

Karston Singleton And Jakob Lehmann

Jakob: The Social Network is a 2010 film directed by David Finch, telling the story of a young Mark Zuckerberg creating The Facebook. ``

Mark: Just Facebook, Drop the the. The Social Network is a 2010 film directed by David Finch, telling the story of a young Mark Zuckerberg creating The Facebook. ``

Jakob: While it's easy to see *The Social Network* as a funny little movie with some of the most iconic lines of that decade-

Eduardo: SORRYYYY. My Prada's at the cleaners....

Jakob: David Fincher had a much bigger vision in mind- a commentary on the humanity, or lack thereof, of Mark Zuckerberg. While the majority of the film is told through Zuckerberg's eyes, the scene that displays Mark's lack of humanity the best is where we see Eduardo lose everything.

Jakob: When the Scene begins, Eduardo is given devastating news. Because of this, he goes to confront Mark about it. From the very first time we see Mark in this scene, his lack of humanity is shown. He is completely zoned into his work. Even as Eduardo frantically calls him, Mark doesn't even give him any attention. He's **Wired In**. It takes Eduardo destroying Mark's computer for Mark to even acknowledge him. This couple-second interaction confirms what the screenplay is already set up. Previously, Eduardo froze facebook's bank account to get Mark's attention as nothing else seemed to work.

Karston: After this, we get an explanation of why Eduardo is so upset. His lawyer slowly reads out the company ownership percentage of each Facebook owner before finally reaching Eduardo. His ownership was decreased to **0.03 percent**. During this entire scene, Eduardo stares at Mark for what feels like the first time out of all of the trial scenes. What makes this so powerful is that Eduardo is staring down at the man that betrayed his trust.

Karston: This is only exemplified by what happens next. There's a reason Roger Ebert calls *The Social Network* "as smart as its brilliant hero." During this entire exchange, Mark is brushing Eduardo off. This being the first big argument these two have had, Eduardo- and the audience- finally realize how bad Mark is. Andrew Garfield does a fantastic job displaying the precise second Eduardo realizes how little Mark cares about others.

Eduardo: About getting into the Phoenix.

Karston: Mark was never Eduardo's friend. He only used Eduardo to help with Facebook. The only two times we see Mark act "friendly" towards Eduardo is when Mark wants him to sign a paper. Eduardo realizing his lack of humanity finally breaks.

Karston: It's scenes like this that make it almost impossible to sympathize with Mark. This is why a review made by *The Verge* describes the final scene of Mark trying to connect with his ex again as, "Hollow" and that it feels "stupid."

Karston: While it's debatable whether the Social Network has aged and outlived its time, there's no denying that it has some of the best commentaries on humanity the movie genre has seen in decades.

Sources:

1. Tiffany, Kaitlyn. "In 2010, The Social Network was searing — now it looks quaint." *The Verge*, 17 March 2017, <https://www.theverge.com/2017/3/17/14946570/the-social-network-facebook-mark-zuckerberg-president-of-the-world> . Accessed 24 May 2022.
2. Ebert, Roger. "Calls him an asshole, makes him a billionaire." *Roger Ebert.com*, <https://www.rogerebert.com/reviews/the-social-network-2010> . Accessed 24 May 2022.