

= The D 'oh @-@ cial Network =

" The D 'oh @-@ cial Network " , also known as The (Annoyed Grunt) -cial Network , is the eleventh episode of the twenty @-@ third season of the American animated sitcom The Simpsons . It originally aired on the Fox network in the United States on January 15 , 2012 . In the episode , Lisa is sad that she has no real friends . She discovers that it is easier to make friends on the Internet and therefore creates a social networking website called SpringFace . It becomes incredibly popular in Springfield and Lisa gets many online friends . However , they still ignore her in real life , and the website starts to cause trouble in the town when people use it while driving and cause accidents . Lisa is put on trial and the court orders her to close down SpringFace .

The episode is a satire of the social networking website Facebook and parodies the film The Social Network , which tells the story of how Facebook was founded . The Winklevoss twins , who sued Facebook founder Mark Zuckerberg for stealing their idea , are featured in the episode . Actor Armie Hammer portrayed the twins in both The Social Network and " The D 'oh @-@ cial Network " . This episode also features a guest appearance by talk show host David Letterman as himself , appearing in the Simpsons opening sequence . Around 11 @.@ 48 million Americans tuned in to watch the episode during its original broadcast .

= = Plot = =

The episode starts in a courtroom where Lisa is on trial . The Blue @-@ Haired Lawyer is accusing her of bringing devastation upon Springfield because of her selfish desire to be accepted by others . Lisa starts telling everyone in the courtroom about her side of the story . A few months ago , she and her family went to the new mall in town . There , she encountered her schoolmates Sherri and Terri and asked them if she could spend some time with them at the mall . The two twins said no to Lisa , which made her realize that she has no real friends . Later , Lisa went on Homer 's computer and discovered that it is easier to make friends online than in real life , and thus she started a social networking website called SpringFace to get friends . The site became instantly popular among all the citizens of Springfield and Lisa made over a thousand friends in a short period of time . However , Lisa soon noticed that these friends only talked to her on SpringFace and not in real life . She also discovered that the website grew too big to control , with people becoming so addicted to it that they even used it while driving their cars . This caused chaos in the town after numerous car crashes and deaths .

In the present time , the court orders Lisa to shut down SpringFace , and Lisa agrees to do this . The people of Springfield throw away their smartphones and computers soon after the website is closed . When Lisa looks outside her window , she sees Sherri and Terri and a bunch of their friends playing Marco Polo , and they invite Lisa to join them . Patty and Selma are then seen competing in a rowing race against the Winklevoss twins at the London 2012 Olympics , with Patty and Selma winning . This is followed by a short entitled " A Simpsons ' Show 's Too Short ' Story " , animated in the dark , grim style of American artist Edward Gorey . It tells the story of how Bart was a troublemaker from the day he was born , and shows him and Milhouse wrapping Springfield Elementary School in toilet paper .

= = Production = =

" The D 'oh @-@ cial Network " was written by J. Stewart Burns and directed by Chris Clements as part of the twenty @-@ third season of The Simpsons (2011 ? 2012) . It was the second episode written by Burns that season , the first being " Holidays of Future Passed " . According to Hayden Childs of The A.V. Club , the episode satirizes the phenomenon of the social networking website Facebook . He commented that " the thrust of the satire can be summed up with the age @-@ old cry of parents to their offspring to put that damn thing down and go outside already . " Childs added that the episode points out " the most blatant of the many faults of Facebook ? namely , its hypnotic ability to distract people in a semi @-@ narcissistic haze [...] " .

" The D 'oh @-@ cial Network " also parodies the 2010 drama film The Social Network , which portrays the founding of Facebook by Mark Zuckerberg and the subsequent lawsuit by American rowers Cameron Winklevoss and Tyler Winklevoss who claimed Zuckerberg stole their idea . The Social Network , like the episode , features a scene in which the Winklevoss twins are seen rowing . In July 2011 , it was announced in Entertainment Weekly that American actor Armie Hammer would make a guest appearance in " The D 'oh @-@ cial Network " , playing the Winklevoss twins . Hammer previously attained that role in The Social Network . According to The Simpsons showrunner Al Jean , the staff of the show decided not to ask the Winklevoss twins to guest star in the episode as themselves because " We [the staff] were like , ' Wait , [Hammer] played them , that 's who people think they are , we should just get him . ' " Hammer met with the producers of the series in May 2011 to record his lines .

