

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Intrinsic Aspect

In *The Social Network* (2010), there are three prominent characters who play central roles in the film's narrative: Mark Zuckerberg, Eduardo Saverin, and Sean Parker. Each of these individuals contributes to the development of the storyline through their interactions, conflicts, and ambitions. However, this research focuses solely on Mark Zuckerberg as the main character, particularly examining how his character is constructed and developed through narrative elements in the film.

4.1.1. Characters and Characterization

Mark Zuckerberg is portrayed as an intellectually gifted character who demonstrates his ability through coding and digital innovation. His intelligence is evident when he develops FaceMash, a website that rates female students' attractiveness using Harvard's internal data systems. His brilliance is not only in the idea itself, but also in how quickly and efficiently he executes the concept.

4.1.1.1 Mark is an Intelligence but Socially Awkward Person

Mark's intelligence is evident when he builds FaceMash in one night by hacking into various Harvard databases. This shows not only his technical skills but also his obsession with proving himself after being left by Erica. As shown in the picture 4.1 that shows if Mark stays up all night coding to hack harvard's site.



Picture 4. 1 Mark stays up all night coding
(*The Social Network*, 2010, 00:15:01- 00:15:08)

However, Mark's interaction with Erica at the beginning of the movie highlights how his high intelligence is paired with clear social awkwardness. He speaks quickly, jumps between unrelated topics, and fails to recognize how his words affect Erica. Despite being intellectually sharp, he lacks emotional sensitivity and social awareness. As the dialogue below shows, he is seen not just as a nerd, but as someone whose social awkwardness causes deeper issues in his relationships.

Erica : "You're going to go through life thinking girls don't like you because you're a nerd. I want you to know from the bottom of my heart that that won't be true. It'll be because you're an asshole."
(*The Social Network*, 2010, 00:05:42 – 00:06:01)

4.1.1.2 Mark is Ambitious and Obsessed with Validation

Mark's ambition is reflected in his obsession with Harvard's final clubs. Although he is excluded, this rejection motivates him to build something even greater Facebook as a new form of exclusive network. Even he was not joining yet to the club, but the dialogue belows show if he is seeking for validation

Mark : I'm just saying I need to do something substantial in order to get the attention of the clubs. Because they're exclusive and fun, and they lead to a better life
(*The Social Network*, 2010, 00:02:58 – 00:03:05)

4.1.2. Setting

The narrative setting in *The Social Network (2010)* plays a crucial role in establishing the atmosphere and driving character behavior. The film places much of its early story in Harvard University, using its prestigious and competitive environment to reflect Mark's personal struggles and ambitions. Harvard is not just a physical location but a symbolic space that intensifies themes of exclusion, social hierarchy, and the desire for recognition. The institution's elite culture creates pressure and competition that influence Mark's decisions, especially his pursuit of status and innovation.

4.1.2.1. Harvard University

The primary setting in *The Social Network (2010)* is Harvard University, located in Cambridge, Massachusetts, United States. Harvard is not only a physical location but also functions as a symbolic space representing elitism, exclusivity, tradition, and intellectual pressure. From the opening scenes, the film utilizes Harvard's historic architecture, dim lighting, and academic formalism to convey an environment steeped in prestige but also in social rigidity.

One of the first scenes takes place in a Harvard bar called *The Thirsty Scholar*, where Mark Zuckerberg and Erica Albright are having a conversation. This conversation immediately sets the tone for the social dynamics within Harvard, where intelligence is valued but social aptitude plays a crucial role. The dialogue

below illustrates the high-pressure academic environment that leads to social friction.

Mark : You don't have to study.

Erica : Why do you keep saying I don't have to study?

Mark : Because you go to Boston University.

(*The Social Network*, 2010, 00:01:35-00:01:40)

Furthermore, an establishing shot of Harvard's campus, with its brick buildings, autumn trees, and classical Georgian architecture, serves to visually communicate tradition and legacy. The visual, taken in an extreme long shot, emphasizes the scale and formality of the institution, as shown in the picture 4.2.



Picture 4. 2 Shot of Harvard's Campus
(*The Social Network*, 2010, 00:06:30)

This tension becomes the emotional backdrop for Mark's motivations, as he attempts to transform the very system that made him feel invisible. Through Harvard, the film emphasizes how place can subtly enforce power structures, while simultaneously sparking rebellion against them.

