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## Characterization of The Characters in The Social Network Movie

I Gusti Agung Ngurah Agung Yudha Pratama Arnawa Putra<sup>1</sup>, Yana Qomariana<sup>2</sup>,  
Putu Lirishati Soethama<sup>3</sup>

Udayana University

E-mail: [yudhapratamaarnawaputra@gmail.com](mailto:yudhapratamaarnawaputra@gmail.com)

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**Abstract:** *The purpose of this study was to identify the types of principal and scenario-dependent characters and investigate the characterization represented based on character types in The Social Network movie. The collecting data process was done by applying documentation method and note-taking technique. The collected data were analysed with the theory of characters proposed by Sanford and Garrod (2011) and theory of characterization by Lawrence (2017) in order to answer the problem of the study such as the types of principal and scenario-dependent characters are found and how is the characterization of the main characters of the movie. The research found that there are Mark Zuckerberg, Eduardo Saverin and Sean Parker as principal character in the movie and the other as a supportive characters. The characterization of Mark Zuckerberg is ambitious and socially awkward, displaying intense focus and brilliance but lacking interpersonal skills. Eduardo Saverin is empathetic and ethical, struggling with loyalty and traditional business values. Sean Parker is charismatic and visionary, with a persuasive, innovative mindset that drives strategic decisions and disrupts conventional norms.*

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## INTRODUCTION

Literature serves the purpose of entertainment. In this modern era, movies have become a popular form of literary expression that captures people's interest. Watching movie not only provides entertainment but also enhances one's understanding of various subjects, enabling people to broaden their knowledge from the movie, particularly from the character itself. Character is defined by (Petrie & Boggs, 2012) as a significance beyond the context of the film itself also a significance that helps to clarify some aspects of life, experience, or the human condition. According to this definition, learning character important and it is a fundamental element in literature. In this conducted study, the focus extended to the dynamics between principal characters, the central figures whose actions propel the narrative, and the scenario-dependent characters whose significance evolves in response to plot developments.

This study utilised a theses and two articles from other researchers in order to demonstrating the relevance of the investigations for the literature review. The researcher's

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goal in using various data sources is to provide an understanding of the method utilised, theoretical perspectives, and research gaps, as well as to compare and create a foundation of knowledge on the character and characterization topic.

The first review is a thesis written by (Nabila, 2019) entitled “The Characterization of Young Adolescent Learner Portrayed by The Main Character in Hunt’s Fish in a Tree.” The aim of this study is to describe the method of characterization, the technique of characterization, and to learn about the unique characteristics that the author of “Fish in a Tree” used to portray the main character. The data were taken from the novel "Fish in a Tree" utilizing a descriptive qualitative approach. Theoretically, this study used the method of characterization by (Kenney, 1966) and (Egri and Miller, 1960) three dimensions of character, this study used qualitative data method by (Miles et al., 2014). The result of this study has highlighted that the author of Fish in a Tree used four among the five characterization techniques: the dramatic method, character on character, contextual method, and mixed method. By considering three dimensions of characters that involve physiological, sociological, and psychological, the study used technique in demonstrating the complexity of character disposition. Based on the result, this study found special traits owned by the main characters that help them cope with their problems as young adolescent learners. Those traits that make them unique than other characters in the story are creativity, curiosity, love of learning, bravery, perseverance, and honesty. The gap in this study does not explain more theory about characterization and it has fewer data in characterization dialogue.

The next article that related to the study is an article conducted by (Ifianti & Rahman, 2020) entitled “Analysis of Characterization of The Main Characters of First They Killed My Father Movie by Angelina Jolie”. This research was designed to clarify the presence of the main characters, their personality, the social position of the main characters, their social relationship with the main characters. To analyse and interpret the data, the researcher applied qualitative research. In order to find out the characterization of Loung Ung and Pa, this study used some theories. First theory proposed by (Jones, 1968) which consist of four aspects to analyse characterization namely, physical appearance, social status, social relationship and personality. This study found that the main characters has four dimensions of characterization which can be used to convey the story's values and message. In relevance for current study used the same approach in analyzing characterization in a movie.

The last article to be reviewed is an article entitled “An Analysis of Characterization in Movie “Moana” written by (Pebrianti, 2023). This research was structured to identify the types of character as well the characterization used to present the character in Moana movie. The data were gathered using the data using qualitative research method. The theory in this study proposed by (Kenney, 1966) about how to analyze the fiction. This study emphasized three types of character based on frequency of involvement such as main character, second character, supporting character. As the result, the researcher found that there are six types of characterization of the characters in the movie. Moana has three characteristics: character as seen by another, speech and thought. Maui has three of characteristics: direct comment, character as seen by another, past lives. Tamatoa has two of characteristics: personal description and conversation of other Chief Tui and Gramma Tala only has one characteristic from speech or personal description. These studies would have been more useful if the researcher had more data sample in relevance with characterization.

