
Webb et Hubble s'associent pour tracer la poussière interstellaire dans une paire galactique

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Note de l'éditeur : cet article met en évidence les données de la science Webb en cours, qui n'ont pas encore été soumises au processus d'examen par les pairs. Ici, le scientifique interdisciplinaire Webb Rogier Windhorst et son équipe discutent de leurs observations.

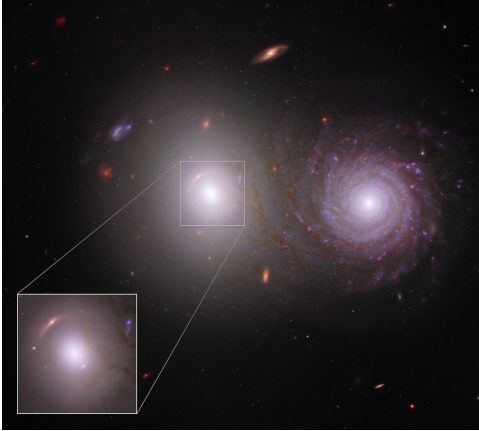
« Nous avons obtenu plus que ce que nous avons négocié en combinant les données du télescope spatial James Webb de la NASA et du télescope spatial Hubble de la NASA ! Les nouvelles données de Webb nous ont permis de tracer la lumière émise par la galaxie elliptique blanche brillante, à gauche, à travers la galaxie spirale sinueuse à droite – et d'identifier les effets de la poussière interstellaire dans la galaxie spirale. Cette image de la paire de galaxies VV 191 comprend la lumière proche infrarouge de Webb et la lumière ultraviolette et visible de Hubble.

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« Les données dans le proche infrarouge de Webb nous montrent également les bras spiraux plus longs et extrêmement poussiéreux de la galaxie de manière beaucoup plus détaillée, donnant aux bras une apparence de chevauchement avec le renflement central de la galaxie elliptique blanche brillante sur la gauche. Bien que les deux galaxies de premier plan soient relativement proches astronomiquement parlant, elles n'interagissent pas activement.

« VV 191 est le dernier ajout à un petit nombre de galaxies qui aide les chercheurs comme nous à comparer directement les propriétés de la poussière galactique. Cette cible a été sélectionnée parmi près de 2 000 paires de galaxies superposées identifiées par des volontaires scientifiques citoyens du Galaxy Zoo.

« Il est important de comprendre où la poussière est présente dans les galaxies, car la poussière modifie la luminosité et les couleurs qui apparaissent sur les images des galaxies. Les grains de poussière sont en partie responsables de la formation de nouvelles étoiles et planètes, nous cherchons donc toujours à identifier leur présence pour des études ultérieures.



"L'image contient une deuxième découverte plus facile à ignorer. Examinez la galaxie elliptique blanche à gauche. Un léger arc rouge apparaît dans l'encart à 10 heures. Il s'agit d'une galaxie très éloignée dont la lumière est courbée par la gravité de la galaxie elliptique de premier plan - et son apparence est dupliquée. L'arc rouge étiré est déformé là où il réapparaît - comme un point - à 4 heures. Ces images de la galaxie à lentilles sont si faibles et si rouges qu'elles ne sont pas reconnues dans les données de Hubble, mais sont indubitables dans l'image proche infrarouge de Webb. Des simulations de galaxies à lentille gravitationnelle comme celle-ci nous aident à reconstruire la masse de chaque étoile, ainsi que la quantité de matière noire au cœur de cette galaxie.

"Comme de nombreuses images Webb, cette image de VV 191 montre des galaxies supplémentaires de plus en plus profondes en arrière-plan. Deux spirales inégales en haut à gauche de la galaxie elliptique ont des tailles apparentes similaires, mais apparaissent dans des couleurs très différentes. L'un est probablement très poussiéreux et l'autre très éloigné, mais nous - ou d'autres astronomes - devons obtenir des données appelées spectres pour déterminer lequel est lequel.

Be found - Be connected

Digital marketing refers to any marketing activity that uses digital channels to promote a product, service, or brand. Digital channels include search engines, social media platforms, email, mobile apps, websites, and other digital media. Digital marketing is important because more and more people are spending time online, and businesses need to reach their target audience where they are spending their time.



