

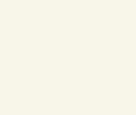
NETWORK GALILEO

social interaction in early science

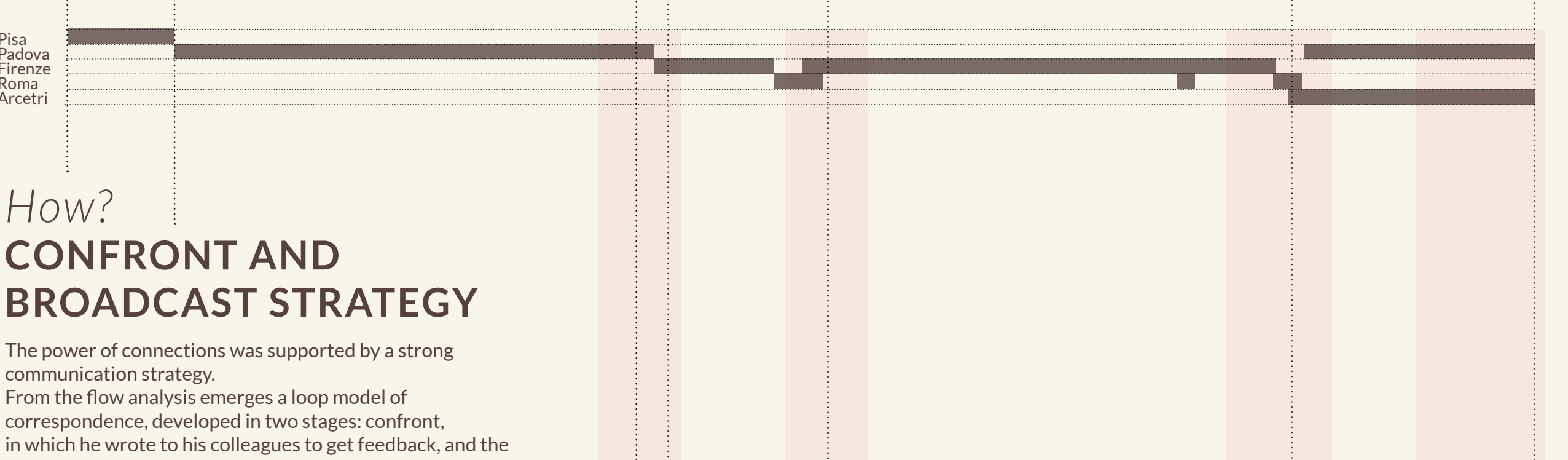
How could one man alone spread his ideas through Europe and the whole world without modern technology?

In a context of censorship and the supremacy of the Catholic theories, pursuing **connections** was the answer.

