

50

**Ideas and Opportunities Culminating Assignment - The Social Network**

Answer the following questions based on the movie “The Social Network” and your subsequent research. Be sure to check the value of each question, 3 marks means I am looking for 3 points. Each question is looking for detailed explanations, not one word answers. Put your best effort into your answers.

1. What is your perception of Mark Zuckerberg based on the opening conversation with Erica? Be specific and detailed. (min 5 sentences) [5 marks]
2. What ethical / legal problems do you see with Facemash, Marks first brush with social media? [3 marks]
3. What made the idea of “The Facebook” so exclusive / unique compared to other social networking sites? [4 marks]
4. How do you believe Mark came up with the idea for Facebook? Did he come up with it himself or did he steal it from others? Support your answer with at least 3 examples. [3 marks]
5. Why did Mark want to expand to other schools? What do you think his motivation was? (hint: It wasn’t about money) [3 marks]
6. How does Sean Parker fit into the Facebook story? [4 marks]
7. Why did Sean Parker consider Napster to be a success despite having to declare bankruptcy? [2 marks]
8. Why was Mark against using advertising to make money on Facebook? Do you agree with him? [3 marks]
9. How is Facebook worth $80 billion? How do they make money now? [4 marks]
10. The last line of the movie has the female lawyer telling Mark “you’re not a jerk (sic); you’re just trying so hard to be.” Do you think that this attitude helped or hurt the success of Facebook? Explain with at least 3 examples from the movie. [6 marks]
11. Highlight some of the controversies that have affected Facebook recently that were not covered in the movie. (min 3 examples) [3 marks]
12. Imagine you are on the creative design team at Facebook, earning $100K a year. Mark has told you that you need to come up with 3 new ideas for Facebook to incorporate into their site in the Write a ½ page report on how Facebook has changed the world. You can talk about both society as a whole and/or how it has affected your life personally. [10 marks]