on the data gathered by the Europe Media Monitor (EMM) from a selection of the most popular online media sources in the 27 EU Member States² between **1 January 2024 and 31 December 2025**. To identify the most pertinent topics, an autonomous topic-clustering algorithm was employed to reveal the main events and narratives presented in the media. The data was gathered.

For a comprehensive description of the methodology and technology used, please refer to the Annexes.

¹ [Mandatory drivers assistance systems expected to help save over 25,000 lives by 2038 | European Road Safety Charter](#)

² The number of sources was weighted based on the countries' population.

2. Reporting trends, topics and peaks

In total, **2,921 articles discussing autonomous vehicles** were retrieved from January 2024 to December 2025. Of these, **1,376 articles made a reference to autonomous driving** (with relevant keywords found in the title or in the first paragraph).

Reporting trends in mainstream media

Figure 1 displays the daily total number of articles that contain keywords related to the topic of autonomous vehicles (see Query 1 described in the **Data selection** of the Appendix). The reporting trend shows one major peak on 11 October 2024 (53 articles), driven by Tesla CEO Elon Musk announcement of the two-door autonomous Tesla vehicle, 'Cybercab', intended to operate as a robot taxi [[tagesspiegel.de](https://www.tagesspiegel.de)]. This was by far the single largest peak across the entire dataset, 10 times higher than the daily average number of articles (4.6 articles).

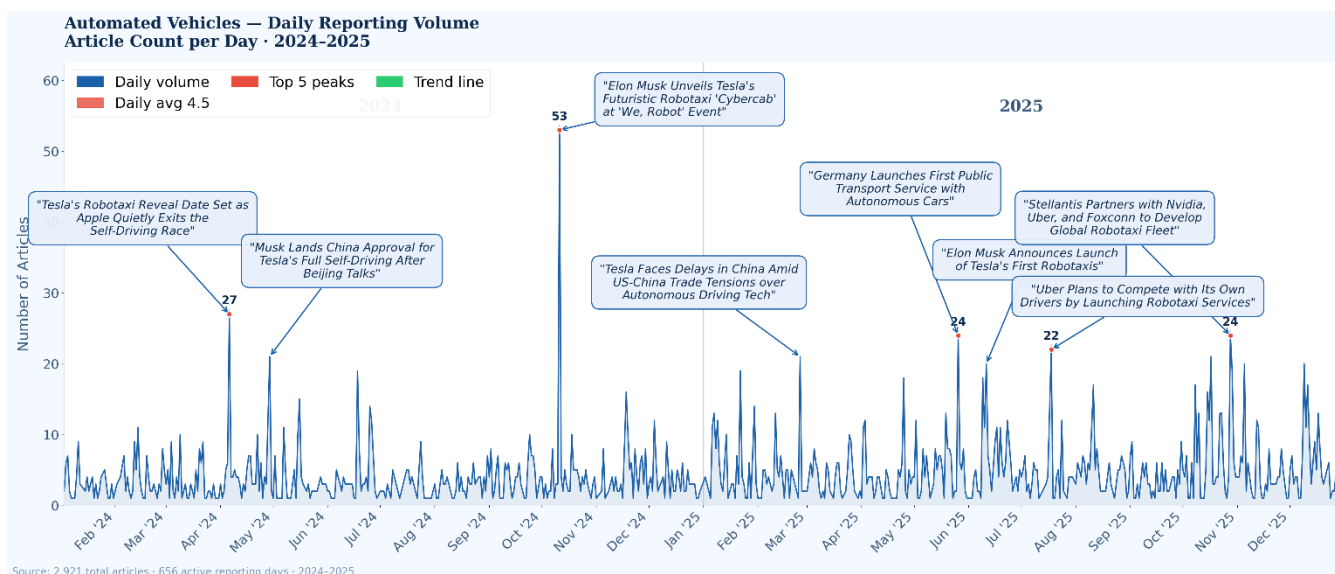
Reporting volume remained broadly stable throughout 2024, with daily averages ranging from 3.3 to 4.5 articles per day across quarters, indicating no significant increase in media coverage during that period. An increase in daily reporting volume is observed in Q2 and Q4, consistently recording higher activity than Q1 and Q3 2024. Nonetheless, following the news of new Tesla vehicle announcement of the new 'Cybercab', autonomous vehicles began to register more media attention from mainstream sources in 2025.

Throughout 2025, the volume of reporting increased meaningfully. Q1 2025 (4.5 articles per day) matched 2024's highest quarter, and Q2 2025 (5.3/day) represented the strongest quarter across the entire two-year period. Q3 2025 moderated slightly to 4.3/day, broadly in line with 2024 levels, before Q4 2025 closed the year as the highest quarter on record at **5.9 reports per day**.

In the fourth quarter of 2025, spanning from October to December, the total volume represented **31% of the year's overall volume** (519 of 1,670 articles). The elevated activity in 2025, as identified in the peaks analysis, suggests **a clear upward drift**, with peaks occurring more frequently, especially from mid-2025 onward.

In the subsequent period, media attention continued to fluctuate, with recurring but short-lived reporting peaks. These peaks are associated with moments of heightened trade tension, including threats of new tariffs by the US, the imposition of export controls on US defence firms, and high-profile diplomatic engagements related to sensitive resources such as rare earths. Overall, the reporting pattern suggests an event-driven media dynamic, in which coverage intensifies in response to concrete regulatory actions or geopolitical signalling, before rapidly returning to lower levels of attention.

Figure 1. Evolution of reporting volume on autonomous vehicles in mainstream media



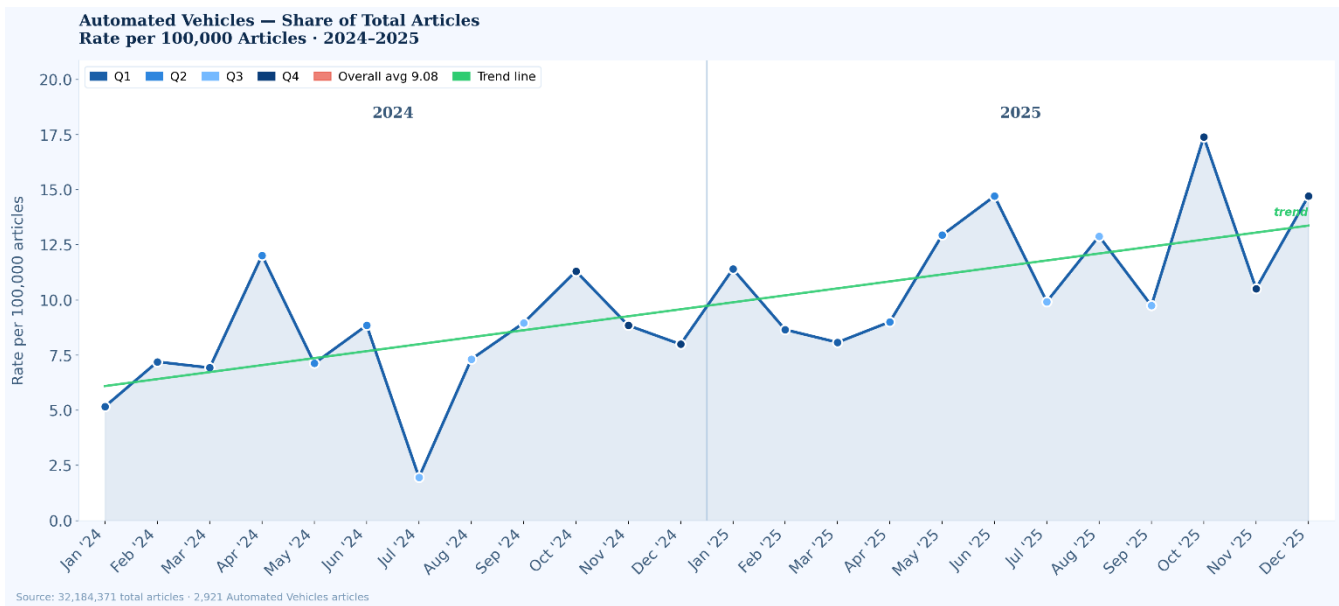
Source: EMM Period: 01-01-2024 to 31-12-2025.

Note: Daily timeline distribution of news articles on autonomous vehicles with annotations. The timeline annotations provide an overview of the key topics contributing to the peaks. Nevertheless, they do not exhaustively represent the full range of topics.

Figure 2 compares the media attention on autonomous vehicles as a share of total articles in the EU and its 27 Member States for the period of January 2024 to December 2025. Articles on autonomous vehicles accounted for an average of **9.08 out of every 100,000** articles published across the monitored media landscape. Coverage remained relatively subdued in early 2024, with Q1 recording a rate of 6.43 per 100,000, before rising sharply in April 2024 (12.02), which constituted the first notable peak of the period driven by the announcement of the launching-date for the new Tesla’s Robotaxi. A significant dip was recorded in July 2024 (1.96), attributable to a spike in total article volume that month rather than a decline in absolute coverage of the topic.

