

The Social Network

Curs 2011-12

Cinema per a Estudiants



Pel·lícula recomanada per a:

3er i 4art d'ESO. Batxillerats. Cicles Formatius. Centres de Formació d'Adults

Àrees del currículum:

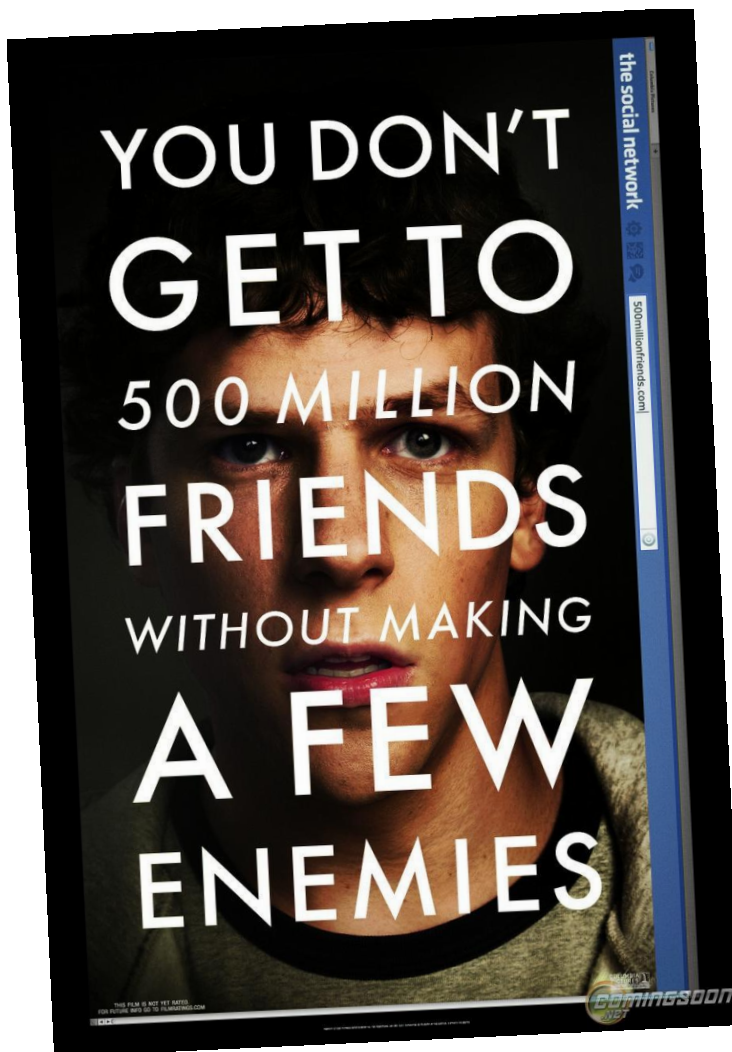
Llengua anglesa; Ciències socials; Informàtica, internet; Món contemporani.

Temes:

Biografia; Relacions humanes, psicologia; El món del treball, relacions laborals; Adaptació cinematogràfica d'obra literària.

www.cinemaperaestudiants.cat

The Social Network



Direcció: David Fincher.
Interpretació: Jesse Eisenberg (Mark Zuckerberg), Andrew Garfield (Eduardo Saverin), Justin Timberlake (Sean Parker), Armie Hammer (Cameron Winklevoss / Tyler Winklevoss), Max Minghella (Divya Narendra), Rooney Mara (Erica), Rashida Jones (Marylin Delpy). **Guió:** Aaron Sorkin; basat en el llibre "Multimilionaris per accident" de Ben Mezrich.
Producció: Dana Brunetti, Ceán Chaffin, Michael De Luca i Scott Rudin. **Música:** Trent Reznor i Atticus Ross. **Fotografia:** Jeff Cronenweth. **Muntatge:** Kirk Baxter i Angus Wall. **Disseny de producció:** Donald Graham Burt. **Vestuari:** Jacqueline West. **Gènere:** Drama. **País:** USA. **Any:** 2010. **Durada:** 122 min.

Sinopsi

En aquest film, el director David Fincher i el guionista Aaron Sorkin exploren el moment de la invenció de Facebook, un dels fenòmens socials més revolucionaris del nou segle. La pel·lícula, basada en múltiples fonts, ens trasllada des dels passadissos de Harvard fins a la seu de la companyia a Palo Alto, on captura l'emoció dels inicis d'aquest fenomen que primerament va unir i després va separar un grup de joves pioners de les xarxes socials.

