

Movie social network review essay sample

[Literature](#), [Russian Literature](#)



The movie “ Social Network” tells about the story of Mark Zuckerberg, a computer programming genius and undergraduate student of Harvard University, and charts the creation of the phenomenally successful online social networking service “ facebook”.

DISCUSSION:

On the fall night of 2003, Mark began working on a new idea and codes the programme called “ FaceMash”. In one night, the network that he created collapsed the Harvard server that resulted to his six months of probation.

He was asked to enter into an agreement to develop “ Harvard Connection”, a social networking website specifically for Harvard students by the Winklevoss twins and Divya Narendra.

With the financing from his friend Eduardo Saverin, he decided instead to develop his own website “ thefacebook” without telling the twins and Narendra.

By the spring of 2004, thefacebook grows in popularity, and it expands to other schools in the Northeastern United States. Eventually, the Winklevoss twins decided to take Mark to court.

Saverin wanted to sell ad space to generate revenue, while Zuckerberg didn't want as the ads would make the site lose its “ cool” factor, which made it popular. Meanwhile, entrepreneur and co-founder of Napster, Sean Parker joins Mark's venture, gradually taking over Eduardo's position. Parker suggests that they drop “ The” from Thefacebook to make it simply “ Facebook”.

When Eduardo is tricked into reducing his share of the company from a third to less than a tenth of one percent, he announced his intention to sue Mark.

Later that night, Parker, along with a number of Facebook interns, is arrested for possession of cocaine during a party thrown on the occasion of Facebook's 1 millionth member.

PROBLEM STATEMENT:

What was Mark Zuckerberg's strategy to success in creating Facebook?

OBJECTIVE:

To know how Mark Zuckerberg was able to change the world of social media by creating Facebook.

SWOT ANALYSIS:

Strengths

1. Mark Zuckerberg is a computer programming genius with a brilliant idea.
2. His vision was that of a more open and connected world which resulted to the creation of Facebook.
3. He has the ability to persuade people of his own capability, ideas and product, and his brilliant intuition in identifying those he needed to attract to his startup.
4. He was not afraid to take the risk and went out from his comfort zone.

Weaknesses

1. Mark Zuckerberg is selfish. He doesn't want to be overpowered by others.
2. He doesn't want to lose the cool factor of facebook that's why he doesn't

want to sell ad space to generate revenue. 3. Mark Zuckerberg is greedy. He tricked his friend Eduardo Saverin in reducing his share of the company and alleged to intentionally have Parker and his interns arrested due to cocaine in order to remove them from the Facebook company. Opportunities

1. Through the financing of his friend Eduardo Saverin, he was able to develop the facebook. 2. Having Sean Parker joined the company; facebook was able to expand to other continents.

Threats

1. He was accused by the Winklevoss twins and Narendra of stealing their idea about Harvard Connection. 2. He faced lawsuits from the Winklevoss twins and Eduardo Saverin.

CONCLUSION:

For me, the Social Network movie shows that the success of a business does not start with money but with a brilliant idea. Facebook was created because Mark Zuckerberg has the vision of making the world more open and connected. He tried his vision and with the financing of his friends and partners he was able to turn his vision into reality.

Thanks to Mark Zuckerberg's idea. Billions of people could now connect and communicate with their loved ones, friends and family wherever in the world they may be and anytime of the day.