From October 2024 onwards, the rate stabilised above the overall average and entered a sustained upward trajectory through 2025. The most pronounced growth was observed in the second and fourth quarters of 2025, with June 2025 (14.71 per 100,000 articles) and **October 2025 (17.39 per 100,000 articles)** representing the two highest monthly rates recorded across the entire period. The latter constitutes the peak of the dataset, nearly twice the overall average, and suggests a concentration of media attention around Elon Musk’s announcement of the company’s first fleet of Robotaxis and developments in the autonomous vehicles market by companies such as Stellantis and Uber. Overall, the data indicate a clear and **progressive increase in the relative weight of autonomous vehicles** coverage within the broader media output, with the topic’s share more than tripling between January 2024 and October 2025.

Figure 2. Autonomous Vehicle Articles as a Share of Total Articles from across EU 27 selected sources



Source: EMM Period: 01-01-2024 to 31-12-2025.

Main reporting peaks in EU online media

The two major coverage peaks of 2024 were both driven by Tesla. In April, the confirmation of the Robotaxi reveal date captured media attention, coinciding with Apple's exit from the self-driving race. In October, Musk's unveiling of the 'Cybercab' in Los Angeles produced the highest single-day coverage of the entire observation period. Media also reported on Musk attempt to secure Chinese regulatory approval for Tesla's Full Self-Driving system, overcoming previous barriers in Chinese market. News articles highlighted also the safety and challenges of autonomous vehicles, noting that full autonomy is limited and public trust remains fragile.

By January 2025, media increasingly focused on regulatory and geopolitical tensions, particularly Tesla facing delays in China amid US-China trade disputes. At the EU level, articles covered the Germany first autonomous public transport service, reporting on this milestone mobility innovation from an EU Member State. Once again, media captured the launch of Robotaxi by Tesla, amidst scepticism due to safety concerns. Uber revealed plans to enter the robotaxi market, posing a direct competition to its human drivers, while Stellantis partnered with Nvidia, Uber and Foxconn to develop a global Robotaxi fleet.

Main peaks include:

- **Tesla's Robotaxi Reveal Date Set as Apple Quietly Exits the Self-Driving Race (06-04-2024):** Tesla announced the date for its long-awaited Robotaxi, sending shares up after Musk's post on X [\[stern.de\]](#). The autonomous vehicle is expected to run on a new technical platform, with Musk envisioning owners monetising their cars as taxis when not in use [\[gp.se\]](#). Meanwhile, Apple exited the autonomous vehicle race, laying off a significant number of workers after cancelling its self-driving car project [\[askanews.it\]](#).
- **Musk Lands China Approval for Tesla's Full Self-Driving After Beijing Talks (29-04-2024):** Following a visit to Beijing, Elon Musk secured Chinese regulatory approval for Tesla's Full

Self-Driving system. Key deals included a data-sharing partnership with Baidu for mapping licenses and compliance with China's data safety requirements [[gp.se](#)]. Tesla models 3 and Y were added to the official registered vehicles list. The breakthrough removes long-standing barriers that had blocked FSD's rollout in one of Tesla's most critical markets [[hnonline.sk](#)].

- **Autonomous Vehicles: Safety, Progress & Challenges (18-06-2024):** Autonomous vehicles are generally safer than human drivers, except when turning or in low-light conditions [[welt.de](#), [science.orf.at](#)]. Full autonomy remains limited to a few cities in the US and China, with public trust still fragile following high-profile incidents. Regulation lags behind, governments struggle with liability questions, and even Tesla's system is still closer to driver assistance than true autonomy [[sapo.pt](#)]. Investment continues, but technology, regulation, and public confidence have yet to align.
- **Elon Musk Unveils Tesla's Futuristic Robotaxi 'Cybercab' at 'We, Robot' Event (11-10-2024):** Tesla CEO Elon Musk presented the highly anticipated 'Cybercab', a self-driving Robotaxi, during the "We, Robot" event held at Warner Bros. Studios in Los Angeles [[stern.de](#)]. Musk promised that the vehicle would be available by 2024, about a decade after initially announcing plans for an autonomous taxi. Alongside the Cybercab, Musk showcased the Robovan, a self-driving minivan, and hinted at advances in autonomous driving software for Tesla's existing models, particularly in Texas and California. Despite the grand reveal and ambitious claims, industry experts remain cautious about the feasibility and timeline of these innovations [[dcnews.ro](#)].
- **Tesla Faces Delays in China Amid US-China Trade Tensions over Autonomous Driving Tech (25-02-2025):** Media reported on Tesla facing possible regulatory delays in China concerning its autonomous driving technology [[capital.bg](#)], as geopolitical tensions between the US and China intensified. Despite these challenges, Tesla announced the rollout of advanced autonomous driving features, including autopilot functionality on city streets in China [[sapo.pt](#)], making a significant milestone after years of effort to penetrate the market. Despite the technological advancement [[eco.sapo.pt](#)], media reported that the company acknowledges the need for constant human supervision, as full autonomy remains elusive.
- **Germany Launches First Autonomous Public Transport Service (25-05-2025):** Germany is pioneering the use of autonomous cars in public transport, with the launch of a pilot project named "Kira" in southern Hesse., marking the first time such a service is available in the country. The project, which aims to improve mobility in underserved areas, is set to expand to Darmstadt later in the year, showcasing Germany's commitment to advancing autonomous vehicle technology in public transportation.
- **Elon Musk Announces Launch of Robotaxis (11-06-2025):** Media reported that Tesla CEO Elon Musk announced the debut of the company's first fleet of Robotaxis scheduled for June 2025 [[tagesspiegel.de](#)]. However, experts have expressed scepticism regarding the technology's readiness, citing Tesla's reliance on a camera-based system and ongoing safety concerns [[sat1.de](#)].
- **Uber Plans to Compete with Its Own Drivers by Launching Robotaxi Services (18-07-2025):** Uber, the prominent ride-sharing company, has announced its intention to evolve into a Robotaxi provider, potentially competing with its current driver base. Over the next six years, Uber plans to introduce thousands of self-driving cars, primarily based on SUVs from Lucid, a US electric car manufacturer. This strategic move aligns with Uber's ambitions to become a leading

platform for autonomous vehicle services, joining companies like Waymo, whose self-driving cars are already operational in several US cities.

- **Stellantis Partners with Nvidia, Uber, and Foxconn to Develop Global Robotaxi Fleet (28-10-2025):** Stellantis has announced a strategic collaboration with Nvidia, Uber Technologies, and Foxconn to develop and deploy Level 4 autonomous vehicles for Robotaxi services worldwide [\[ansa.it\]](#). This initiative marks a significant advancement in Stellantis' global Robotaxi strategy, building on recent agreements with Pony.ai [\[pb.pl\]](#). The partnership aims to leverage Nvidia's advanced car computing technology to enable fully driverless vehicles, potentially revolutionizing autonomous mobility. Uber plans to integrate these autonomous vehicles into its platform, targeting the deployment of a substantial fleet starting in 2025 [\[sudinfo.be\]](#).

The next section presents the primary topics related to autonomous vehicles in EU online media. These main topics were identified by analysing the main clusters of articles generated monthly based on the semantic similarity of article sentences. (For details of the clustering algorithm, see the Methodology in the Annex).

3. Media narratives and main clusters on autonomous vehicles

The reported peaks mentioned in the previous section highlight the underlying narratives of the evolving landscape of autonomous vehicles; it underscores technological advances, regulatory challenges and strategic partnerships shaping the future of public and private transportation.

Figure 3 displays the main topic clusters related to autonomous vehicles, covered by mainstream online media, from the largest to the smallest volume. The cluster topics have been identified by grouping the articles based on their title + descriptions' semantic similarity. This technique allows to highlight debates on topics from various perspectives and to identify aspects that were relevant over a few weeks rather than peaking on specific dates only, which might therefore not stand out as single peaks in the time series described above.

TOP 10 clusters in mainstream media on autonomous vehicles

The top 10 clusters account for a combined 697 articles out of the total dataset of 2,921, representing approximately 23.9% of all coverage on the topic.