54 YEARS
238 CITIES
612 PEOPLE
3259 LETTERS

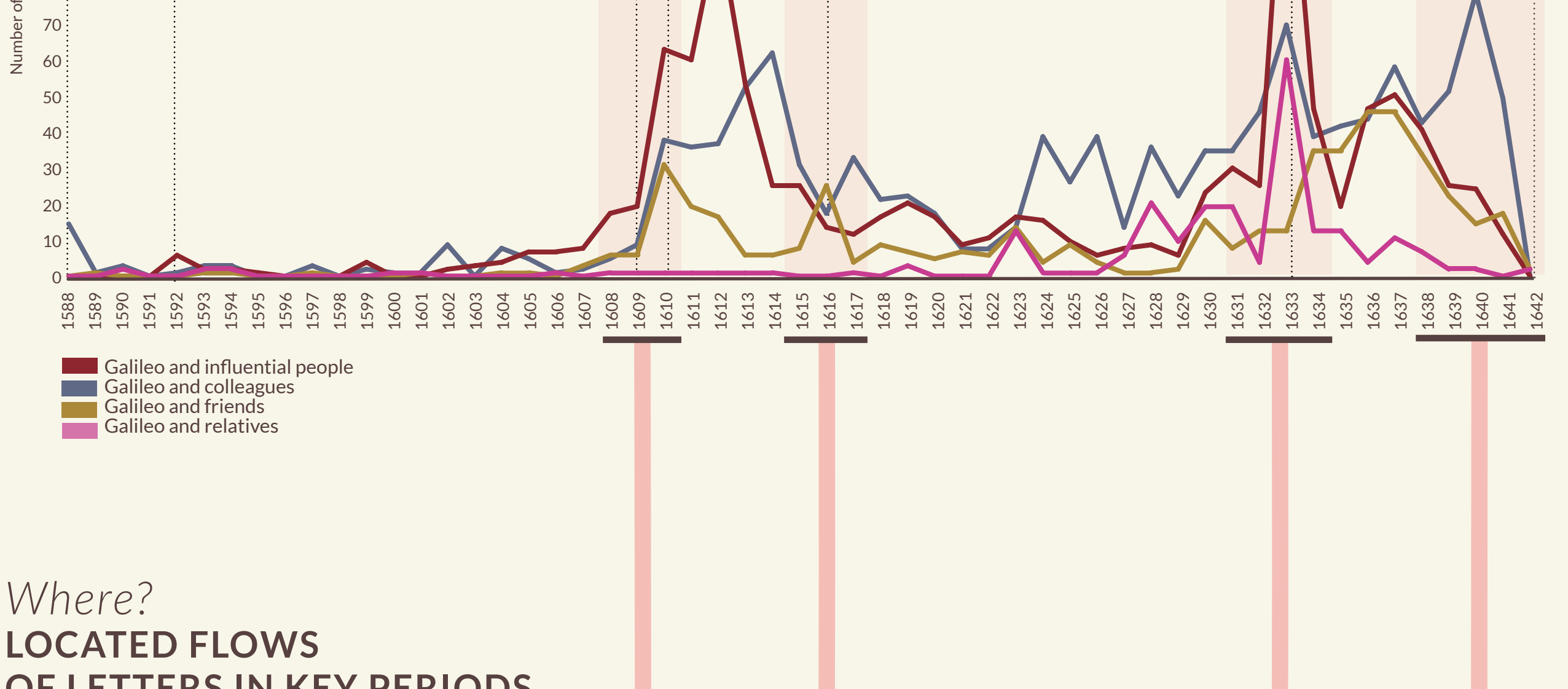


What and when? GALILEO'S CAREER TIMELINE

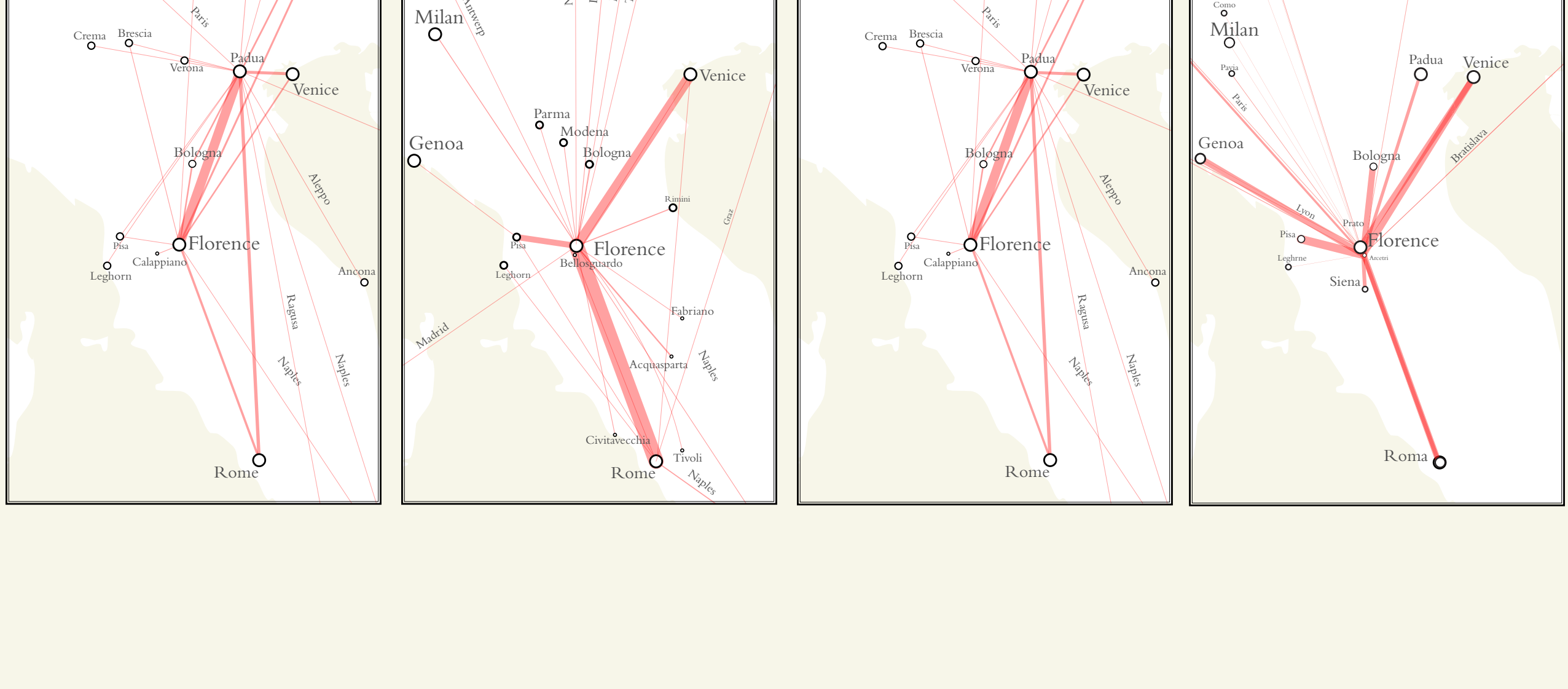


How? CONFRONT AND BROADCAST STRATEGY

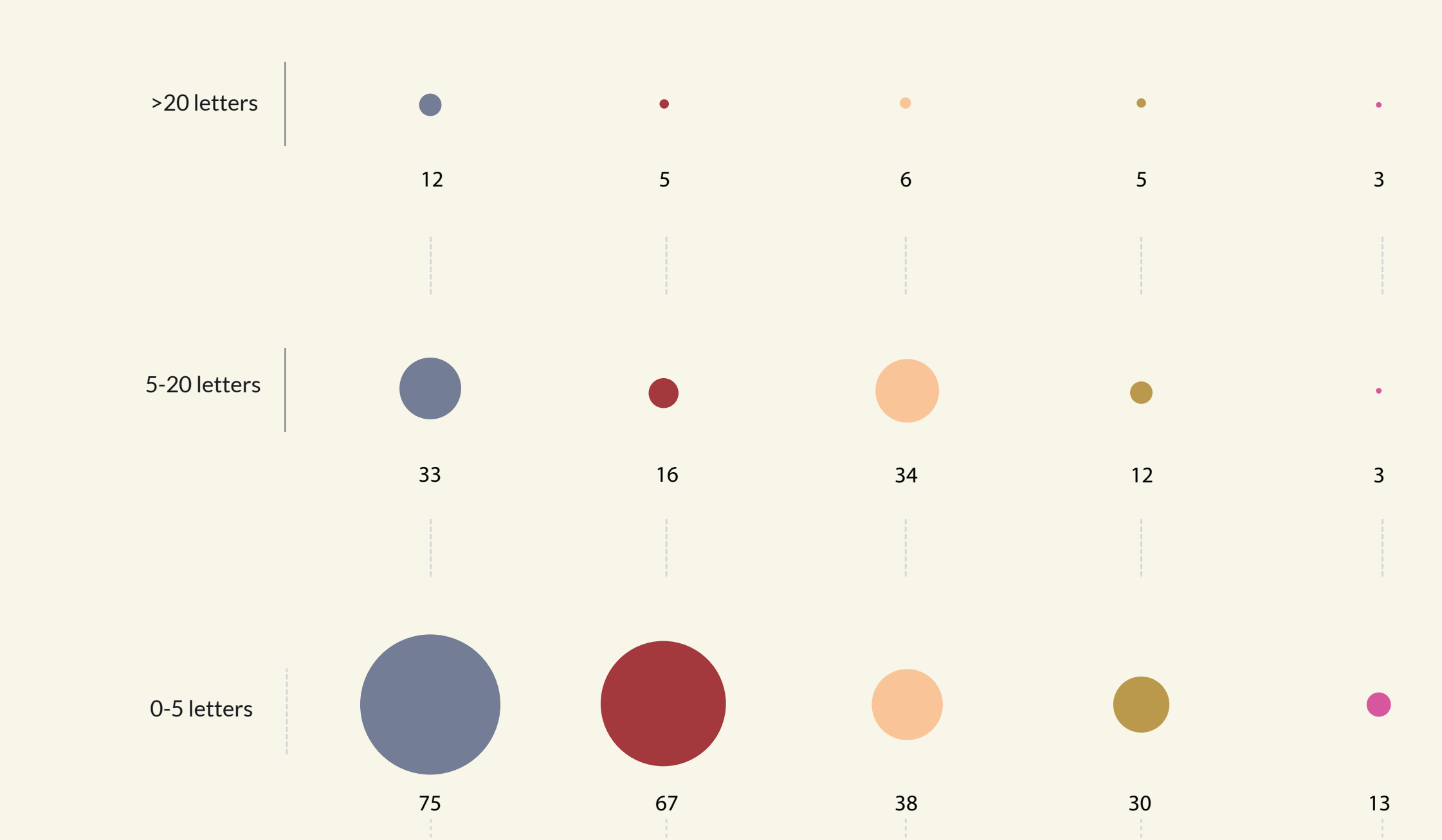
The power of connections was supported by a strong communication strategy. From the flow analysis emerges a loop model of correspondence, developed in two stages: confront, in which he wrote to his colleagues to get feedback, and the following stage of broadcast, with the purpose of divulge his new theories and discoveries in high society.