El protagonista del film és Mark Zuckerberg, el brillant alumne de Harvard creador d'una pàgina web que sembla haver redefinit el nostre teixit social de la nit al dia. Al voltant seu hi ha Eduardo Saverin, antic amic de Zuckerberg i la persona que va aportar el capital inicial de la jove empresa; Sean Parker, el fundador de Napster i qui va portar Facebook als inversors de capital de risc del Silicon Valley; i els bessons Winklevoss, els companys de Harvard, que asseguren que Zuckerberg els va robar la idea i al qual demanen la seva titularitat.

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QUÉ SABES SOBRE FACEBOOK *(actividad en castellano)*



Página oficial de Facebook: <http://www.facebook.com/facebook>

Facebook, un nuevo fenómeno

NINGUNO DE LOS *BLOGUEROS* de Silicon Valley parece haber encontrado una expresión demasiado fuerte para celebrar los méritos de la nueva fórmula lanzada por Facebook. El sitio, cuya sede se encuentra en Palo Alto, nació en un contexto estrictamente universitario. Se abrió al común de los mortales en septiembre pasado y acaba de transformarse en plataforma sobre la cual pueden trabajar los desarrolladores y las empresas que quieran...

Un ejemplo entre muchos puede dar una idea de lo que se está comentando por acá: Hadi Partovi, presidente de iLike (sitio de intercambio de música) afirma que "en la historia de la computación, se creó la computadora personal, luego Windows, luego la Web y ahora la plataforma Facebook".

Decir que es una plataforma es afirmar que, al igual que con la computadora, los desarrolladores pueden crear aplicaciones que funcionan en ese espacio. Cualquiera puede participar y ofrecer sus servicios a otros internautas, que las agregan o no a su perfil. Dicho de otra manera, Facebook pretende volverse algo como un sistema operativo. El "sistema operativo social de la Web", según llegó a declarar Mark Zuckerberg el fundador del sitio, de 23 años de edad.

Francis Pisani 21/06/2007 *(El País.com)* MÁS INFORMACIÓN

Qué es Facebook

Facebook es una red social lanzada en 2004 y que pertenece a la compañía privada Facebook, Inc.. La red permite añadir gente como amigos y enviarles mensajes, compartir enlaces, fotografías y vídeos, entre otras cosas. Está abierto para todo aquel que tenga más de 13 años, y sólo se necesita una dirección de correo electrónico válida para registrarse. Es una de las redes sociales más conocidas actualmente.

La red Facebook fue fundada inicialmente por Mark Zuckerberg, estudiante de informática en la Universidad de Harvard (USA), Dustin Moskovitz, Chris Hughes y Eduardo Saverin, el 4 de febrero de 2004, y en un principio estaba limitada a los estudiantes de la propia universidad. Pretendía ser una herramienta de conocimiento entre alumnos. Poco a poco, sin embargo, se fue expandiendo por toda el área de Boston, más tarde por todo el país y, actualmente, la conforman más de 400 millones de usuarios de todo el mundo.

Wikipedia

MÉS INFORMACIÓ

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(artículo en castellano)

Revolución Social : Facebook en el Mundo y en España

Estadísticas sobre el uso de Facebook entre la población: número de usuarios, edades, etc.

MÁS INFORMACIÓN

(Interview in English)

Interview with Mark Zuckerberg

[LINK TO THE INTERVIEW](#)



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ACTIVITIES IN ENGLISH



ACTIVITY 1 - THE CHARACTERS OF "THE SOCIAL NETWORK".

These are the characters of the film, including roommates, his girlfriend, partners and enemies. All of them are related to Mark Zuckerberg, the protagonist. Write their names below the

correct picture: Divya Narendra - Erica Albright - Mark Zuckerberg - Eduardo Saverin - Sean Parker - Cameron Winklevoss.