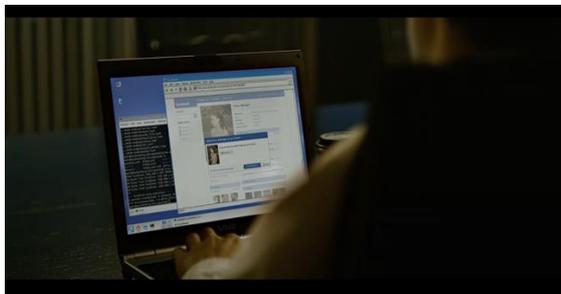
4.1.3. Conflict

In *The Social Network* (2010), conflict plays a central role in illustrating Mark Zuckerberg's journey from a Harvard student to a powerful tech entrepreneur. The movie captures both internal and external conflicts that reflect Mark's

emotional struggles and fractured relationships. These tensions also reflect broader themes of ambition, betrayal, and the cost of success in American innovation culture.

4.1.3.1. Internal Conflict

The internal conflict in this movie arises from Mark's emotional detachment and feelings of insecurity. Mark constantly seeks validation, especially after being rejected by his girlfriend and excluded from elite social groups. Despite achieving fame and success, Mark remains emotionally unfulfilled and isolated. As shown in the picture 4.3.



Picture 4. 3 Mark refreshes Erica's profile page alone.
(*The Social Network*, 2010, 01:54:18)

In Picture 4.3, Mark is shown using a close-up shot, sitting alone in a law office, repeatedly refreshing Erica's Facebook page. This moment visually captures his inner emptiness, despite his massive professional success. His face shows no satisfaction, only quiet longing. It reflects his unresolved emotional need for connection and approval. Even after building the world's largest social network, he ends up completely alone, symbolizing a conflict between professional triumph and personal isolation.

This internal conflict represents Mark's psychological contradiction. While he creates a platform meant for connection, he cannot form or maintain meaningful relationships in real life. His desire to be accepted drives his actions, but it also becomes the root of his loneliness. This echoes of digital connectivity, being connected to everyone but close to no one.

4.1.3.2. External Conflict

4.1.3.2.1. The Conflict Between Mark Zuckerberg and Eduardo Saverin

One of the most intense external conflicts in the movie is between Mark Zuckerberg and his co-founder Eduardo Saverin. Their relationship, initially built on trust and friendship, deteriorates as Facebook grows and Sean Parker becomes more involved. As shown in the picture 4.4 below.



Picture 4. 4 Eduardo is angry with Mark
(*The Social Network*, 2010, 01:43:05)

This scene powerfully shows the betrayal Eduardo feels after discovering his shares have been diluted. Their fallout is not just about money, but about broken trust and friendship. Mark does not respond with empathy only cold rationality. His decision to prioritize business and power over loyalty causes deep emotional damage and legal consequences.

The conflict between them becomes the heart of the film's tension, showing how ambition and the hunger for recognition can destroy meaningful relationships.

4.1.3.2.2. The Conflict Between Mark Zuckerberg and the Winklevoss Twins

The external conflict is the legal battle between Mark and the Winklevoss twins (Cameron and Tyler), who accuse him of stealing their idea for a Harvard-exclusive social network called HarvardConnection. As the proof in the dialogue below.

Cameron : "You stole our idea."
Mark : "If you guys were the inventors of Facebook, you'd have invented Facebook."
(*The Social Network*, 2010, 00:51:09 – 00:51:15)

This scene shows Mark's confidence and refusal to admit guilt. The Winklevoss twins come from a privileged background and expect Mark to follow the rules, but he chooses to act on his own. The conflict with the Winklevoss twins shows a clash between social class, ideas, and legal issues. It also shows how in business, it's sometimes hard to tell the difference between being inspired and stealing someone's idea.

