**A Platform Biography for the Web: Vkontakte (VK) Social Network.**

“A number of major social, technological, economic, and cultural transformations came together to give rise to a new form of society, the network society”

(M. Castells, 2010, “The Rise of the Network Society Vol. 2”)

**1. Introduction**

Nowadays economic processes in the network can be defined as the best example of Actor Network Theory. It is continuously developing place where technologies and society are closely intertwined and they are made of same stuff. Without technologies there is no tangible impact of individuals on the that sphere of society or their interaction. At same time machine does not work properly until human being involves it in a right social process. Such symmetry demonstrates connections between successful results and level of collaboration between human and technology (MacKenzie, 2012). Otherwise, there is a high probability of huge risks in unexpected areas. Cause doesn’t matter – it could be poor hardware or network externality – both can lead to dramatic effect. Procedures with payments punish those who get this wrong and reward those who get it right, but nobody knows exactly which outcome will prevail.

**2. Peer-to-peer phenomenon**

**3. About VK**

VK.com or formally VKontakte (or InContact as translated in English) – Russian social network service that is ranked 2nd place in Social Network category sites, after Facebook, and 13th place in “The top 500 sites on the web” (Alexa, 2016). Started in 2006 as a network by student Pavel Durov for students’ community within Saint-Petersburg State University at the present moment VK is the most popular social platform in Eastern Europe with almost 80 million visitors per day and more than 380 million users registered (vk.com, 2016). The VK audience mainly lives in the post-Soviet space including such countries as Ukraine, Belarus, Kazakhstan, Azerbaijan, Estonia and Lithuania, however almost a half of the website visitors live in Russia (Alexa, 2016). In general, VK developers provide 85 languages including European, Indian, Arabic and Asian linguistic groups.

Development of the most popular network in Runet (Russian Internet) was connected with lots of difficulties throughout all 10 years, and last three years were extremely tough for owners. In that period the platform was exposed by several massive hackers’ attacks during which thousands of users couldn’t get access to their accounts. At the same time VK was suffering from governmental persecution. For example, in 2013 it was being banned occasionally by The Russian Federal Service for Supervision of Communications, Information Technology, and Mass Media for several hours without clear official cause. Later in the summer VK was banned again by national copyright policy because of pirated content. Besides Russian pressure Italian government limited an access to the website as a reaction on copyright infringement.

**4. P2P transfers in vk**

**?. Security aspect**

**Conclusion**

**References**

MacKenzie D., Wajcman J. 2012, Introductory essay: the social shaping of technology, LSE Research Online

Alexa Internet Ranking, [www.alexa.com](http://www.alexa.com) accessed 22/11/16

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