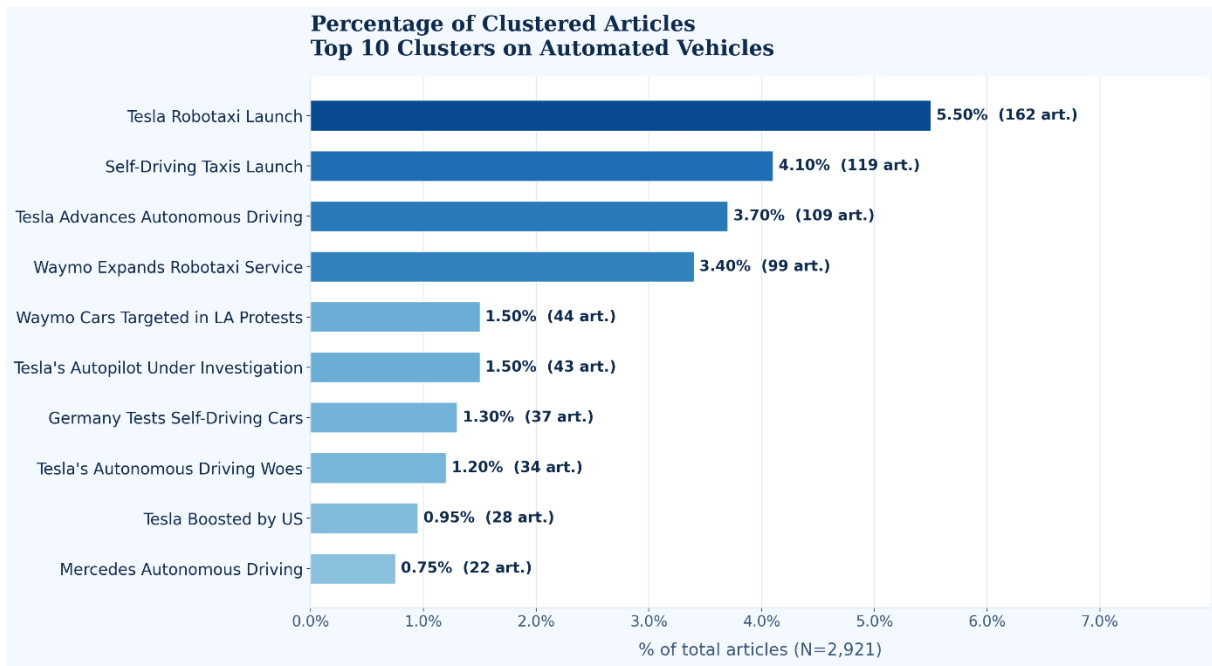
The largest cluster by a considerable margin is **Tesla Robotaxi Launch**, which alone accounts for 5.50% of total coverage (162 articles), reflecting the sustained media attention generated by Tesla's announcements and events surrounding its Robotaxi product line throughout the observation period. This cluster is closely followed by **Self-Driving Taxis Launch** (4.10%, 119 articles) and **Tesla Advances Autonomous Driving** (3.70%, 109 articles), both of which point to the broader industry narrative around the commercial deployment of autonomous ride-hailing services.

The fourth cluster, **Waymo Expands Robotaxi Service** (3.40%, 99 articles), marks a notable shift in focus from Tesla to Waymo, underscoring the role of Alphabet's autonomous vehicle subsidiary as the second most prominent actor in media coverage on the topic. Together, the top four clusters, all focused on robotaxi deployment and autonomous driving progress, account for 16.70% of the total dataset, indicating that commercial launch dynamics dominated the media interest's agenda.

The remaining six clusters each represent between 0.75% and 1.50% of total coverage, covering a broader range of sub-themes. **Waymo Cars Targeted in LA Protests** and **Tesla's Autopilot Under Investigation** (both at 1.50%) suggest that public controversy and regulatory scrutiny constituted a secondary but persistent strand of reporting. **Germany Tests Self-Driving Cars** (1.30%) reflects growing European media interest in autonomous vehicle trials, while **Tesla's Autonomous Driving Woes** (1.20%) points to coverage of technical setbacks and reputational challenges. The two smallest clusters, **Tesla Boosted by US** (0.95%) and **Mercedes Autonomous Driving** (0.75%), indicate more episodic coverage tied to specific policy developments and manufacturer-level announcements.

Overall, the cluster distribution confirms that media attention on autonomous vehicles remained heavily concentrated around Tesla and the Robotaxi narrative, with Waymo representing the most significant secondary focal point and European developments receiving comparatively limited but growing coverage.

Figure 3. Percentage of clustered articles: top 10 topics reported on autonomous vehicles.



Source: EMM. Period: 01-01-2024 to 31-12-2025.

Note: Clustering was performed on headlines. Headlines that are not similar to any of the groups are not considered in the distribution across topics (Clustered: 1,518, Total: 2,921). Similarity also includes the similar length of titles and mentions of names

The clustering of media coverage on autonomous vehicles reveals a clear concentration of reporting around a limited number of recurring themes. We could identify the following **four themes** across the clusters. For each theme, we provided headlines to underline the angle taken in each cluster.

1. **Advances in Autonomous Driving Technology** (Clusters 0, 2, 8 and 9)
2. **Market Expansion and Deployment** (Clusters 1 and 3)
3. **Autonomous Vehicles Challenges and Regulatory Issues** (Clusters 4, 5 and 7)
4. **Testing and Pilot Projects** (Cluster 6)

Media reported on Tesla pursuing the launch of its Robotaxi service, with plans to unveil autonomous vehicles in various regions, including Austin, Texas, and China. Despite facing regulatory and legal challenges, media reported how Tesla's commitment to innovation remains steadfast, with Elon Musk forecasting bold advancements by 2025. Meanwhile, Mercedes-Benz is making strides in developing autonomous driving capabilities, with approval for Level 3 driving in Germany and plans to introduce Level 4 self-driving features in China. Both companies are leveraging technological advancements to redefine transportation, with Tesla benefiting from relaxed US regulations and Mercedes testing special signal lights for autonomous driving.

- 'Tesla launches robotaxi service in Austin' [[expansion.com](#)]
- 'Autonomous driving: Tesla to Introduce Robotaxis in China' [[tagesspiegel.de](#)]
- 'Mercedes-Benz Allowed to Test Self-Driving Cars in Beijing' [[di.se](#)]
- 'Tesla titles flies after Trump's announcement for simpler rules for autonomous driving' [[agi.it](#)]

The second theme is **market expansion and deployment**. The expansion of self-driving taxi services is gaining momentum globally, with companies like Uber and Waymo leading the charge.

Cluster 1 details Uber's collaboration with partners such as Nvidia and Foxconn to deploy over 100,000 autonomous vehicles worldwide, focusing on Europe and the Middle East. Waymo's efforts, outlined in Cluster 3, include launching robotaxi services in London by 2026 and expanding operations across the US, including California and Washington D.C. Online media underscore the growing market demand for autonomous transportation solutions, as companies invest in partnerships and funding rounds to scale their operations and establish a presence in new regions.

- 'Stellantis today announced a new collaboration with Nvidia, Uber and Foxconn' [[ansa.it](#)]
- 'Waymo wants self-driving cars in London by 2026' [[eco.sapo.pt](#)]
- 'Waymo to expand Robotaxi service in California' [[pnp.de](#)]

The third theme concerns **challenges and Regulatory Issues**. Autonomous driving technology faces significant challenges, including public acceptance and regulatory scrutiny. Cluster 4 describes Waymo's expansion efforts meeting resistance in Los Angeles, where protests have led to vandalism of self-driving cars. Similarly, Cluster 5 highlights the investigation into Tesla's Autopilot system by US regulators due to safety concerns following multiple fatal accidents. Media reported how these incidents underscore the complexities of integrating autonomous vehicles into public spaces and the need for companies to address safety and public perception issues. Cluster 7 further illustrates Tesla's legal battles and regulatory investigations, which continue to pose hurdles, impacting the reputation and progress of autonomous driving initiatives.

- 'In Santa Monica and California a battle is raging between residents and Waymo's self-driving taxis' [[binnenlandsbestuur.nl](#)]
- 'The United States with a new investigation against Tesla over accidents with the autonomous driving feature' [[24chasa.bg](#)]
- 'Process: Autonomous driving: Lawsuit against Tesla takes first hurdle' [[zeit.de](#)]

The fourth theme is the **testing and pilot projects within the EU**. Germany and other countries are actively testing autonomous driving technologies through pilot projects aimed at revolutionizing public transport. Cluster 6 describes efforts led by Deutsche Bahn and RMV in Germany, with self-driving cars being tested in cities like Darmstadt. Luxembourg is also participating in these initiatives by testing autonomous taxis. Media addresses these pilot projects as a significant step towards integrating autonomous vehicles into everyday European transportation systems, by exploring the potential benefits and challenges of autonomous driving technology,

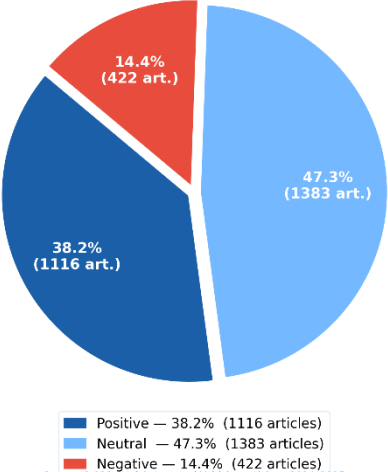
- 'Nationwide pilot project: Autonomous vehicles transport public transport passengers in Germany for the first time' [[tagesspiegel.de](#)]
- 'Project "Albus": Minister of Transport: First autonomous bus "path-breaking".' [[zeit.de](#)]
- 'Lenningen becomes a playground for self-driving cars' [[tageblatt.lu](#)]

4. Sentiment analysis on autonomous vehicles

In addition, an algorithm was applied for sentiment classification, leveraging the output from a machine-learning model trained to discern the sentiment conveyed in news articles. This algorithm automatically categorises each article as having positive, neutral, or negative sentiment (for details see the Methodology in the Annex).

