**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 assume quite strict penalties for those who get this wrong but those who can make it right will get a reward. However, nobody knows exactly which outcome will prevail. Making payments or providing transactions in the Web you never know which side problem can come. The only thing is to insure risks by solving computer security problems.

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

(The Economics of Informational security R. Anderson)

**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.

The reason seems to be hidden in functionality of this platform. First of all, as the most social networks VK provides private messaging with the opportunity to attach documents, photos, maps, videos and audio files up to 10 units in one message. This content can be exchanged between up to 30 people in one group chat. Also user can use his profile wall to post anything – text or attachments (again, up to 10). News feed has filters to choose more specific or vice versa all of them.

Communities divide on groups, public pages and events

Photos can be either attached to post or uploaded to albums

Videos – uploading directly to VK server or using links from YouTube, RuTube or Vimeo

Music – most controversial feature as most of the content come under copyright infringement. However, there are musicians who use the platform for promotion and upload their sound samples to their official VK pages (The Offspring, Moby, Marilyn Manson)

**4. P2P transfers in vk**

One of the latest features on the website is money transfers using private messages.

P2P principal.

Pros and cons

**?. Security aspect**

3-d secure system

**Conclusion**

**References**

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