

U.S. DEPARTMENT OF STATE
Office of the Spokesman

For Immediate Release
2010/124

February 1, 2010

MEDIA NOTE

Citizens Worldwide Catch the “*Democracy is...*” Twitter Wave

The U.S. Department of State today announced that the “[Democracy is...](#)” [Twitter Contest](#) attracted more than 1,400 “Tweeple” (people on Twitter) from across the globe, who answered the call to tweet what democracy is using the hash symbol: *#democracyis*.

Lasting two weeks, the global “*Democracy is...*” Twitter Contest generated personal definitions of democracy in eight languages, from more than 30 countries representing all regions of the world.

The tweet with the most re-tweets was submitted by @zuola from China and said,

“民主就是独立的个体和独立的组织在文明社会中使用除暴力外的透明手段争取利益最大化的过程中逐渐完善的游戏规则。” (“Democracy is a set of game rules that, in their gradual process towards perfection, independent individuals and organizations in a civil society seek to maximize their interests by using transparent and nonviolent means.”)

Background

The global “*Democracy is...*” Twitter Contest expanded the international conversation on democracy, initiated by the [Democracy Video Challenge](#) partnership. Both contests engage with and amplify the views of young people around the world by using new media to break down cultural and geographic borders and involve younger audiences in a transparent and candid discussion about an issue of global importance. To date, the Democracy Video Challenge maintains a vibrant online community of over 30,000 friends, [fans](#) and [followers](#).

The Democracy Video Challenge is made possible by a public-private partnership that includes: the Center for International Private Enterprise, the International Republican Institute, the International Youth Foundation, the Motion Picture Association of America, NBC Universal, the Recording Industry Association of America, the National Democratic Institute, New York University’s Tisch School of the Arts, USC’s Annenberg School of Communication & Journalism, TakingITGlobal, the U.S. Department of State, and YouTube.

For more information please send an email to IIPInquires@state.gov .