The Social Network Film Analysis
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Set up
Mark Zuckerberg is in a bar arguing with his girlfriend and being arrogant. His girlfriend then breaks up with him.

Inciting incident
Makes a girl rating website for revenge and is then put in front of the school tribunal to explain his action.

Act 1 turning point
Zuckerberg meets the Winklevoss twins (Tyler and Cameron) who bring forward the idea to make the Harvard Connection social network website together. Zuckerberg steals their idea behind their back and begins work on 'The Facebook.'

Midpoint
Zuckerberg gets sued by the Winklevoss’ and his ‘best friend’ Eduardo (this is a flash forward).

Act 2 turning point
Shaun Parker (Napster founder) discovers and meets Mark Zuckerberg starting a partnership, slowly pushing Eduardo out of the picture. Zuckerberg then moves to California.

Act 3 turning point
Zuckerberg betrays Eduardo gives away his shares, Eduardo announces he will be suing Facebook. The police then catch Parker with drugs; Zuckerberg then disassociates Facebook and himself from Parker so they aren't given a bad public image.

Resolution/Denouement
Zuckerberg loses the case, getting a non-disclosure agreement and pays the amount owed to Eduardo and the Winklevoss'. He is then called an “asshole” by his Lawyer’s assistant and somewhat has an epiphany, realizing the terrible things he has done. It ends with him trying to befriend his ex-girlfriend (on Facebook) in an attempt to make amends for the hurt he caused her, also symbolizing that he wants to try make amends to everyone else too.

Mark Zuckerberg Character Bio

The character of Mark Zuckerberg in the film ‘The Social Network’, directed by David Fincher, is portrayed as a monomaniacal and arrogant person. Zuckerberg’s personality is made clear within the first 5 minutes of the film, not listening to a word his girlfriend is saying and belittling her at every turn, not
knowing how to handle the situation resulting in him losing his girlfriend. This sets up the motivation for why everything in the film takes place, creating a giant chain reaction, with each decision leading to another conflict. He is socially inept, unable to connect to anyone and not caring for others (while ironically creating the biggest social networking website), being only concerned about his own interests and out-doing his peers. All that he does is to improve his own image and become someone worth knowing, not caring the pain he may cause others on his way to achieving this goal. Throughout the entire film he doesn’t change but seems to get worse with his desire to become famous and rich growing, causing him to make even more drastic decisions to get what he wants, such as betraying his best friend (Eduardo) who made his dream possible in the first place. Zuckerberg’s stubborn attitude results in him losing his case against Eduardo and the Winklevoss’ twins and this triggers something in him, finally realizing what he has done, wanting to make up for it. Although it is too late for it and he ends up where he started, being alone with only his computer and Facebook.