



February 11, 2016
10:30 am Washington D.C. / 4:30 pm Cascina

The LSC and Virgo Collaborations announced the detection of gravitational waves 100 years after Einstein's prediction.

IMPACT OF THE DISCOVERY ANNOUNCEMENT

S.Perus for the Outreach group
VSC 24/02/2016

Watch live!

Disseminated worldwide among the LSC Collaboration, for instance

in UK

<http://www.express.co.uk/news/science/643136/WATCH-LIVE-LIGO-conference-update-discovery-gravitational-waves-einstein>

in Germany

<https://www.youtube.com/watch?v=S1JHsn0GtOM>

<http://www.giga.de/extra/ratgeber/news/gravitationswellen-sensationelle-entdeckung-im-live-stream-sehen>

in Spain

http://www.abc.es/ciencia/abci-ondas-gravitacionales-201602110842_directo.html

and among the Virgo Collaboration,

in France a parallel press conference at CNRS headquarters took place

[http://webcast.in2p3.fr/videos-point sur les recherches d'ondes gravitationnelles par les collaborations virgo et ligo](http://webcast.in2p3.fr/videos-point_sur_les_recherches_dondes_gravitationnelles_par_les_collaborations_virgo_et_ligo)

in the Netherlands at Nikhef

Press event Gravitational Waves @ NIKHEF (Amsterdam) 11-02-2016

<https://www.youtube.com/watch?v=oMJ7qb5d-As>

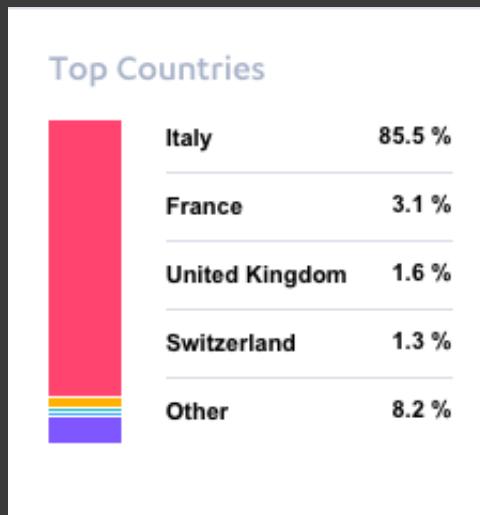
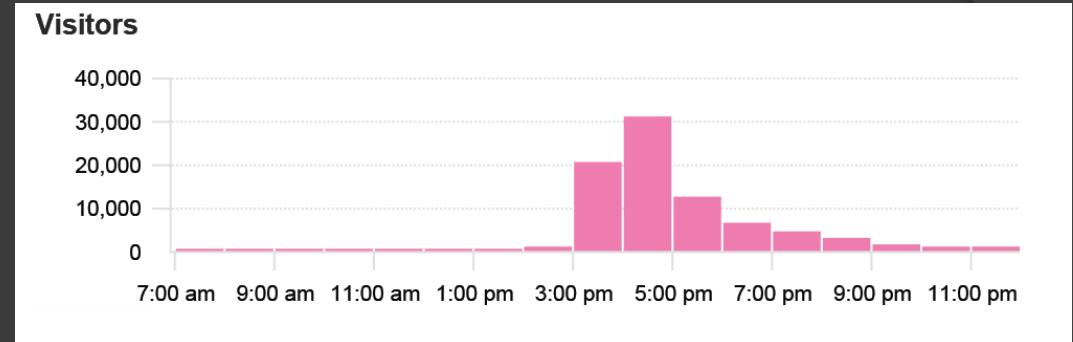
in Hungary

<https://www.youtube.com/watch?v=fnHAxjsquA>

Streaming: some figures

visitors on Feb 11: 64,123

page views: 7,147,875



URL	EMBEDS
ansa.it	33168
ilfattoquotidiano.it	13066
virgo-gw.eu	11061
focus.it	10728
ilmessaggero.it	5221

The streaming definitely helped in spreading the news all around the globe!

Impact on media

Day of the press conference:

about **50** journalists, reporters, TV media people and photographs present at the site of EGO and coming mostly from Italy, France and the Netherlands

from daily and specialized TV programs/newspapers, and with local, regional and national coverage.

→ since then, numerous interviews of EGO Virgo representatives by newspapers/radios/TVs and visits from TV programs and channels ... still ongoing

Impact on media

Following both press conferences, **hundreds** of papers, articles (web)published in many countries on all 5 continents.

→ Collection still ongoing

The Telegraph: "Einstein theory proved right" featuring a photo of Albert Einstein writing on a chalkboard.

Rai News: "ONDE GRAVITAZIONALI, PRIMO SEGNALE DA COLLISIONE DI 2 BUCHI NERI 1 MLD DI ANNI FA" showing a large underground detector tunnel.

CNN: "Einstein theory proved right" featuring a photo of Albert Einstein writing on a chalkboard.

The Washington Post: "Speaking of Science" and "Cosmic breakthrough: Physicists detect gravitational waves from violent black-hole merger".

Le Monde: "CORRIERE DELLA SERA" and "Scoperte le onde gravitazionali Cosa sono Confermata la teoria di Einstein Live tv" featuring a simulation of gravitational waves.

la Repubblica.it: "Abbiamo visto le onde gravitazionali! finestra sull'universo sconosciuto - diretta tv" showing a scientist in a lab.

The New York Times: "Einstein had gelijk" featuring a photo of a black hole and a neutron star collision.

De Telegraaf: "Pour la première fois, des ondes gravitationnelles ont été détectées" showing a large underground detector tunnel.

Bild: "Astronomie-Sensation Physiker belegen Einsteins Gravitationswellen!" featuring a simulation of gravitational waves.

Impact on social media

Before Feb 11



about 480



87

After Feb 11

now 1600

1050

The screenshot shows the Twitter profile of the account @ego_virgo. The profile picture is a photograph of a large white industrial building with a corrugated metal roof, identified as the Virgo detector. In front of the building, a large group of people is standing in a line, likely the international collaboration members. The background features rolling green hills and mountains under a clear blue sky. The Twitter interface includes the Home, Notifiche, and Messaggi tabs at the top. Below the profile picture, the account name is "EGO - Virgo" and the handle is "@ego_virgo". It has 254 tweets, 264 followers, and 1.050 following. The bio mentions "public_virgo-gw.eu" and "125 foto e video". The timeline shows a recent tweet from LIGO (@LIGO) announcing the discovery of gravitational waves. The sidebar on the right lists users followed by the account owner, including "Emanuela Clavirino", "La7", and "PhysOrg Physics News".

Impact on site visits

Over the past five years, between 25 and 30 requests for a site visit on average totalling about 1,000 visitors per year.

Since Feb 11, **41** requests received within two weeks!!!

- 22 from schools, universities and institutes (345 visitors from Tuscany, 290 from the rest of Italy, 60 from UK, 40 from Ukraine, 30 from Spain, 15 from Switzerland)
- 19 from interested people totalling 107 visitors (Italy, France, US, UK ...)

Help needed from the Collaboration!

Impact on EGO - Virgo image



- ✓ Awareness of our existence
- ✓ Excellence
- ✓ Global dimension of our research

... The interest about Virgo has increased a lot

As a consequence, “Virgo” is invited to talk at conferences, seminars, in schools..

→ We need to coordinate the participation of Virgo representatives!

Thank you!