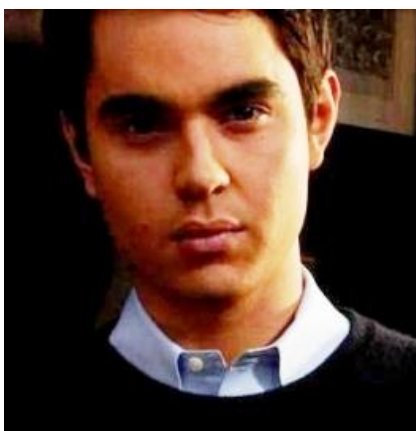
1-



2-



3-



4-



5-

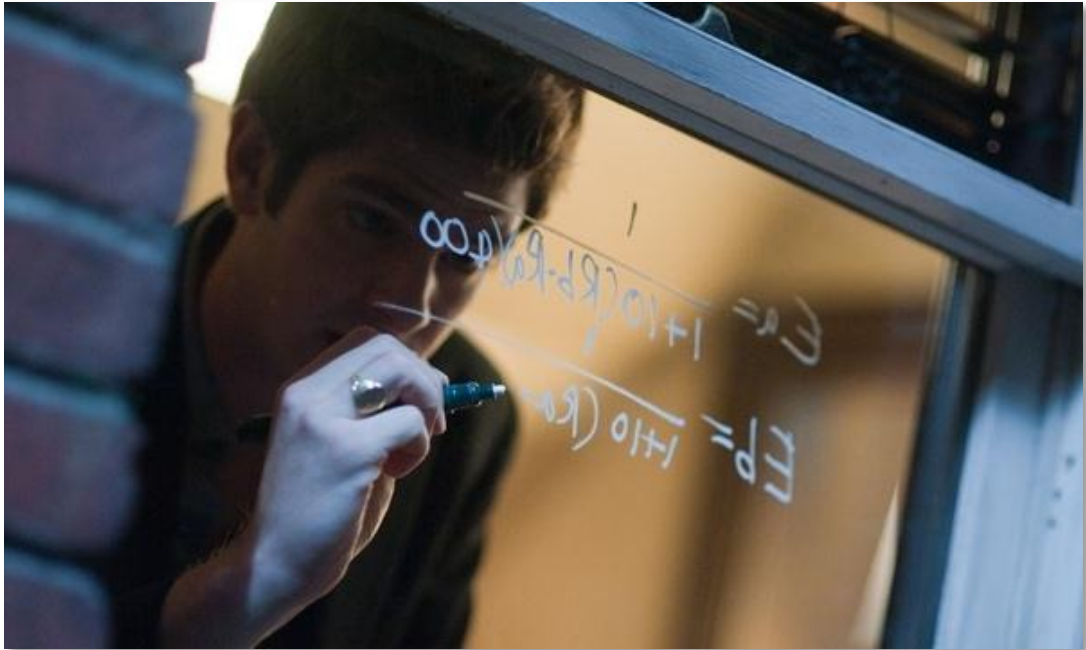


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ACTIVITY 2 - THE PLOT OF THE FILM. WHO DID WHAT IN THE STORY?

This interesting film is a story of success and failure and talks about friends and enemies. Read the plot, learn about the characters of the film and then choose who did what in the story.



Mark Zuckerberg is an undergraduate student in Harvard University. He's a gifted student who loves computer programming. On a fall night in 2003, he had an argument with his girlfriend, Erica Albright, and they broke up, so he decided to blog his angry feelings about his girlfriend.

Sitting at his computer he began working on a new idea. He asked his roommate Eduardo Saverin for help, and then, in a fury of blogging and programming, what began in his dorm room soon became a global social network and a revolution in communication. In one night, the network that he created collapsed the Harvard server.

The Winklevoss brothers, a couple of athletic rowers at the campus, knew about the network and offered Zuckerberg the possibility to start a business together. Their Indian origin friend, Divya Narendra, will also

be a partner in the business. But Zuckerberg's secretive and solitary methods made him set up a network on his own, which meant the beginning of FACEBOOK and turned him the most popular man in Harvard.

Later Mark and Eduardo will meet Sean Parker, the co-founder of Napster, who will give him some interesting suggestions to improve the network and make more money with it. Six years and 500 million friends later, Mark Zuckerberg is the youngest billionaire in history, but for this entrepreneur, success leads to both personal and legal complications. The Winklevoss twins and Eduardo Saverin will sue Zuckerberg for several reasons. Through a series of flashbacks during the legal actions, we'll learn the complicated origins of the most popular social network in the world: Facebook.

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Write the names of the characters next to the correct actions. Some names are repeated: Divya Narendra - Erica Albright - Mark Zuckerberg - Eduardo Saverin - Sean Parker - The Winklevoss twins.

	1- ... dated Zuckerberg in Harvard.
	2- ... gave Zuckerberg some help at the beginning.
	3- ... blogged about his girlfriend after a bad experience.
	4- ... are a couple of sportive students in Harvard.
	5- ... created a famous website called Napster.
	6- ... is a student whose family came from India.
	7- ... collapsed Harvard servers with his network.
	8- ... sued Zuckerberg.
	9- ... became the youngest billionaire in the world.