4.2 Extrinsic Element

4.2.1 Identity Constructed through Social Capital and Identity Formation

4.2.1.1. Characters' Identity through Social Capital and Identity formation

Social capital refers to the networks, relationships, and connections that individuals use to gain advantages, such as access to resources, information, or opportunities. In the context of *The Social Network* (2010), each character develops

their own form of social capital and constructs their identity through education, personal networks, and individual roles. Before they benefit from each other's social capital, they first establish their own by shaping their education backgrounds, personal networks, and personal roles. This shows social capital and identity formation of several main characters who are Mark Zuckerberg, Eduardo Saverin, and Sean Parker that have a big role to the Facebook creation in the movie.

Mark Zuckerberg builds his social capital through his background in computer science, which enables him to develop the Facebook platform through coding. Eduardo Saverin, an economics major, contributes his financial knowledge and initial funding, which support Facebook's early growth. Sean Parker, as the former CEO of Napster, brings valuable social capital through his extensive connections and networks in the tech industry. Hence, from each characters' social capital, it becomes a critical element in Facebook's development, illustrating how such networks are increasingly essential in shaping relationships and success in the digital age.

4.2.1.1.1. Mark Zuckerberg's Identity

Mark Zuckerberg has intentions to build a platform called facebook after he broke up with his ex-girlfriend, Erica Albright. From that, he decided to blog mean things about her and at the same time, while still fueled by emotion, he hacks into Harvard's databases and creates FaceMash which is a site that lets people rate who's hotter between two students. Within a night, the site goes viral and there are many students visit the website and play with it, proven by Mark and Eduardo got shocked in a conversation as depicted in the Pictures 4.4 and 4.5 until it stops by the Harvard

policy. Hence, from this situation, it lets Mark Zuckerberg thinks if he searches for something bigger. He realizes people are desperate to connect online, but there is no platform that does it well and with real identities.



Picture 4. 5 - Picture 4. 6 Mark and Eduardo shocks to see a high traffic
(*The Social Network*, 2010, 00:15:01- 00:15:08)

The picture above relates to the social capital and identity formation that Mark according to his skill that he builds here due to high website traffic. While realizing about Mark's social capital, he also add more social capital from others, especially his own friend, Eduardo Saverin to ask him become CFO (Chief Financial Officer) to create Facebook platform.



Picture 4. 7 - Picture 4. 8 Mark and Eduardo having deal with the offer
(*The Social Network*, 2010, 00:28:01-00:28:25)

This reflects to the social capital and identity formation that Mark Zuckerberg character has for seeking the network and relationship with Eduardo to gain advantages by asking for the collaboration which both side agrees. This moment shows how Mark starts to build his identity as a tech creator by relying on others to support his goals. At the same time, Eduardo agrees because he trusts

Mark and believes in the idea. Their collaboration shows how social relationships can give people access to resources, support, and opportunities for success.

4.2.1.1.2 Eduardo Saverin's Identity

One form of social capital can be seen through the character of Eduardo Saverin from his own social capital background in economic education. From that, he becomes Mark Zuckerberg's business partner in the early stage of Facebook. He takes the role of Chief Financial Officer (CFO) to help manage the business side of Facebook. This shows that Eduardo truly believes in Mark's and so Mark does. As shows in the dialogue below, Eduardo tries his best to run the money well and make sure everything goes smoothly for the creation and development of Facebook. This shows how their friendship and trust become a kind of social capital that helps Facebook grow in its early days.

Eduardo : "Hey Mark!"
Mark : "Uh I need a dedicated Linux box running Apache with the MyQ back end. It's going to cost a little more money."
Eduardo : "How much more?"
Mark : "About \$200 more."
Eduardo : "Do we need it?"
Mark : "Got to handle the traffic."
Eduardo : "Do it!"
Mark : "Already did"
(*The Social Network*, 2010, 00:31:38-00:31:35)

In addition to gaining social capital through his role in creating Facebook, Eduardo also earned another form of social capital by being accepted into one of Harvard's prestigious and exclusive elite clubs called the Phoenix S-K Club. Membership in this club provided him with valuable access to influential and well-connected individuals. This network of powerful people created important

opportunities for Eduardo to build relationships and expand his reach. These connections were especially useful when Facebook was ready to be launched, as they helped in promoting and growing the platform. The significance of this social capital is reflected in the dialogue shows below.