## THEORITICAL FRAMEWORKS

This research utilized two theories that will be use as the main focus of this study. First is theory about characterization by Warren and Wellek, that emphasize several classification to find out characterization of character in film. The second theory is about character from Sanford and Garrod to identify the types of character.

### Theory of Character

Character is important elements in literature. Moreover, a character is the person who makes an event happen in the literary works. (Sanford & Garrod, 1998) divides types of characters as follow:

1. Principal Character

According to (Sanford & Garrod, 1998), principal character means the characters that frequently seen to move through various scenes, adopting different roles in different scenarios. The particular character might adopt the role of a student while attending a university lecture, going shopping and adopt the role of a customer, going home and adopt the role of a flatmate, then go to the theatre and adopt the role of a member of the audience. This is the definition principal character.

2. Scenario Dependent Character

By contrast principal character definition, (Sanford & Garrod, 1998) states a scenario-dependent character is presented in a narrative as being solely or primarily linked to a particular scenario, such as a waiter in a restaurant. The scenario-dependent character is a minor participant, performing relatively stereotypical actions in the scene, and is not presented as a fully developed personality. We might generally expect little plot involvement, but some stories will make use of scenario-dependent characters at key plot moments (e.g. a courier delivering a plot-significant parcel).

### Theory of Characterization

To identify characterization of character in a movie, (Wellek & Warren, 1956) classified three dimension of characterization as follow:

1. Physiology Dimension

The character's physiological aspects, such as appearance and general health, is the physiological dimension. The character's feelings or sense of safety in the environment may be affected by appearance. Gender, age, body type, skin color, and any other possible appearance can reveal the character's physiological state. Analysis based on psychological background is one of the physiological aspects.

2. Sociology Dimension

Sociology dimension is connected to the social environment, such as economic status, work, occupation, and family relationships and their relations. This is because the majority of literary works originate in society and the environment. The study of literary works as social documents and as hypotheses of social reality reveals the connection between literature and society. Social factors, such as social behavior, religion, nationality, and so on, can be connected to sociology.

### 3. Psychological Dimension

The term "psychological" refers to the author's psychological research as an entity and a form, as well as the study of the creative process, the study of the forms and laws of psychology that are present in works of literature, and, finally, the impact that literature has on the audience. The characters' attitudes, feelings, thoughts, mentalities, dreams, egos, temperaments, and emotions reveal aspects of their psychology.

## RESEARCH METHOD

This study using qualitative descriptive data method, according to (Creswell, 2014) Qualitative descriptive data, which comprises non-numerical information presented in textual form, is utilized to elucidate and gain a profound insight into a specific phenomenon, context, or experience. This qualitative data is typically gathered through methods like interviews, observations, or open-ended surveys. Unlike quantitative data, qualitative descriptive data emphasizes capturing the intricate details and subtleties of a subject rather than quantifying it numerically. This study using data source from a movie entitled *The Social Network* as the main data which is accessed on CatchPlay platform. The movie was directed by David Fincher and was published in 2010. The duration of the movie is 120 minutes. In collecting data for this study, the data were gathered by documentation method. For (Bowen, 2009) documentation method involve text (words) and images that have been recorded without a researcher's intervention. In addition to (Corbin & Strauss, 2008) documentation method requires the data to be examined and interpreted in order to elicit meaning, gain understanding, and develop empirical knowledge. After documentation method were conducted, the data processed through note-taking technique. According to (Kiewra et al., 1991) there are three note-taking techniques (conventional, linear, and matrix). This study used matrix notes to build internal connection between the reader and author. It has been shown that it performs superordinate-subordinate relations and tie recorded information to topic (Kiewra et al., 1991). With a matrix note-taking technique, the reader can examine all of the information of the data collected in creative way.

**Table 1. matrix note-taking example**

	Physiology	Sociology	Psychological
Principal character X			
Scenario-dependent Y			

## RESULTS AND DISCUSSIONS

This study analyzed the types of characters by using Sanford and Garrod (1998) theory which involves: principal character and scenario-dependent character. Also discussing the meaning of characterization using Warren and Wellek (1954) theory which includes three aspects as follow: physiology, sociology and psychology in the movie script.

### Types of Character and The Characterization of Mark Zuckerberg

In "The Social Network," each character is precisely designed to represent the complicated dynamics and legal issues surrounding Facebook's creation. The film's principal character, Mark Zuckerberg, is portrayed using three dimension of characterization, highlighting his social insecurity, intellectual brilliance, and unwavering drive. Mark's character exhibits a nuanced mix of empathy and criticism during his coding sessions and encounters, demonstrating his desire to revolutionise social interaction despite the human and ethical implications.