Overall prevailing sentiment in online media coverage of autonomous vehicles is neutral (47.3% of the articles). Nonetheless, **positive sentiment** shows occasional spikes (11-10-2024; 29-04-2024) and **represents the second largest share of the dataset 38.2%** (1383 articles), suggesting that media framing on major autonomous vehicles events are favourable when driven by technological milestones and commercial launches or industry partnerships. Negative sentiment, while the smallest of the three categories 14.4% (422 articles), nonetheless represents a meaningful proportion of total coverage, capturing recurring concerns around safety incidents, regulatory scrutiny, and public concerns.

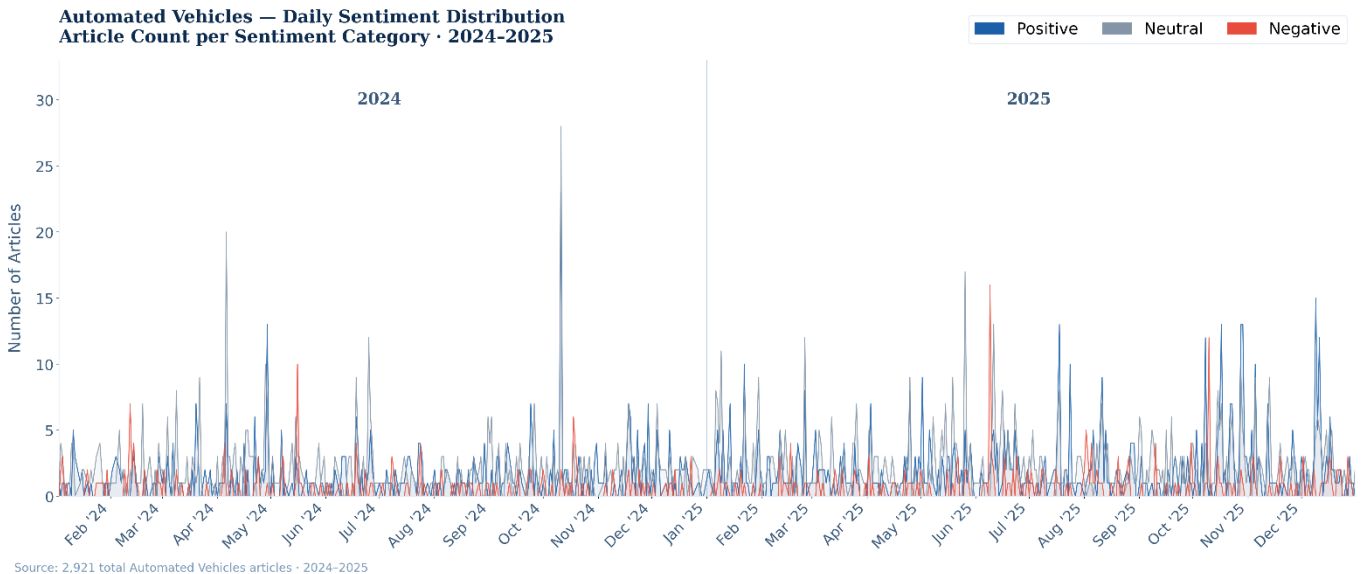
Figure 4. Sentiment distribution for autonomous vehicles, N=2,921 articles



Source : EMM. Period: 01-01-2024 to 31-12-2025

Figure 5 illustrates the progression of news reporting by sentiment (positive, neutral, negative) in the dataset on autonomous vehicles on daily basis from January 2024 to December 2025. While **Figure 6** illustrates it on monthly base for the same period.

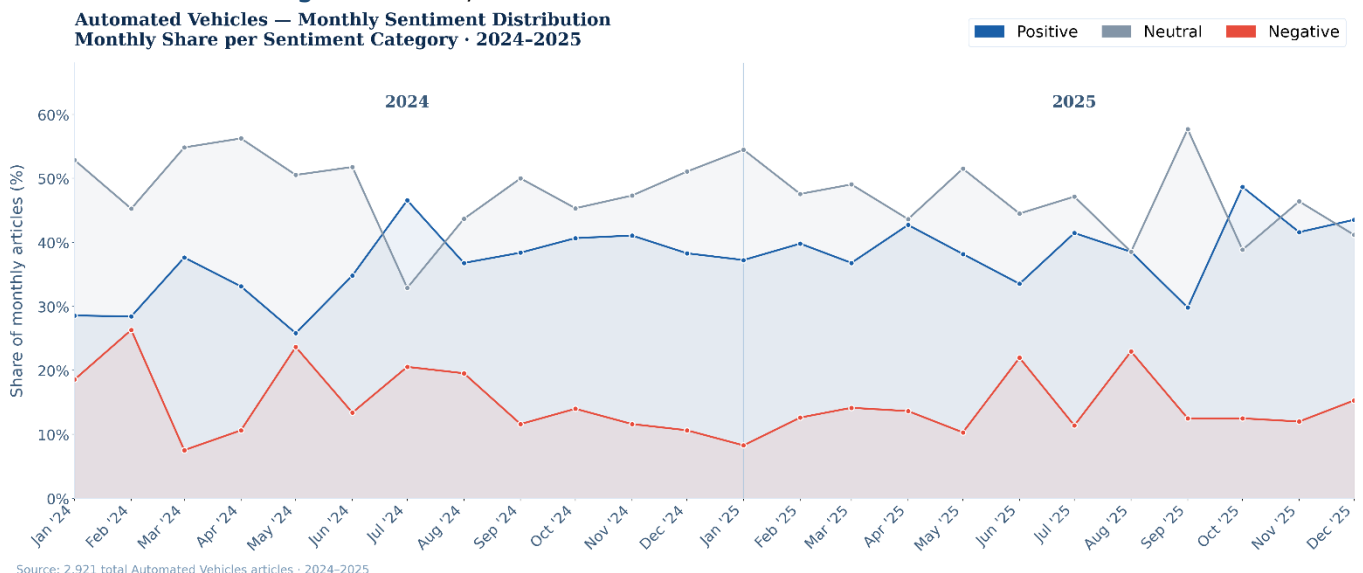
Figure 5. Daily Sentiment Distribution on autonomous vehicles articles



Source: EMM Period: 01-01-2024 to 31-12-2025. Daily Article Count by Sentiment Distribution

Neutral coverage consistently dominates the daily output, reflecting the predominantly factual and descriptive nature of reporting on autonomous vehicles. Positive coverage runs as a persistent secondary strand, with notable spikes concentrated around major industry milestones, like Cybercab “We, Robot” event [parapolitika.gr] on 11 October 2024 and “Musk land[ing]s China approval for Tesla FSD” [hnonline.sk] pm 29 April 2024. Positive spikes are more recurrent across 2025, coinciding with Robotaxi launches, regulatory approvals [svd.se], and high-profile partnerships with Nvidia and Uber. Negative sentiment, while lower in absolute volume, shows recurring bursts throughout both years, most visibly in periods linked to safety controversies [expansion.com], regulatory investigations [dcnews.ro], and public protests autonomous vehicle deployments such as the one in California.

Figure 6. Monthly Sentiment Distribution on autonomous vehicles articles



Source: EMM Period: 01-01-2024 to 31-12-2025. Monthly Article Count by Sentiment Distribution

The monthly trend lines reveal several some dynamics in how sentiment evolved across the observation period. Neutral coverage remained consistently dominant throughout both years (2024-

2025), though its relative share fluctuated in response to specific events that temporarily elevated either positive or negative framing.

Positive sentiment showed its most pronounced peaks in the early months of 2024 and again in mid-2025, broadly coinciding with periods of major industry announcements such as the Tesla's Robotaxi reveals, Waymo's service expansions, and regulatory approvals in key markets. These events appear to have generated a wave of optimistic perception in media outlets, temporarily increasing the positive share relative to neutral.