Where? LOCATED FLOWS OF LETTERS IN KEY PERIODS

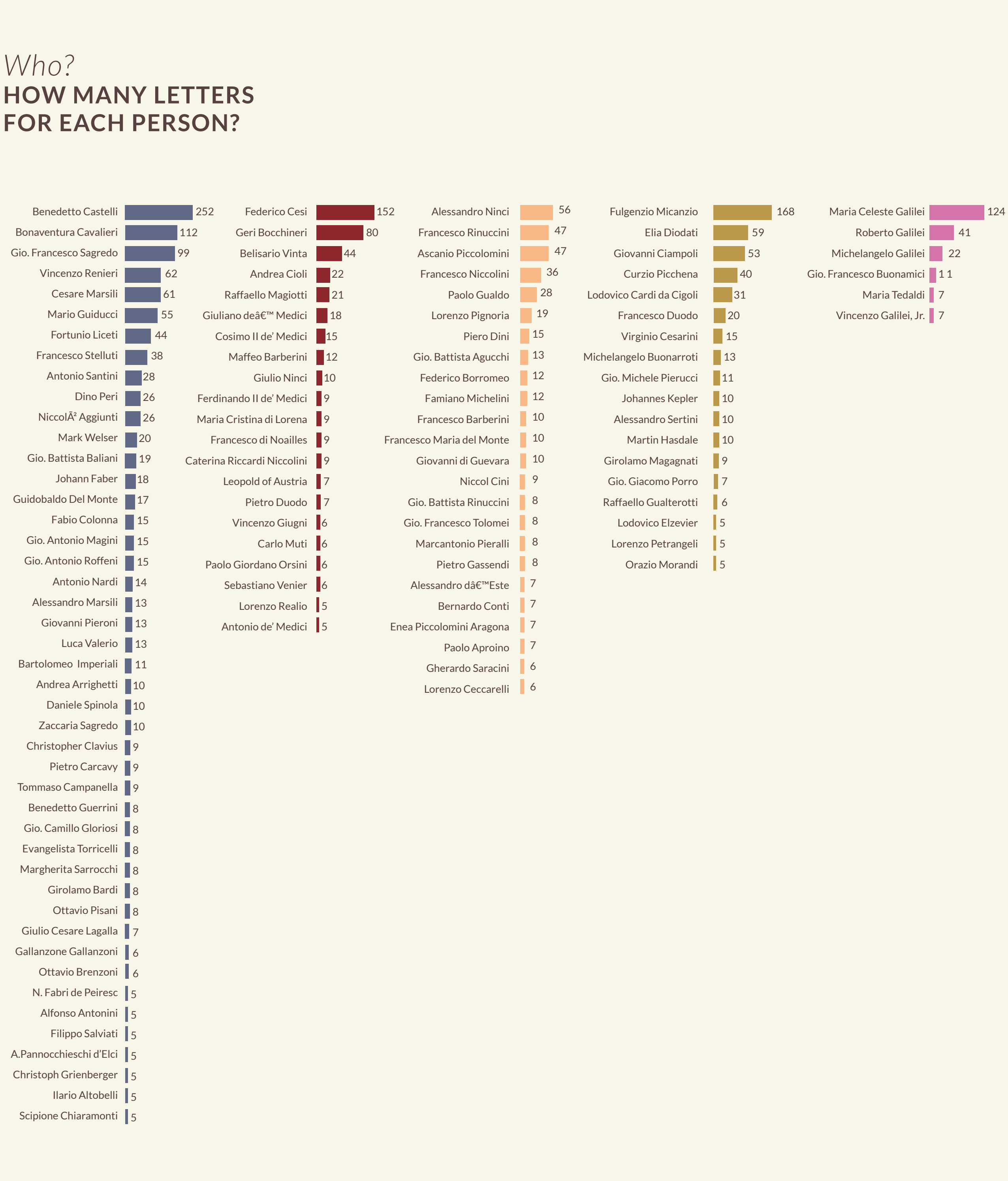


Who? HOW MANY PEOPLE AND HOW MANY LETTERS FOR EACH ONE?