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ACTIVITY 3 - VOCABULARY OF CRIMES AND TRIALS.

Mark Zuckerberg was sued by the Winklevoss twins and by Eduardo Saverin. When someone commits a crime, a legal process starts. Learn the vocabulary of crimes and trials in this exercise. Match the legal verbs to the correct definition.



1) to commit a crime	a) to bring someone to court
2) to sue someone	b) to swear in court that one is guilty or not
3) to accuse someone of a crime	c) to punish someone by putting them in prison
4) to charge someone with (murder)	d) to set someone free after a prison sentence
5) to plead guilty or not guilty	e) to make a legal claim against someone, especially for money
6) to defend/prosecute someone in court	f) to do something illegal.
7) to pass verdict on an accused person	g) to argue for or against someone in trial
8) to sentence someone to a punishment	h) to say someone is guilty
9) to acquit an accused person of a charge	i) what the judge does after a verdict of guilty
10) to convict an accused person of a charge	j) to decide in court that someone is not guilty
11) to fine someone a sum of money	k) to have a case judged in court
12) to send someone to prison	l) to decide in court that someone is guilty
13) to release someone from prison	m) to punish someone by making them pay
14) to be tried	n) to decide whether someone is guilty or not

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ACTIVITY 4 - If you're ever taken to court, this vocabulary can be useful! Read the definitions of some useful nouns that appear in legal actions. Then choose the correct alternative.

1. The legal process in court where an accused person is investigated and then found guilty or not guilty is called...
 - a. a fine
 - b. the trial
 - c. the court
2. A crime that is being investigated is ...
 - a. a trial
 - b. a proof
 - c. a case
3. The information used in a court of law to decide whether the accused is guilty or not is called...
 - a. evidence
 - b. judge
 - c. verdict
4. The decision taken in a trial (guilty or not guilty) is called the ...
 - a. proof
 - b. verdict
 - c. case
5. The person who leads a trial and decides on the sentence is ...
 - a. the defendant
 - b. the judge
 - c. the attorney.
6. The group of twelve citizens who decide whether the accused is guilty or not is ...
 - a. the judge
 - b. the court
 - c. the jury.
7. A problem or complaint that a person or organization brings to a court of law to be solved is ...
 - a. a lawsuit
 - b. a trial
 - c. a fine

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ACTIVITY 5 - AUTHENTIC READING: HOW FACEBOOK WORKS



Mark Zuckerberg was the creator of Facebook, the widest social network in the world. Do you know how it started? Do you know how it works? Read this text and then say if the following statements are true, false, or not mentioned.

In 2004, Mark Zuckerberg, Dustin Moskovitz and Chris Hughes, three Harvard University students, launched a website designed to put students in touch with one another, share their photos and meet new people. They called it *thefacebook.com*, and before long the site became extremely popular on the Harvard campus. A month after the site launched, the creators expanded it to include students from Stanford, Columbia and Yale. By 2005, students in 800 college networks across the United States could join the network, and its membership grew to more than 5 million active users. In August of that year, the site's name changed to *Facebook*.

Facebook was originally intended for college students, but today anyone can join the network. Although the site's scope has expanded to include more than just students, its purpose remains the same: giving people a way to share information in an easy and entertaining way. Like *MySpace*, *Facebook* is a social networking site.

To explore *Facebook*, you must create a free account on the site. *Facebook*'s terms of use state that members must be at least 13 years old, and any member between the ages of 13 and 18 must be enrolled in school. *Facebook* requires new members to provide a valid e-mail address before completing registration. Once you've created an account and answered a few questions about where you work, where you went to school and where you live, *Facebook* will generate a **profile** for you.

Facebook provides several ways to find friends:

- You can browse and join **networks**, which are organized into four categories: **regions** (networks that are linked to specific cities or countries), **colleges**, **workplaces** and **high schools**. Once you join a network, you can browse through the list of members and search for people you know. You can sort people by age, sex, relationship status, political views and other criteria.
- You can let *Facebook* pull contacts from a Web-based e-mail account. To do this, you have to give *Facebook* your e-mail address and password. Facebook uses a program that searches through your e-mail contacts and compares the list against its membership database. Whenever Facebook discovers a match, it gives you the option to add that person as a friend.
- You can use *Facebook*'s search engine to look for a specific person. Type the person's name into the search field, and Facebook will display any profiles that match the name.