Negative sentiment, while generally lower than both other categories, exhibited notable spikes that align with episodes of controversy, including safety investigations into Tesla's Autopilot system, public protests against Waymo vehicles in Los Angeles, and broader trade tension narratives in early 2025. These spikes were typically short-lived, with negative coverage receding once the immediate news cycle subsided.

A broader structural observation is that 2025 shows a modest but discernible upward drift in both positive and negative sentiment relative to neutral, **suggesting that autonomous vehicles media coverage became progressively more polarised**, with outlets either prizing the technology or scrutinising its risks, rather than remaining in a descriptive register.

5. Framing dimensions, values and country comparison in autonomous vehicles

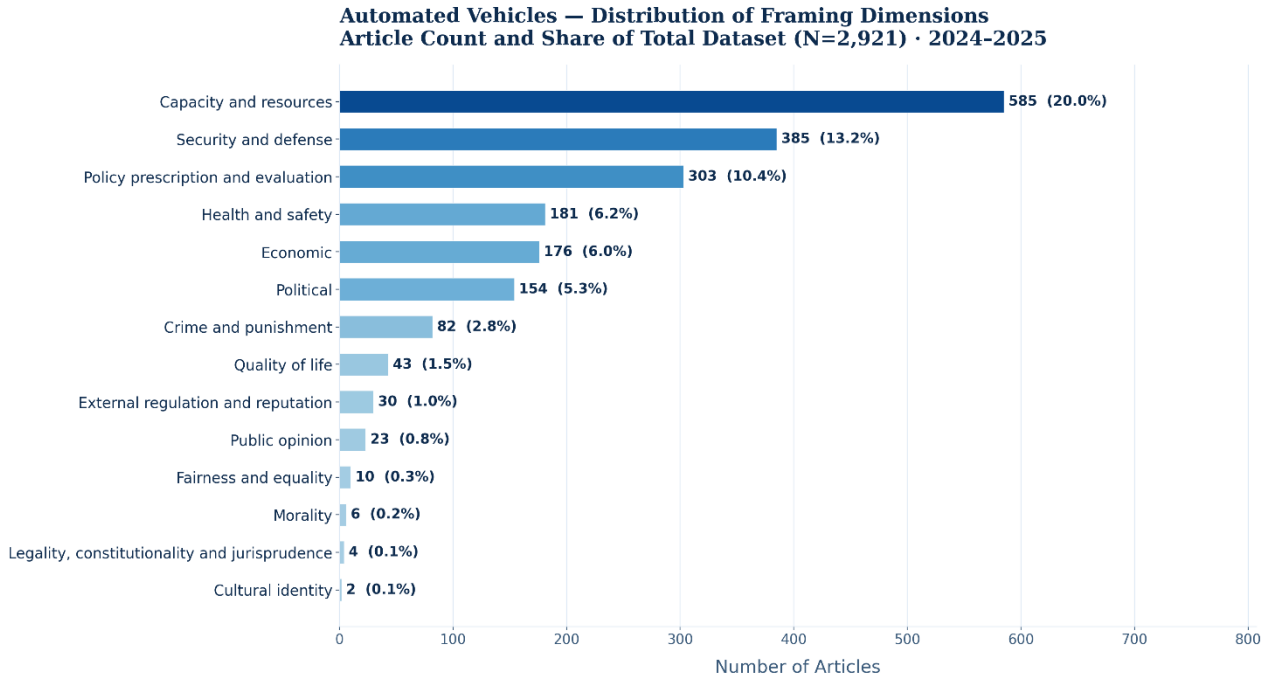
Framing dimensions of media coverage autonomous vehicles

Further analysis, employing a machine-learning algorithm developed by the JRC, reveals the various framings identified within the media reporting on autonomous vehicles. These framings refer to the perspective under which an issue or a piece of news is presented. We consider 14 frames: *Economic, Capacity and resources, Morality, Fairness and equality, Legality, Constitutionality and jurisprudence, Policy prescription and evaluation, Crime and punishment, Security and defence, Health and safety, Quality of life, Cultural identity, Public opinion, Political* as well as *External regulation and reputation*.

As illustrated in **Figure 7**, media coverage of autonomous vehicles is structured around a small number of prominent framings, with a clear prominence of techno-economic and regulatory narratives.

CAPACITY AND RESOURCES framing dominates (20.0%), indicating that autonomous vehicles is most often presented in terms of technological capabilities, infrastructure requirements, and operational readiness. *SECURITY & DEFENCE* 13.2% rank second and it shows how media outlets point to public concerns around the safety of autonomous systems, cybersecurity vulnerabilities and the potential risks posed by self-driving vehicles to road users. This framing captures both the technical safety debate and the broader public anxiety surrounding the deployment of AI-driven systems in shared spaces.

Figure 7. Framing dimensions related to autonomous vehicles



Source: EMM. Period: 01-01-2024 to 31-12-2025.

HEALTH AND SAFETY (6.1%) and *ECONOMIC* (5.3%) complement the narratives on public concerns around accident risk and personal injury on one hand, and the commercial, competitive, and macroeconomic dimensions of the industry on the other.

Overall, the framing distribution confirms that coverage of autonomous vehicles in European media is principally techno-economic and regulatory in nature, with safety concerns forming a significant secondary strand. Normative, ethical, and cultural dimensions of the autonomous vehicles media coverage remain underrepresented relative to their potential societal significance: *FAIRNESS AND EQUITY* (0.3%), *MORALITY* (0.2%) rank among the lowest.

Values, most reported entities and reporting countries

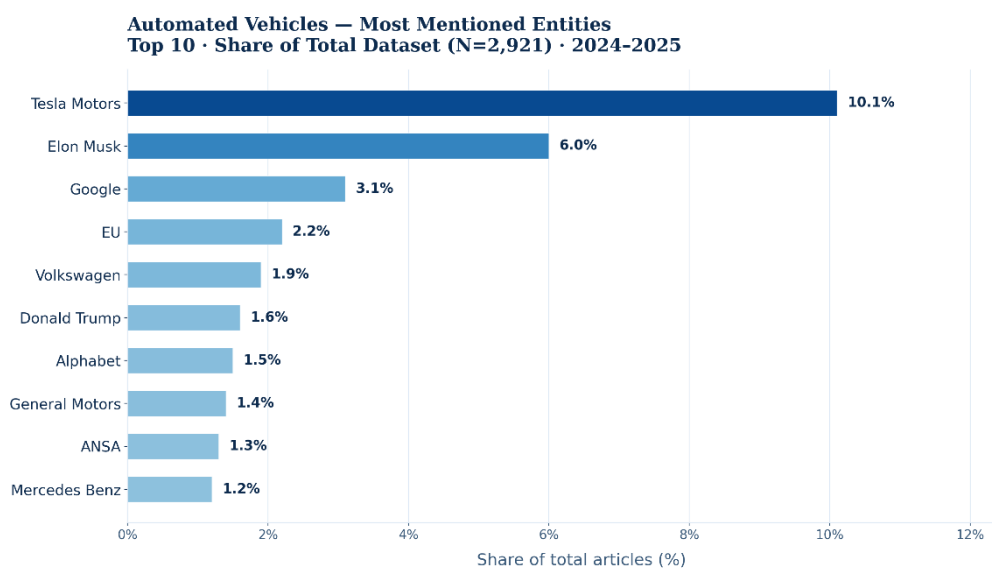
Regarding **basic human values**, which refers to desirable goals that motivate action, the expression of *ACHIEVEMENT*, *UNIVERSALISM* and *SECURITY* were the most frequent.

- *ACHIEVEMENT* and *UNIVERSALISM* are virtually tied at the top, present in 82.7% and 82.5% articles respectively. *ACHIEVEMENT* reflects the dominant narrative of autonomous vehicles as a field of technological mastery, competitive advantage, and industrial ambition, with companies such as Tesla, Waymo, and established manufacturers framed as actors striving to prove and assert their capabilities. While *UNIVERSALISM* appears alongside *ACHIEVEMENT* at almost equal frequency, suggesting that media coverage consistently paired technological progress narratives with broader societal and environmental considerations: questions of public benefit, inclusivity of access, and the implications of autonomous systems for collective welfare.
- *SECURITY* (62.9%) reinforces the finding that safety, stability, and risk management are central preoccupations of AV coverage. It is present in both articles that address the road safety dimension and the broader societal concern around the introduction of autonomous systems into shared public spaces.
- *SELF-DIRECTION* (53.3%) reflects the innovation and autonomy narrative consistent with the entrepreneurial framing of companies like Tesla.

Entities

Regarding the **most mentioned entities and person** in the news (**figure 8**), Elon Musk ranked second (6.0% of the articles), followed by President Donald Trump (1.6%) while overall the most mentioned entity is Tesla Motors (10.1%) rank first. Google company (3.1%) ranked among the top 5 most mentioned entity. When considering European entities, the EU is among the top 5 most mentioned entities (2.2%), while European private automotive companies appear, such as Volkswagen (1.9%) and Mercedes Benz (1.2%).