American talk show host David Letterman also guest starred in " The D 'oh @-@ cial Network " , appearing as himself in the couch gag in the Simpsons opening sequence at the beginning of the episode . The couch gag sees the Simpson family arriving in New York City to the tune of " Rhapsody in Blue " to be guests on Late Show with David Letterman . The Simpsons music editor Chris Ledesma wrote on his blog that there was originally a discussion among the staff of the show about how the sequence would be scored . According to Ledesma , Jean " wanted something hustly @-@ bustly that represented New York City . Thoughts immediately turned to the music of George Gershwin . Woody Allen had used ' Rhapsody in Blue ' to great effect in Manhattan and probably connected forever in people ' s minds the black & white images of New York with the melodies of that piece . " Ledesma wrote that acquiring the license to use the musical piece was expensive , but Jean thought " it would be the perfect piece to use for the couch gag . " The dark cabaret band Tiger Lillies performed their version of the Simpsons theme over the closing credits of the episode . The Simpsons creator Matt Groening , a fan of the band , was responsible for recruiting its members to the show .

= = Release = =

The episode originally aired on the Fox network in the United States on January 15 , 2012 . It was watched by approximately 11 @.@ 48 million people during this broadcast , and in the demographic for adults aged 18 ? 49 , the episode received a 5 @.@ 4 Nielsen rating and a thirteen percent share . This was a large increase over the previous episode of the series , " Politically Inept , with Homer Simpson " , which received a 2 @.@ 3 rating . However , " The D 'oh @-@ cial Network " was preceded by a popular National Football League playoffs game that helped improve its rating . The episode became the highest @-@ rated broadcast in Fox 's Animation Domination lineup that night in terms of both total viewers and in the 18 ? 49 demographic , finishing ahead of new episodes of Family Guy and Napoleon Dynamite . For the week of January 9 ? 15 , 2012 , " The D 'oh @-@ cial Network " placed third in the ratings among all prime @-@ time broadcasts in the 18 ? 49 demographic , being beaten only by two football games . This meant The Simpsons was the top scripted show among adults aged 18 ? 49 that week .

The reception of " The D 'oh @-@ cial Network " by television critics has been generally mixed . The Guardian reviewer Sam Wollaston called the episode " lovely " , arguing that while " The Simpsons perhaps doesn 't deliver as often as it once did , " this episode proved " it still can , after all this time . " The Evening Herald 's Pat Stacey wrote that it has " been a while since The Simpsons delivered a gold medal @-@ standard performance , yet at least there were satisfying flashes of silver [in this episode] . " She added that she " liked the moment when Hans Moleman is hit by Homer 's car and frantically hammers the ' Dislike ' button as he sails through the air . "

Hayden Childs of The A.V. Club thought the episode was less successful at satirizing Facebook compared to the episode " Holidays of Future Passed " . He explained that there is " a moment in ' Holidays ' when Lisa steps into the future version of the Internet and is immediately besieged by a mountain of friend requests . That was a small yet sharp parody of Facebook ' s ubiquity , but [' The D 'oh @-@ cial Network '] lays into the same topic with a less deft touch . " Childs added that the episode " has a few good jokes to keep the proceedings moving along , but not enough to

rescue [it] from mediocrity . " He concluded that he thought the story ended too fast with Lisa shutting down her website and the citizens of Springfield returning to their everyday technology @-@ lacking life : " That ? s a bit too quick a turn , [...] slapping a moralistic tone onto all of the preceding satire . " David Crawford of Radio Times commented that " The D 'oh @-@ cial Network " features " a rather thin attempt to parody The Social Network " . Yahoo ! TV 's Brian Davis criticized the episode for being too " straightforward in terms of the satire " as it was " generally obvious [...] what each reference and joke was referring to . "