Adapted from www.howstuffworks.com

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	TRUE	FALSE	NOT IN THE TEXT
1) Facebook had a different name at the beginning.			
2) Three students in Oxford launched the Facebook.			
3) Facebook was originally designed for students' use.			
4) The objective of Facebook is giving people the opportunity to share information easily and in a fun way.			
5) Zuckerberg's girlfriend helps him design Facebook.			
6) Another social networking site is Twitter.			
7) You can use Facebook if you are 11 years old.			
8) You can use Facebook without an email address.			
9) Facebook generates your profiles when you pay 2 dollars.			
10) Facebook can import contacts from your email account.			
11) You have to pay money to use Facebook on your mobile phone			
12) Facebook has a search engine to help you find contacts.			



Foto:
Mark
Zuckerberg

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(INTERMEDIATE LEVEL)

ACTIVITY 6 - AUTHENTIC READING: HARVARD UNIVERSITY



The film starts in Harvard University, the oldest institution of higher learning in the United States and one of the most prestigious universities in the world.

Read the following text about this institution and then write ten sentences including the dates and the names given.

Please, do it in a way that shows that you have understood the text and without copying more than three words from the text in each sentence, as it would be considered plagiarism.

Example: *"The Massachusetts legislature founded Harvard University in 1636"*
1636 → or *"Harvard University is more than 300 years old, as it was founded in 1636"*

These are the names and numbers you have to use in your sentences:

<i>John Harvard</i>	<i>1977</i>
<i>Drew Gilpin Faust</i>	<i>6.700</i>
<i>the Harvard University Library</i>	<i>75</i>
<i>the Harvard Crimson</i>	<i>8</i>
<i>Oxford University</i>	<i>32</i>

Harvard University is an American private university located in Cambridge, Massachusetts, United States, established in 1636 by the Massachusetts legislature. Harvard is the oldest institution of higher learning in the United States and the first corporation (officially *The President and Fellows of Harvard College*) chartered in the country. Harvard's history, influence, and wealth have made it one of the most prestigious universities in the world.

Harvard was named after its first benefactor, John Harvard. Although it was never formally affiliated with a church, the college primarily trained *Congregationalist* and *Unitarian* clergy. Harvard's curriculum and students became increasingly secular throughout the 18th century and by the 19th century had emerged as the central cultural establishment among Boston elites.

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After the American Civil War, it was transformed into a centralized research university. In 1900 it became a founding member of the *Association of American Universities*. When World War II finished the university began to reform the curriculum and liberalize admissions. The undergraduate college became coeducational after its 1977 merger with Radcliffe College, a women's liberal arts college. Drew Gilpin Faust was elected the 28th president in 2007 and is the first woman to lead the university.

Harvard has the largest financial endowment of any academic institution in the world, standing at \$32 billion as of September 2011. The university comprises eleven separate academic units, ten faculties and the *Radcliffe Institute for Advanced Study*, with campuses throughout the Boston metropolitan area. As of 2010, Harvard employs about 2,100 academic personnel to teach and advise

approximately 6,700 undergraduates (Harvard College) and 14,500 graduate and professional students.

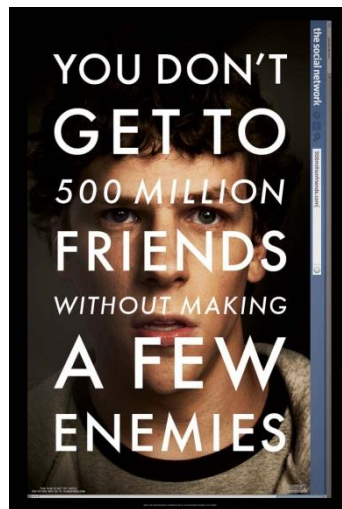
Eight U.S. presidents have been graduates, and 75 *Nobel Laureates* have been student, faculty, or staff affiliates. The Harvard University Library is the largest academic library in the United States, and one of the largest in the world.

The Harvard Crimson, the athletic teams of Harvard University, competes in 41 intercollegiate sports. Harvard has an intense athletic rivalry with Yale University traditionally culminating in *The Game*, although the Harvard–Yale Regatta predates the football game. This rivalry, though, is put aside every two years when the *Harvard* and *Yale Track and Field* teams come together to compete against a combined Oxford University and Cambridge University team, a competition that is the oldest continuous international amateur competition in the world.

Adapted from: http://en.wikipedia.org/wiki/Harvard_University



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