Figure 5. Most mentioned entities in autonomous vehicles articles

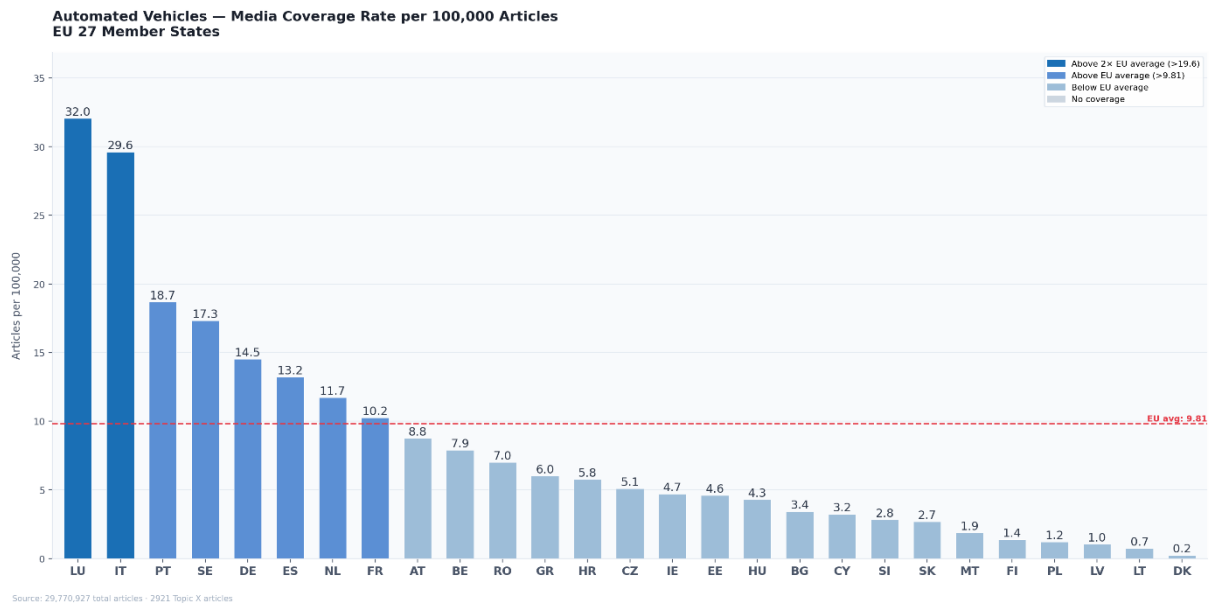


Source: EMM. Period: 01-01-2024 to 31-12-2025

Country comparison

Figure 9 compares the media attention to autonomous vehicles with the overall reporting volume across the EU and its 27 Member States. While the topic was mentioned in approximately **9.81 out of every 100,000 articles** within the EU media landscape, the largest proportion of media coverage was found in **Luxembourg**, with a ratio of **32.05 per 100,000 articles**, followed by **Italy (29.62)** and **Portugal (18.70)**. The topic achieved the smallest shares of reporting in **Denmark (0.24)**, **Lithuania (0.75)**, and **Latvia (1.03)**.

Figure 9. Share of news on autonomous vehicles articles per 100,000 online news by Member State



Source: EMM. Period: 01-01-2024 to 31-12-2025

Note: Distribution of autonomous vehicles news by EU Member State, with each country's share of total coverage and the proportion of articles mentioning EU funding.

Conclusions

This document presents the outcomes of employing autonomous text analysis on news articles concerning autonomous vehicles from mainstream media outlets.

- The analysis reveals an increased media focus on autonomous vehicles, with notable peaks in coverage following major industry announcements, such as Tesla's "Cybercab" reveal in October 2024 and strategic collaborations in October 2025. While 2024 showed stable reporting, 2025 saw heightened media attention driven by technological advancements and industry developments.
- Key themes identified in mainstream media include:
 - **Technological Advancement:** The progress in autonomous driving technologies and the deployment of Robotaxi services by companies like Tesla and Waymo.
 - **Market Expansion:** Efforts by leading firms to expand self-driving services globally, navigating regulatory landscapes.
 - **Challenges and Regulatory Issues:** The scrutiny faced by autonomous vehicles regarding safety concerns and regulatory compliance.
 - **European Initiatives:** Pilot projects testing autonomous vehicles in public transport, highlighting Europe's commitment to innovation
- The analysis highlights the prominence of *CAPACITY AND RESOURCES* and *SECURITY AND DEFENCE* framings, underscoring the focus on technological capabilities, safety concerns, and the strategic implications of autonomous vehicles.
- EU online media generally presents autonomous vehicles with a neutral sentiment, emphasizing factual reporting of industry milestones and regulatory measures. Positive sentiment peaks are associated with major technological achievements and partnerships, while negative sentiment arises from safety controversies and regulatory challenges.

Overall, media coverage of autonomous vehicles illustrates how public discourse perceives technological innovation and strategic partnerships as shaping the future of autonomous mobility.

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Data selection

Articles relevant for the analysis are selected by searching for a set of relevant keywords or keyword combinations that appear in the title or lead line of the article. Lead line refers to approximately the first 300 characters of the article, following the title. These keywords are translated into all EU24 languages. The keyword combinations have been selected carefully to include all important articles but to avoid irrelevant 'noise' in the news collection.

Query – Autonomous vehicles

"автономно превозно средство" OR "autonomno vozilo" OR "autonomní vozidlo" OR "autonomt køretøj" OR "autonom voertuig" OR "autonomous vehicle" OR "autonomne sõiduk" OR "autonominen ajoneuvo" OR "véhicule autonome" OR "autonomes Fahrzeug" OR "αυτόνομο όχημα" OR "autónóm jármű" OR "feithicil neamhspleách" OR "veicolo autonomo" OR "autonoma transportlīdzekļa" OR "autonominis transporto priemonė" OR "vettura awtonoma" OR "pojazd autonomiczny" OR "veículo autónomo" OR "vehicul autonom" OR "autónómne vozidlo" OR "avtonomno vozilo" OR "vehículo autónomo" OR "autonomt fordon" OR "автономни превозни средства" OR "autonomna vozila" OR "autonomní vozidla" OR "autonome køretøjer" OR "autonome voertuigen" OR "autonomous vehicles" OR "autonomsed sõidukid" OR "autonomiset ajoneuvot" OR "véhicules autonomes" OR "autonome Fahrzeuge" OR "αυτόνομα οχήματα" OR "autónóm járművek" OR "feithiclí neamhspleácha" OR "veicoli autonomi" OR "autonomi transportlīdzekļi" OR "autonominiai transporto priemonės" OR "vetturi awtonomi" OR "pojazdy autonomiczne" OR "veículos autónomos" OR "vehicule autonome" OR "autónómne vozidlá" OR "avtonomna vozila" OR "vehículos autónomos" OR "autonoma fordon" OR "Самоуправляващи се коли" OR "Samovozeći automobili" OR "Samořiditelná auta" OR "Selvstyrende biler" OR "Zelfrijdende auto's" OR "Self-driving cars" OR "Isejuhtivad autod" OR "Itseohjautuvat autot" OR "Voitures autonomes" OR "Selbstfahrende Autos" OR "Αυτοκινούμενα αυτοκίνητα" OR "Önjárá autók" OR "Gluaisteáin féin-tiomána" OR "Auto a guida autonoma" OR "Pašbraucošās automašīnas" OR "Savarankiškai važiuojantys automobiliai" OR "Karozi li jsuqu wañedhom" OR "Samojezdne samochody" OR "Carros autônomos" OR "Mašini autonome" OR "Autá bez vodiča" OR "Avtomobili z lastnim pogonom" OR "Coches autónomos" OR "Självkörande bilar" OR "Роботизирани коли" OR "Robotski automobili" OR "Robotická auta" OR "Robotbiler" OR "Robotauto's" OR "Robotic cars" OR "Robotautod" OR "Robottiautot" OR "Voitures robotiques" OR "Roboterautos" OR "Ρομποτικά αυτοκίνητα" OR "Robotautók" OR "Gluaisteáin róbaít" OR "Auto robotiche" OR "Robotizētas automašīnas" OR "Robotizuoti automobiliai" OR "Karozi robotiči" OR "Samochody robotyczne" OR "Carros robóticos" OR "Mašini robotice" OR "Robotické autá" OR "Robotski avtomobili" OR "Coches robóticos" OR "Robotbilar" OR "автомобили с автономом" OR "automobili s autopilotom" OR "auta s autopilotem" OR "biler med autopilot" OR "auto's met autopilot" OR "autopilot cars" OR "autopiloodiga autod" OR "autot, joissa on autopilotti" OR "voitures avec pilote automatique" OR "Autos mit Autopilot" OR "αυτοκίνητα με αυτόματο πιλότο" OR "önvezető autók" OR "carranna le píolót uathoibríoch" OR "auto con pilota automatico" OR "automašīnas ar autopilotu" OR "automobiliai su autopilotu" OR "karozi b'autopilot" OR "samochody z autopilotem" OR "carros com piloto automático" OR "mašini cu pilot automat" OR "autá s autopilotom" OR "avtomobili z avtpilotom" OR "coches con piloto automático" OR "bilar med autopilot" OR "интелигентно превозно средство" OR "intelligentno vozilo" OR "intelligentní vozidlo" OR "intelligent køretøj" OR "intelligent voertuig" OR "intelligent vehicle" OR "intelligentne sõiduk" OR "älykäs ajoneuvo" OR "véhicule intelligent" OR "intelligentes Fahrzeug" OR "έξυπνο όχημα" OR "intelligens jármű" OR "feithicil chliste" OR "veicolo intelligente" OR "inteligents transportlīdzeklis" OR "intelektualus automobilis" OR "vettura intelligente" OR "intelligentny pojazd" OR "veículo inteligente" OR "vehicul inteligent" OR "intelligentné vozidlo" OR "vehículo inteligente" OR "intelligent fordon" OR "pametno vozilo" OR "chytré vozidlo" OR "smart køretøj" OR "slim voertuig" OR "smart vehicle" OR