Eduardo : “It’s ready?”
Mark : “Yeah.”
Eduardo : “Right now?”
Mark : “That’s it! And here is the mast head.”
Eduardo : “You made a mast head?”
Mark : “Yeah.”
Eduardo : “Eduardo as a Co-Founder and CFO.”
Mark : “Yeah.”
Eduardo : “You have no idea what that’s going to mean to my father.”
Mark : “Sure I do.”
Eduardo : “So it’s going live.”
Mark : “Right now get your laptop out!”
Eduardo : “Why do you need my laptop?”
Mark : “Cause you got emails for everybody at the Phoenix.”
Eduardo : “Yeah, I’m not sure if it’s going to be cool them that I spam their....”
Mark : “This is not spam.”
Eduardo : “No, I know it’s not spam.”
Mark : “If we send it to our friends, is just gonna bounce around work I haven’t gotten in yet. These guys know people & I need their emails.”
Eduardo : “Sure.”
(*The Social Network*, 2010, 00:36:44-00:37:31)

Eduardo Saverin’s education background and connections are important examples of social capital that help Facebook grow in its early stage. His trust in Mark, his financial help, and his elite social network all show how friendships and relationships can bring real value to a project. This also connects to the larger theme in *The Social Network* (2010) about how identity is built through online and offline

relationships. In the Facebook creation, Eduardo's identity is shaped by his role as co-founder and CFO, and by how others see him in the business world.

4.2.1.1.3 Sean Parker's Identity

Sean Parker is a tech entrepreneur and the co-founder of Napster, a revolutionary music-sharing app that gained him early recognition in the tech world. His previous success gave him significant social capital in the form of both reputation and a vast network of contacts in Silicon Valley. When at first he found out Facebook, he immediately becomes interested in its potential and reaches out to Mark Zuckerberg. As what dialogue below shows in the restaurant where Sean met Mark, Eduardo Saverin, and Eduardo's girlfriend. That was the first time meeting. Additionally, during their first meeting, Mark and Eduardo began to ask for Sean Parker's insights on how to develop and expand Facebook further. They were interested in hearing his opinion because of his prior success with Napster and his deep understanding of the tech industry

Eduardo : "Hey you know what settle an argument for us. I say it's time to start making money from Facebook but Mark doesn't want to advertise. Who's right?"
Sean : "Neither of you yet, the Facebook is cool, that's what it's got going for."
Mark : "Yeah."
Sean : "You don't want to ruin it with ads because ads aren't cool."
Mark : "Exactly!"
Sean : "It;s like you're throwing the greatest party on campus and someone saying it's got to be over by 11."
Mark : "That's exactly."

Sean : “You don’t even know what thing is yet, how big it can get, how far it can go. This is No. time to take your chips down. A million isn’t cool. You know what’s cool?”
Eduardo : “You.”
Sean smiles
(*The Social Network*, 2010, 01:09:39–01:10:27)

Sean’s statement shows that he wants to highlight his own social capital by disagreeing with Eduardo’s idea of how Facebook should grow. He strongly believes with his background in the tech industry and strong connections, Sean can help take Facebook further. His experience and network give him confidence in his vision. Meanwhile, Mark seems to agree with Sean’s ideas, as he keeps saying “exactly” during their conversation. This shows that Mark is starting to support Sean’s approach and sees value in his connections and experience. After the first meeting, Sean has the interest to help Facebook grow by deciding to have the second meeting. Mark believes with Sean for having a great connection that can help Facebook growth. On the other hand, Eduardo disagree with Sean existence in the company. As seen in the Pictures 4.8 and 4.9 that shows Mark and Eduardo debate about Sean Parker.



Picture 4. 9 - Picture 4. 10 Mark and Eduardo debates about Sean
(*The Social Network*, 2010, 1:15:20-1:15:26)

The debate reveals that Eduardo dislikes Sean because he believes Sean does not bring anything to the table due to his lack of money, whereas Mark sees Sean as someone with valuable connections. This sequence of events demonstrates how Sean Parker's social capital, and identity formation through his network and influence plays a vital role in securing venture capital funding for Facebook, ultimately accelerating the company's growth and legitimizing its presence in the tech industry.

4.2.3 Types of Social Capital

To describe the types of social capital, it implies through social relationships that depicts in *The Social Network* (2010). It categorized into three types, they are bonding social capital, bridging social capital, and linking social capital.