#### Data 1 (03.39)

Erica : We're not dating anymore, I'm sorry.

Mark : Is this a joke?

Erica : No, it's not.

Mark : You're breaking up with me?

Erica : **You were going to introduce me to people I wouldn't normally have the chance to meet.** What the f... What is it supposed to mean?

Mark : Wait, settle down

Erica : What is it supposed to mean?

Mark : **Erica, the reason we're able to sit here and drink is 'cause you used to sleep with the door guy.**

Erica: "The door guy"...his name is Bobby. I have not slept with "the door guy", "the door guy" is a friend of mine.

#### Data 2 (23.47)

Cameron: Yeah, we'd love you to work with us, Mark.

**We need a gifted programmer who is creative.**

Tyler: And **we know you've been taken to the shitters.**

Divya: Women's groups are still ready to declare a fatwa.

This could help rehabilitate your image.

#### Data 3 (30.54)

Divya: "I'm also really busy tomorrow."

OK, anybody else feel like there is something up with this **guy**?

Cameron: Tell **him** OK.

From the data above, it can be seen that Mark adopting different role in the scenes. He adopt the role as Erica boyfriend, a programmer also the student of Harvard university. It proves Mark is a principal character in the movie. It is contradicts with Erica who only adopt role as Mark girlfriend also Cameron, Tyler and Divya only with colleagues role and its lower in occurences in the scene.

In the physiology aspects, it can be seen in data 3 Mark sex is male since Cameron uses pronoun "him" in the dialog that refer to Mark. Also in data 3 Divya uses "guy" as the substitution that refer to Mark. From the utterance, the viewer can imagine how is Mark looks like. Because the utterance comes from another character and is not explicitly noted by the author, the data above shows indirect characterization occurs in the scene.

Psychologically, the conversation shows that Mark is an annoying person. It can be seen on data 1 which the conversation between Mark and Erica that shows how Mark treat Erica in improper way, he accused her that she is used to sleep with the "door guy". Also Erica was mad because Mark were going to introduce her to people she would not normally have the chance to meet. In the role of Winklevoss brother and Divya work partner, data 2 shows that Mark is a genius and creative programmer that makes they want to recruit him as their programmer for Harvard Connection. On the other side Winklevoss brother and Divya looking Mark as an incompetent person. It can be seen from data 3 in Divya utterance "OK, anybody else feel like there is something up with this guy?" that shows the suspicion of Divya because Mark always says busy with his work.

From sociology standpoint, Mark does not have good reputation with the female-environment on his campus. It can be seen from data 2 that Mark have been taken to the shitters that makes women's group at Harvard want to declare a fattwa.

### **Types of Character and The Characterization of Eduardo Saverin**

Eduardo Saverin, Facebook's co-founder, offers an other viewpoint through his loyalty, financial backing, and eventual sense of betrayal. His character is explored both directly through his talks about friendship and corporate ethics, and indirectly through his reactions to being marginalised by Zuckerberg. Eduardo's trip highlights the emotional and moral difficulties of their relationship, echoing larger themes of trust and betrayal.

#### **Data 4 (12.28)**

Eduardo: **Are you alright?**

Mark: I need you.

Eduardo: **I'm here for you.**

Mark: No, I need the algorithm you used to rank chess players.

Eduardo: **Are you okay?**

Mark: We're ranking girls.

Eduardo: You mean other students.

Mark: Yeah.

Eduardo: **You think this is such a good idea?**

Mark: I need the algorithm.

Eduardo: **Mark...**

Mark: I need the algorithm

#### **Data 5 (25.25)**

Eduardo: Is there something here that guys are generally attracted to Asian girls? Because Asian girls generally are attracted to guys like me.

Billy: I'm developing an algorithm to define the connection between **Jewish guys** and Asian girls.

Eduardo: I don't think it's that complicated - they're hot, they're smart. They are not Jewish and they can dance.



**Data 6 (25.56)**

Mark: I think I've come up with something.

Eduardo: Hang on, I've got to tell you something you're not going to believe.

Mark: What?

Eduardo: **I got punched by the Phoenix.**

Mark: Are you kidding?

Eduardo: No, it's the first of a four-step process. But they slipped the invitation under my door tonight. My first punch party tomorrow.

Mark: You got punched by the Phoenix.

Eduardo: Yea, **it's probably just a diversity thing.**

From the data above, it can be seen that Eduardo also adopting different role in the scene. He adopting role as Mark best friend, Co-founder of the Facebook also as a student of Harvard University. In the physiology aspects, it can be seen in data 2 that Billy describe Eduardo as a jewish guys, and from Eduardo's utterances usually Asian women will be attracted to him. it can be said that Eduardo is a man with a charming look that can make women can be attracted to him. The author describes Eduardo character clearly through Billy utterance that explains the direct characterization of Eduardo character in physiological way.