These are just a few examples of digital marketing strategies. The key to a successful digital marketing campaign is to identify your target audience, select the right channels, create valuable content, and track and measure your results to continually improve your strategy.

SEO

SEO, or search engine optimization, is a digital marketing strategy that involves optimizing your website and its content to rank higher in search engine results pages (SERPs) and drive more organic traffic to your site. The goal of SEO is to make it easier for search engines like Google to understand what your website is about and to provide valuable and relevant content to users who are searching for information related to your business or industry.

SEO is an ongoing process that requires continuous monitoring, tracking, and optimization to achieve and maintain high search engine rankings. It's also important to keep up-to-date with the latest SEO best practices and algorithm updates to ensure that your website stays ahead of the competition.

PPC, or pay-per-click advertising

PPC, or pay-per-click advertising, is a digital marketing strategy that involves placing ads on search engine results pages (SERPs) or social media platforms and paying for each click on the ad. PPC ads are typically shown at the top or bottom of search engine results pages, or within social media feeds, and they are marked as ads to differentiate them from organic search results.

PPC advertising works on an auction system, where advertisers bid on the keywords and phrases they want to target, and the ad platform (such as Google Ads or Facebook Ads) selects the winning ad to display based on a variety of factors, including bid amount, ad quality, relevance, and other factors.

PPC ads can be highly targeted, allowing businesses to reach specific audiences based on demographics, interests, behaviors, and other factors. They can also be optimized for specific goals, such as driving website traffic, generating leads, or increasing sales.

PPC advertising can be complex and requires ongoing monitoring and optimization to achieve the best results. It's important to have a clear strategy, set realistic goals, and continually test and refine your campaigns to ensure they are delivering the best possible results.

Social media marketing

Social media marketing is a digital marketing strategy that involves using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to build brand awareness, engage with customers, and drive traffic to your website.

Social media marketing typically involves creating and sharing content, such as images, videos, and text-based posts, that are designed to engage and entertain your audience, promote your products or services, and build brand loyalty. Social media marketing also involves interacting with your followers and responding to their comments and messages.

To be successful in social media marketing, it's important to have a clear strategy, set measurable goals, and consistently create and share high-quality content that resonates with your target audience. It's also important to track and measure your results and continually refine your approach to ensure you are achieving the best possible outcomes.

Email marketing

Email marketing is a digital marketing strategy that involves sending targeted emails to your subscribers or customers to promote your products or services, build relationships, and drive conversions. Email marketing can take many forms, including newsletters, promotional emails, product updates, and more.

To be successful in email marketing, it's important to have a clear strategy and set measurable goals. This involves building a quality email list of subscribers who have opted-in to receive emails from your business, creating engaging content that resonates with your audience, and consistently testing and optimizing your campaigns to achieve the best results.

It's also important to comply with email marketing regulations, such as the CAN-SPAM Act, by including clear opt-out links and contact information in your emails and avoiding misleading or spammy messaging.

Content marketing

Content marketing is a digital marketing strategy that involves creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience, with the goal of driving profitable customer action.

Content marketing can take many forms, including blog posts, videos, infographics, podcasts, social media posts, and more. The key is to create content that provides value to your target audience and aligns with your business objectives.

To be successful in content marketing, it's important to have a clear strategy and set measurable goals. This involves identifying your target audience, understanding their needs and interests, and creating content that aligns with their preferences and expectations.

It's also important to consistently create and share high-quality content that is optimized for search engines and promoted through social media and other channels. This involves creating a content calendar, conducting keyword research, and leveraging analytics and other tools to track and measure your results and continually refine your approach.

Affiliate marketing

Affiliate marketing is a digital marketing strategy where a business partners with an affiliate or publisher to promote its products or services in exchange for a commission on sales or leads generated through the affiliate's efforts. This means that the affiliate promotes the business's products or services on their website or other digital channels and earns a commission for each sale or lead that they refer.

To be successful in affiliate marketing, it's important to choose the right affiliates and build strong relationships with them. This involves identifying affiliates who are a good fit for your business and who have an audience that aligns with your target market.

It's also important to provide affiliates with high-quality promotional materials, such as banner ads and product descriptions, and to track and measure the results of your affiliate marketing campaigns to continually refine your approach and optimize your results. Additionally, it's important to comply with relevant laws and regulations, such as the Federal Trade Commission's guidelines on endorsements and testimonials.

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