4.2.3.1 Bonding Social Capital

Bonding social capital refers to networks with a high density of relationships between members, where most, if not all, individuals belonging to the network are interconnected because they know each other and interact frequently with each other (Bourdieu, 1986). The striking bonding social capital that depicts in the movie is coming from Mark Zuckerberg and Eduardo Saverin. Both characters already be friends from the beginning of the movie starts. Additionally, bonding social capital implies in both proven by dialogue below when Eduardo is waiting for Mark while having meeting with the Harvard disciplinary board after the night accident of Mark hacks Harvard website to create FaceMash site.

Mark : “6 months academic probation.”
Eduardo : “Well, I have to make an example out of you.”
Mark : “They had my blog.. I shouldn’t have written nothing about the farm animals. That was stupid. But I was kidding for God’s sakes. Doesn’t anybody have a sense of humor?”
Eduardo : “I tried to stop you.”
Mark : “I know”
(*The Social Network*, 2010, 00:20:32-00:20:36)

The conversation between Mark and Eduardo shows bonding social capital. Eduardo says, “I tried to stop you,” which shows he still supports Mark even though he made a mistake. This shows emotional support and loyalty. Mark also speaks casually and emotionally, saying things like “for God’s sakes,” which means he feels safe to express himself around Eduardo. Eduardo doesn’t cut Mark off but keeps talking to him, showing they still recognize their friendship and partnership. When Eduardo says, “I have to make an example out of you,” it shows he is trying to protect their reputation while still caring about Mark. All of this proves they share a strong social bond, which is a key part of bonding social capital.

4.2.3.2 Bridging Social Capital

Sean Parker is one of the examples of bridging social capital depicts in *The Social Network* (2010) because the background that he has as a CEO of Napster, he becomes the bridge to introduce Facebook to the investors. In Bourdieu's terms, Bridging Social Capital means having access to individuals who possess different forms of capital in economic, cultural, symbolic and who occupy different positions within the social structure (Bourdieu, 1986). As seen in the dialogue belows when Sean Parker accompanies Mark to pitch with the investors from Sean’s networks.

Mark : “You’re sure about this?”
Sean : “You’re 20 minutes late. You’re going to walk in there
And say you overslept and didn’t have time to get
dressed. They’re going to pitch you in case Equity is
going to pitch you. They’re going to beg you to take
their money. You’re going to nod, nod, nod.. and then
you’re going to say which one of you Raw? No.. not
Raw.. Manningham..which one of you is Mitchell
Manningham? And he’ll say I am.. and then you say,
Sean Parker says “Fuck You!” walk out!”
Mark : “Okay.”
(*The Social Network*, 2010, 01:40:39-01:41:02)

The conversation shows that Sean cheers Mark up to pitch to investors through his existing connections by saying, “Which one of you is Mitchell Manningham? And he will say, ‘I am,’ and then you say, ‘Sean Parker says fuck you!’ Walk out!” This means Sean indirectly confirms that he and the investor already know each other, so he feels comfortable using sarcastic words. This serves as a form of bridging social capital, allowing him to link Facebook to external networks and opportunity using his own social capital. His involvement significantly contributes to Facebook’s development by opening access to investors and resources that would have otherwise been difficult for Mark to reach alone.

4.2.3.3 Linking Social Capital

Linking social capital is related to bridging social capital, but there is a small difference between them. In Bourdieu’s perspective on linking social capital is deeply tied to power structures, emphasizing that without addressing structural inequalities, access alone does not guarantee upward mobility. This aligns with bridging social capital in Bourdieu's terms, which focus on the social structure. So, linking is about connecting with people who have more power, while bridging is

about connecting with people from different groups but with similar status. In the context of the movie, this can be seen through the role of Sean Parker. Sean helps connect Facebook with several investors. The connection with investors is an example of linking social capital. As shown in the dialogue above, Mark makes a deal with Peter Thiel to invest in Facebook.