Galileo's influential people

Who? HOW MANY LETTERS FOR EACH PERSON?



Why? THE IMPORTANCE OF MAILING AND THE ISSUE OF HIDDEN LINKS

Connections & communication strategy: the puzzle of divulgation. We analyzed all aspects of Galileo's correspondence: we travelled with his mail though Europe, we met his colleagues and his family, we know where he lived.

In conclusion we have understood that, as today, the importance of connections in the 17th c. was beyond simple friendship.

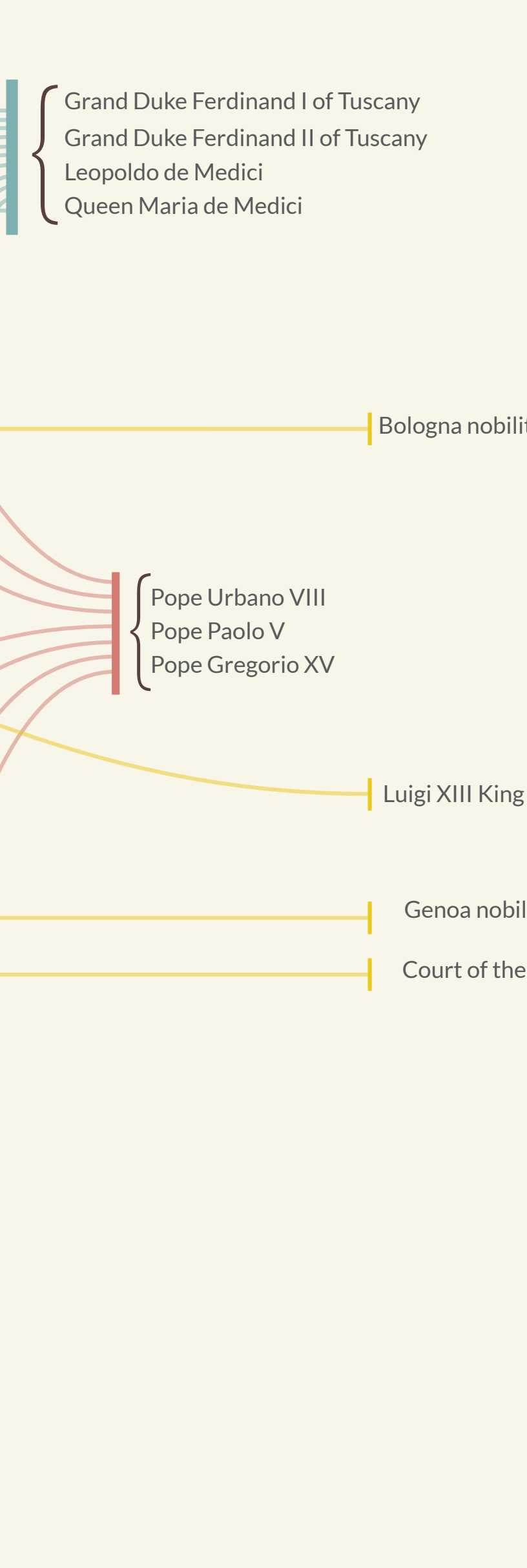
The success and the fast divulgation of his theories lied in his network of contacts. Not only the visible ones, the ones which we know about from his letters, but also the ones we don't see. Hidden links that connected Galileo to high society, to Kings and Queens, to the Pope. Hidden links that led him to the trial in which he was accused by the Catholic Church for his ideas.

In a context of censorship and the supremacy of the Catholic ideologies, pursuing connections was the answer to the lack of knowledge and the need of a new way thinking.

People with whom Galileo had a direct mailing link



Hidden links between Galileo's contacts and important personalities of the 17th century



The closer each name appear to its link, the stronger and direct the connection was.

de Medici Family, Vatican, Other influential people

Group 7

Magic team

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