"nutikas sõiduk" OR "okos jármű" OR "gudrais transportlīdzeklis" OR "išmanusis automobilis" OR "smart fordon" OR "безпилотни превозни средства" OR "bespilotna vozila" OR "bezpilotní vozidla" OR "ubemandede køretøjer" OR "onbemande voertuigen" OR "unmanned vehicles" OR "mehitamata sõidukid" OR "miehittämättömät ajoneuvot" OR "véhicules sans pilote" OR "unbemannte Fahrzeuge" OR "μη επανδρωμένα οχήματα" OR "pilóta nélküli járművek" OR "feithiclí gan foireann" OR "veicoli senza pilota" OR "bezpilota transportlīdzekļi" OR "nepilotuojami automobiliai" OR "vetturi mingħajr ekwipaġġ" OR "pojazdy bezałogowe" OR "veículos não tripulados" OR "vehicule fără pilot" OR "bezpilotné vozidlá" OR "brezpilotna vozila" OR "vehículos no tripulados" OR "obemannade fordon" OR "автоматизурану транспортну систему" OR "automatizirani transportni sustavi" OR "automatizované dopravní systémy" OR "automatiserede transportsystemer" OR "geautomatiseerde transportsystemen" OR "automated transport systems" OR "automatiseeritud transpordisüsteemid" OR "automatisoidut liikennejärjestelmät" OR "systèmes de transport automatisés" OR "automatisierte Transportsysteme" OR "αυτοματοποιημένα συστήματα μεταφοράς" OR "automatizált közlekedési rendszerek" OR "córais iompair uathoibríthe" OR "sistemi di trasporto automatizzati" OR "automatizētas transporta sistēmas" OR "automatizuotos transporto sistemas" OR "sistemi tat-transport awtomatizzati" OR "zautomatyzowane systemy transportowe" OR "sistemas de transporte automatizados" OR "sisteme de transport automatizate" OR "automatizované dopravné systémy" OR "avtomatizirani transportni sistemi" OR "automatiserade transportsystem" OR "инициативи за интелигентна мобилност на ЕС" OR "inicijative EU za pametnu mobilnost" OR "inicijatyv EU pro chytrou mobilitu" OR "EU's initiatives for smart mobility" OR "EU-initiatieven voor slimme mobiliteit" OR "EU Smart Mobility Initiatives" OR "EL-i nutika liikuvuse algatused" OR "EU:n älyliikennealoitteet" OR "initiatives de mobilité intelligente de l'UE" OR "EU-Initiativen für intelligente Mobilität" OR "πρωτοβουλίες έξυπνης κινητικότητας της ΕΕ" OR "EU okos mobilitási kezdeményezések" OR "Tionscnamh Airmhótarchumais an AE" OR "iniziativa di mobilità intelligente dell'UE" OR "ES gudrās mobilitātes iniciatīvas" OR "ES išmaniųjų mobilumo iniciatyvos" OR "Inizjattivi ta' Mobilità Intelligenti tal-UE" OR "inicjatywy UE na rzecz inteligentnej mobilności" OR "iniciativas de mobilidade inteligente da UE" OR "inițiativele UE pentru mobilitate inteligentă" OR "inicijatyv EÚ pre inteligentnú mobilitu" OR "pobude EU za pametno mobilnost" OR "iniciativas de movilidad inteligente de la UE" OR "EU:s initiativ för smart mobilitet" OR "Регламент за обща безопасност на превозните средства" OR "Uredba o općoj sigurnosti vozila" OR "Nařízení o obecné bezpečnosti vozidel" OR "Generel køretøjsikkerhedsforordning" OR "Algemene voertuigveiligheidsverordening" OR "General Vehicle Safety Regulation" OR "Sõidukite üldise ohutuse määrus" OR "Ajoneuvojen yleinen turvallisuusasetus" OR "Règlement général sur la sécurité des véhicules" OR "Allgemeine Fahrzeugsicherheitsverordnung" OR "Γενικός Κανονισμός Ασφάλειας Οχημάτων" OR "Általános járműbiztonsági rendelet" OR "Rialachán um Shábháilteacht Ghinearálta Feithiclí" OR "Regolamento generale sulla sicurezza dei veicoli" OR "Vispārējais transportlīdzekļu drošības regula" OR "Bendrasis transporto priemonių saugos reglamentas" OR "Regolament Generali dwar is-Sigurtà tal-Vetturi" OR "Ogólne rozporządzenie dotyczące bezpieczeństwa pojazdów" OR "Regulamento Geral de Segurança de Veículos" OR "Regulamentul general privind siguranța vehiculelor" OR "Nariadenie o všeobecnej bezpečnosti vozidiel" OR "Splošna uredba o varnosti vozil" OR "Reglamento general de seguridad de los vehículos" OR "Allmän fordonssäkerhetsförordning" OR "Inicijative pametne mobilnosti EU-a" OR "EL nutika liikuvuse algatused" OR "EU:n älykkään liikkuvuuden aloitteet" OR "Tionscnamh Chliste Soghluaisteachta AE" OR "ES viedās mobilitātes iniciatīvas" OR "ES išmaniosios judumo iniciatyvos" OR "Inizjattivi ta' Mobilità Intelligenti tal-UE" OR "Inicjatywy inteligentnej mobilności UE" OR "Преглед на безопасността на превозните средства в ЕС" OR "Pregled sigurnosti vozila EU" OR "Přezkum bezpečnosti vozidel EU" OR "EU-køretøjsikkerhedsrevision" OR "EU-voertuigveiligheidsbeoordeling" OR "EU Vehicle Safety Review" OR "EL sõidukite ohutuse ülevaade" OR "EU:n ajoneuvoturvallisuuskatsaus" OR "Examen de la sécurité des véhicules de l'UE" OR "EU-Fahrzeugsicherheitsüberprüfung" OR "Ανασκόπηση ασφάλειας οχημάτων της ΕΕ" OR "EU járműbiztonsági felülvizsgálat" OR "Athbhreithniú Sábháilteachta Feithiclí an AE" OR "Revisione della sicurezza dei veicoli dell'UE" OR "ES transportlīdzekļu drošības pārskats" OR "ES

transporto priemonių saugos apžvalga" OR "Revizjoni tas-Sigurtà tal-Vetturi tal-UE" OR "Przegląd bezpieczeństwa pojazdów UE" OR "Revisão de Segurança de Veículos da UE" OR "Revizuirea siguranței vehiculelor din UE" OR "Preskúmanie bezpečnosti vozidiel EÚ" OR "Pregled varnosti vozil EU" OR "Revisión de seguridad de vehículos de la UE" OR "EU:s fordonsäkerhetsöversyn" OR "autonomnoauto" OR "autonomna auta"

"автономно шофиране" OR "autonomna vožnja" OR "autonomní řízení" OR "autonom kørsel" OR "autonom rijden" OR "autonomous driving" OR "autonomne juhtimine" OR "autonominen ajaminen" OR "conduite autonome" OR "autonomes Fahren" OR "αυτόνομη οδήγηση" OR "autonóm vezetés" OR "tiomáint uathrialaithe" OR "guida autonoma" OR "autonomā vadīšana" OR "autonominis vairavimas" OR "sewqan awtonomu" OR "jazda autonomiczna" OR "condução autónoma" OR "conducere automată" OR "autonómne riadenie" OR "avtonomna vožnja" OR "conducción autónoma" OR "autonom körning"

Annex I - Methodology

This science media intelligence briefing is part of the series of joint publications of the European Science-Media Hub (ESMH) and the JRC Text and Data Mining Unit, covering topics relevant for specific policy domains, ranging from water scarcity, genetically modified organisms, and new-genomic techniques to artificial intelligence in science communication as well as in healthcare. For further information please consults <https://sciencemediahub.eu/science-media-intelligence-reports/>.