Peter : “We took a look at everything and congratulations, we’re
Going to start you off with a \$500.000 investment. Maurice
is gonna talk to you about some corporate structure.”
Maurice : “We father as a corporation in Delaware, come up with a
stock allows for new investors.”
(*The Social Network*, 2010, 01:34:01-01:34:17)

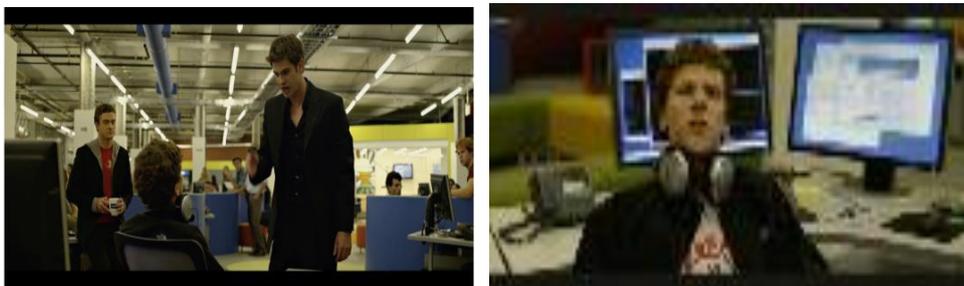
This moment shows how linking social capital works by giving access to people who have more power, resources, or influence. Sean Parker helps Mark move beyond to connect with important figures in the business world. The deal with Peter Thiel not only gives Facebook financial support but also helps the company gain credibility and professional guidance. In terms of social capital, this shows how linking ties can help someone move up and reach new opportunities. It highlights in social capital related to how important connections with powerful people are when trying to grow a project into something much bigger.

4.2.4 The Impact of Social Capital Towards Mark Zuckerberg Perception

Mark Zuckerberg decides to work with Sean Parker instead of Eduardo Saverin because he believes Sean has more power and better connections that can help Facebook grow quickly. In the beginning, Eduardo supports Facebook by using his social capital. He works as the Chief Financial Officer (CFO), invests his

own money, and helps manage the business side of the company. However, things start to change when Sean Parker joins. Sean impresses Mark with his big ideas, confidence, and access to important people in Silicon Valley. Unlike Eduardo, Sean knows how to connect with investors and people who truly understand the tech industry. Mark becomes more interested in what Sean can offer, thinking that Sean's social capital can bring more success and take Facebook to the next level.

This situation causes conflict between Mark and Eduardo. Eduardo feels left out and betrayed, especially after making sacrifices to support the company. Mark's decision shows that he starts to value power, influence, and future opportunities more than friendship or loyalty. The debate between them grows stronger as Facebook becomes more successful. This is clearly shown in Pictures 4.12 and 4.13, where Eduardo comes to the office angry and hurt after realizing that Mark has cut him out of the company.



Picture 4. 11 - Picture 4. 12 Eduardo is angry with Mark

(The Social Network, 2010, 01:43:05-01:43:54)

From this situation, it is clear that Eduardo feels Mark is not being fair or transparent in how they are managing Facebook. The growing tension between them, especially related to business decisions and Mark's treatment of Eduardo, causes Eduardo to feel excluded and betrayed. As their conflict becomes more

serious, Eduardo decides that he can no longer support Mark or trust his leadership. This leads him to take legal action to protect his rights and interests in the company. This turning point in their relationship is clearly shown in Pictures 4.14 and 4.15, where their issues are brought into a legal setting, highlighting how their friendship has been replaced by a formal dispute at a law firm.



Picture 4. 13 - Picture 4. 14 Eduardo and Mark in the law firm
(*The Social Network*, 2010, 01:18:18-01:18:29)

This situation also highlights the role of authenticity as explained by Bourdieu's theory of social and cultural capital. Eduardo, who comes from a different social and cultural background compared to Sean Parker, presents himself with loyalty and commitment to the original vision of Facebook. However, his form of authenticity is not fully accepted or valued by the changing environment of the company. As Facebook grows, Mark starts to favor the image and attitude that Sean brings one that aligns more with the culture of Silicon Valley. This shows how authenticity is not only a personal trait, but is shaped by cultural capital and social structures. Sean's cultural capital and strong linking social capital give him the ability to present himself in a way that gains acceptance and influence, while Eduardo, despite his early support, loses his place. Therefore, Mark's shift in loyalty reveals how social and cultural capital influence who is seen as authentic and whose contributions are valued in a competitive environment.