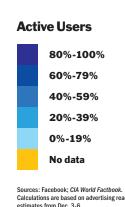


By Andréa Ford





Russia



Facebook is persistently blocked, but growth in the nation of 1.3 billion is a major goal for the company



State by state, the site's highest usage is in Rhode Island (65%); its lowest is in New Mexico (30%)

Iceland

Iceland has one of the highest rates of Facebook usage: about 86% of the population



Haiti 119,600

Immediately after the Jan. 12 earthquake, Facebook users were posting some 1,500 status updates per minute about the tragedy

> enabled users to click on words in the site's account settings, submit translations for them, then vote on a winner. "Poking" proved a particu-

Poking Without

HOW DO YOU POKE FACEBOOK

Facebook is operative in more than 75 languages

worldwide—a mammoth translation job, but not for the

company's employees. Removing the English barrier—a kev

to the site's global expansion was "a community-driven

process," says Naomi Gleit,

Facebook's product manager

for growth and internation-

alization. "What we did was

build a technology that actu-

ally allowed users to translate

Facebook." This translation app

friends in Russian? You don't.

Borders

You wink at them.

lar challenge. Its function on the site is ambiguous even in English: Is it an act of affection, flirtation or frustration, or just a friendly call for attention? And if it's all those things, then culturally speaking, what's the right gesture in Chinese? (Apparently it's "call.") Latin? ("Puncture.") Urdu? ("Make a sound.")

"The irony is, I don't speak any other languages," says Gleit. Luckily, Facebook has a lot of friends who do.

Japan

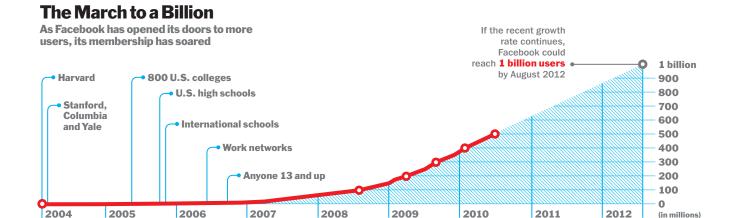
1,773,640 In Japan, users can post their blood type on their profile—the

only regional variation on the site

Colombia 11,627,920

On Feb. 4, 2008, 12 million people around the world marched against the guerrilla group FARC in a protest organized on Facebook

Graphics by Carl DeTorres for TIME



India

16,509,680

in Hyderabad

In July, Facebook overtook Google's

Orkut in unique visitors for the first

time. This fall it opened an office

Afghanistan

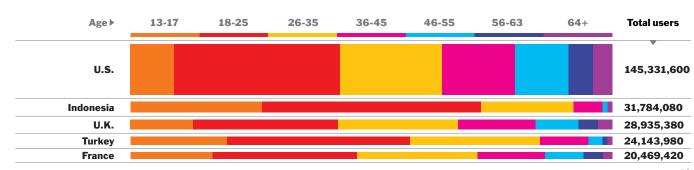
In a nation where an estimated

18% of adult women are literate.

85% of Facebook users are male

Friends of All Ages

The site now attracts sizable chunks of both young and middle-aged users



Brazil

8,176,820

Orkut is the top social network

20.5 million unique visitors in August

in Brazil; it beat Facebook by