Source selection

The manually curated list of **online media** outlets used for this report is composed of 581 EU27 online media sources monitored as index [pi_ee24campaign] by Europe Media Monitor (EMM). This sample of sources represents the most popular open news websites in each EU country in terms of visitors. The number of outlets per country was weighted based on the Member States' population.

Automated multilingual clustering

Clusters are computed by a community-based algorithm working with titles and description of the articles in original language. As a metric to compare content of the articles the semantic similarity was used. Text embeddings together with multilingual clustering of embedded texts were used to group articles of similar content into clusters.

The minimum cluster size is set to 5 articles. The maximum cluster size is not fixed. The resulting clusters correspond to the main topics present in the dataset.

Automated titles and summaries

To generate automated summaries for each cluster, we use Large Language Models (LLM). For this use case, the model – an instantiated GPT-4o – is treated like a news-digest AI which is capable of analysing a list of news articles and generating a high-level summary with a significant title. For each cluster, the translated headlines of the articles are provided as input, and a title and a summary are generated. If the cluster's size is bigger than 500 articles, 500 titles are chosen randomly. The GPT model allows to receive good quality output in combination with a very fast response time. A carefully crafted prompt is used so that the model is not too generic but instead always focused on the listed facts.

Sentiment classifier

In our sentiment analysis, we utilise a state-of-the-art sentiment model, namely the XLM-RLnews-5 model, which is specifically designed for document-level sentiment analysis across multiple languages. Based on XLM-RoBERTa-Large, this model has been fine-tuned for sentiment analysis using the Unified Multilingual Sentiment Analysis Benchmark (UMSAB) dataset. The sentiment classes are computed on the English translation of the headlines.

More details on the model development are available in:

Di Nuovo, E., Cartier, E., Bertrand De Longueville, 'Meet XLM-RLnews-8: Not Just Another Sentiment Analysis Model'. In *Natural Language Processing and Information Systems, 28th International Conference on Applications of Natural Language to Information Systems, NLDB 2024, Turin, Italy, June 25–27, 2024, Proceedings* (pp. 1). Springer Science and Business Media Deutschland GmbH, 2024.

Automated framing detection

Automated detection of framing dimensions constituted an extension of our analysis conducted in this report. This work was based on in-house machine learning classifiers that detect framing dimensions in the articles. The machine-learning algorithm trained on a multilingual corpus.

Framing refers to the perspective under which an issue or a piece of news is presented. We consider 14 frames: (1) *Economic*, (2) *Capacity and resources*, (3) *Morality*, (4) *Fairness and equality*, (5) *Legality, constitutionality and jurisprudence*, (6) *Policy prescription and evaluation*, (7) *Crime and punishment*, (8) *Security and defence*, (9) *Health and safety*, (10) *Quality of life*, (11) *Cultural identity*, (12) *Public opinion*, (13) *Political*, (14) *External regulation and reputation*.

For more information see the JRC Technical Report:

Piskorski, J., Stefanovitch, N., Bausier, V. A., Faggiani, N., Linge, J., Kharazi, S., Nakov, P. (2023). *News categorization, framing and persuasion techniques: Annotation guidelines*. European Commission, Ispra, JRC132862. https://knowledge4policy.ec.europa.eu/text-mining/news-categorization-framing-persuasion-techniques-annotation-guidelines_en

Understanding values

When referring to values in this report, we refer to the personal values model developed in social psychology research and validated in over 80 countries in over 200 samples (Schwartz 1992). These values are expressed as “guiding principles of life”, such as security, freedom, and equality. Research has shown that people everywhere appreciate these values to varying degrees.

The JRC flagship report “Values and Identities – A Policymaker’s Guide” (Scharfbillig et al. 2021) has summarised the most important elements of values for understanding citizens’ concerns and views.

Table 1 Overview of the values' meaning used in this study

VALUES	INTERPRETATION
SELF-DIRECTION	Valuing independent thought and action – choosing, creating, and exploring
STIMULATION	Valuing excitement, novelty, and challenge in life
HEDONISM	Valuing pleasure or sensuous gratification for oneself
ACHIEVEMENT	Valuing personal success through demonstrating competence
POWER	Valuing social status and prestige, control or mastery over people and resources
SECURITY	Valuing safety, harmony, and stability of society, of relationships, and of own identity
CONFORMITY	Valuing restraint of actions likely to upset or harm others or violate norms and rules
TRADITION	Valuing respect and acceptance of the customs that one's culture or religion provides
BENEVOLENCE	Valuing preserving and enhancing the welfare of others, especially close ones
UNIVERSALISM	Valuing understanding, tolerance, and protection for the welfare of all people and for nature

Source: Own creation based on Schwartz and Scharfbillig et al.

For detailed information, see:

Schwartz SH. ‘Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries’. *Adv Exp Soc Psychol.* 1992;25(C):1-65. doi:10.1016/S0065-2601(08)60281-6

Scharfbillig, M., Smillie, L., Mair, D., Sienkiewicz, M., Keimer, J., Pinho Dos Santos, R., Vinagreiro Alves, H., Vecchione, E., Scheunemann L., *Values and Identities - a policymaker's guide — Executive summary*, EUR 30800 EN, Publications Office of the European Union, Luxembourg, 2021, ISBN 978-92-76-42444-4, doi:10.2760/128665, JRC126150.

Stefanovitch, N., De Longueville, B., Scharfbillig, M., ‘TeamEC at SemEval-2023 Task 4: Transformers vs. Low-Resource Dictionaries, Expert Dictionary vs. Learned Dictionary.’ In *Proceedings of the 17th International Workshop on Semantic Evaluation (SemEval-2023)*, pages 2107–2111, Toronto, Canada. Association for Computational Linguistics, 2023.

Annex II - About the authors

Data Intelligence for Policy

The JRC.T.5 Data Intelligence for Policy Unit of the European Commission specialises in Data Science for Policy, leveraging vast amounts of data and text to provide actionable insights. The unit delivers data, methods, services, and analysis to scientists and policymakers throughout the JRC and EU institutions.

As part of the Unit's activities, the "Political Intelligence" team aims to inform and enhance policymaking by providing a comprehensive view of the main topics and entities dominating the media landscape relevant to specific policy domains and assessing the associated tonality. To achieve this, the team aggregates and analyses various data sources, including news media, political speeches, public opinion, and existing and upcoming legislation. By applying cutting-edge text mining techniques, the team extracts valuable knowledge on key topics, sentiment, framing, and other aspects relevant to informing policymakers.

Please check https://knowledge4policy.ec.europa.eu/text-mining/topic/political-intelligence_en for more information on Political Intelligence.

European Science-Media Hub

The European Science-Media Hub (ESMH), operating under the political responsibility of the European Parliament Panel for the Future of Science and Technology (STOA), is a platform to promote networking, training, and knowledge sharing between the European Parliament, the scientific community, and the media.

The ESMH creates a network among policy-makers, scientists, and media involving science, academia, educational and research entities, and professional associations of journalists and scientists. For journalists and media representatives, the ESMH organises training sessions and workshops on current technological developments, both as subjects of their reporting and as means of facilitating their work. Via media monitoring and media intelligence tools, the ESMH follows the most popular topics in the field of science and technology on different platforms including journals, newspapers, and social media.

The ESMH makes information available to journalists, other media, and citizens about new scientific developments, as well as about scientific topics that attract media attention, and promotes information based on evidence.

Check <https://sciencemediahub.eu/> for more information, methodology and technology.

Europe Media Monitor

Europe Media Monitor (EMM) is a tool developed and maintained by the Text and Data Mining Unit of the Joint Research Centre (JRC) of the European Commission. The main purpose of EMM is to provide monitoring of a large set of online media, reducing the information flow to manageable proportions by clustering related news, categorising articles and applying Language Technology tools to derive further metadata, such as recognising and disambiguating entities in the text, extracting quotes by and about people, applying sentiment/tonality analysis, and more.

A lot of EMM's functionalities are freely available. To **access the tool** that best fits your need, please **check** https://knowledge4policy.ec.europa.eu/text-mining/topic/europe-media-monitor-emm_en.

Getting in touch with the EU

In person

All over the European Union there are hundreds of Europe Direct centres. You can find the address of the centre nearest you online (european-union.europa.eu/contact-eu/meet-us_en).

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EU open data

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