From psychology standpoint, data 1 shows that Eduardo is a caring person. It can be seen from the conversation that Eduardo always ensure that Mark condition after break up with Erica and and give advice to Mark whether what he is going to do will have a good impact for him.

Sociologically, data 3 shows that Eduardo has a good reputation in the campus environment because he got invited to join The Phoenix club, which are one of the most exclusive social organizations at Harvard university. Additionally, Eduardo has been chosen because diversity reason. Basically he has something special that makes he is been selected.

**Types of Character and The Characterization of Sean Parker**

Sean Parker, introduced as a charismatic yet controversial figure, significantly influences Facebook's trajectory. His character is depicted through direct descriptions of his visionary ideas and indirectly through his interactions with Zuckerberg, portraying a blend of opportunism and innovation. Parker's presence introduces a new dynamic to the narrative, emphasizing the clash between idealism and pragmatism in the pursuit of success.

**Data 7 (58.01)**

Amy: So what do you do?

Sean: **I am an entrepreneur.**

Amy: You're unemployed.

Sean: I wouldn't say that.

Amy: What would you say?

Sean: **That I'm an entrepreneur.**

Amy: Well, then what was your latest preneur?

Sean: Well, I founded an Internet company that let folks download and share music for free.

Amy: Kind of like Napster?

Sean: Exactly like Napster.

**Data 8 (66.44)**

Sean: Tori.

Waitress: **Hey, baby boy.**

Sean: Could you bring out some things, the lacquered pork with that ginger comfit.

Tuna tartar, and the lobster claws, that'll get us started.

Christie...what do you like to drink?

Christie: An appletini.

Sean: Great. Four of those.

**Data 9 (66.00)**

Eduardo: I honestly wasn't jealous. I was nervous.

Lawyer: Why?

Eduardo: I didn't know him at all.

But I had done a search and asked around and he...he struck me as a kind of a...**a wild card.**

Christie: Why?

Eduardo: **He crashed out of two pretty big Internet companies in a spectacular fashion, he's got a reputation with drugs.**

Based on the data above, it can be said that Sean Parker is portrayed as a self-assured and aggressive person who has a natural aptitude for social interactions and business. Physiologically, Sean's portrayal is characterized through his interaction in data 1 with Amy. His assured manner emphasizes his confidence and possibly a bit of arrogance, especially in the face of doubts regarding his employment status. His admission that he founded Napster gives him more dimension as a person and highlights his past accomplishments and passion of entrepreneurship. Additionally in data 2, his smooth exchange with the waitress, Tori, and his adeptness at ordering suggest a familiarity with high-end dining and social etiquette.

Psychologically, Sean has ambitious and self-assured psychological qualities. He clearly states that he is an entrepreneur in spite of Amy's doubts, demonstrating a strong sense of self-belief. His past success with Napster also reflects his visionary mindset and willingness to challenge conventional norms.

Sociologically, Sean's character is portrayed through Eduardo's conversation with Mark and Christie in data 3. Eduardo's assessment of Sean as a "wild card" due to his past endeavors and reputation with drugs sheds light on Sean's controversial persona within social circles. However, his association with prestigious internet companies and his role as a founder hint at his influential status within the tech industry.

## CONCLUSIONS

This research found that the principal characters are Mark Zuckerberg, Eduardo Saverin, and Sean Parker that represent the central to the movie storyline, with their actions and decisions driving the plot forward. Mark's ambition and innovative thinking, Eduardo's traditional business ethics and loyalty, and Sean's visionary influence and strategic form the core dynamics of the movie. In contrast, scenario-dependent characters such as Tyler and Cameron Winklevoss, Divya



Narendra, Christie and Amy serve to support the main narrative, providing context, conflict, and depth through their interactions with the principal characters and the situations they create.

The three-dimensional characterization of Mark, Eduardo, and Sean provides a deep insight into their personalities and roles within the story. Mark Zuckerberg is portrayed as a highly ambitious and socially awkward individual, driven by a desire for recognition and success. Physiologically, his detached and focused manner highlights his intense commitment to his work. Psychologically, Mark is brilliant yet insensitive, often prioritizing his goals over personal relationships. Sociologically, his rise from a marginalized Harvard student to a powerful tech industry leader underscores his navigation of evolving power dynamics. Eduardo Saverin is characterized by his empathy and traditional business values, experiencing internal conflict between loyalty to Mark and ethical standards. Physically concerned and empathetic, Eduardo's psychological struggle with loyalty and ethics is evident. Sociologically, he represents the conventional approach to business, contrasting with the disruptive startup culture. Sean Parker, the charismatic and persuasive visionary, embodies the innovative and rebellious spirit. His commanding presence and ambitious mindset drive Facebook's strategic direction, emphasizing the platform's potential and influencing Mark's vision

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