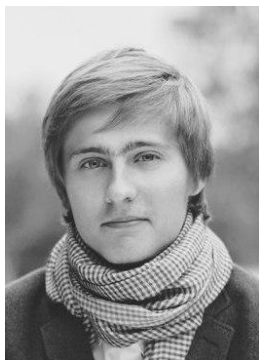


## Curriculum Vitae



First name: Yuri  
Second name: Rykov  
Birth: 23.03.1990  
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Tel.: +7-906-229-5768  
Nationality: Russian Federation  
**Degree:** Graduate (specialist degree)  
**Current status:** Ph.D. student, National Research University Higher School of Economics, Analysis of Social Institutions Department <http://www.hse.ru/org/persons/68055057>

### Education:

2012: **Specialist in Sociology, Saint-Petersburg State University, Faculty of Sociology.** Diploma with distinction.

### Job experience:

**Junior Research Fellow**, The Laboratory for Internet Studies, National Research University Higher School of Economics (July 2012 - present time) <http://linis.hse.ru/staff>

**Sociologist**, Resource Center for Sociological and Internet Research, Saint-Petersburg State University (December 2013 - present time)

### Research experience:

**Project 1** (2009-2011): *Verification of the Luhmann's general social systems theory (on the material of advertising messages).* The project was supported by grant in the direction of "Philosophy, sociology and cultural studies" in the event "Federal Target Program "Scientific and pedagogical staff of innovational Russia". The project focuses on the study of communication process in field of media(advertising) impact, and covers also field of "sociology and complexity science".

Website: [http://www.soc.spbu.ru/rus/science/projects/sci\\_projects/luman.shtml](http://www.soc.spbu.ru/rus/science/projects/sci_projects/luman.shtml)

**Project 2** (2011/2012): *Virtual community as a social field: A case study of Internet resource Leprosorium.ru.* Thesis project aimed to investigate factors and resources crucial for unequal distribution of power in virtual communities. The original theoretical model was developed in the framework of research to explain and describe the emergence of fundamentally new virtual structures of social inequality.

**Project 3** (2012): *Structure of comments in LiveJournal.* The main goal of the study - to identify links between posts and comments and to detect comment communities. Social network analysis is applied. The general topic is the elections and related subsequent events. (Internet Studies Lab, HSE NRU)

**Project 4** (2013-2015): *The study of online communities in social network site, the case of "VK" SNS.* The study focuses on the structure of "friendship" networks and patterns of communicative behavior in HIV/AIDS-relevant online communities and communities of social movement "St. Petersburg Observers". The goal is to identify causal links between communicative intensity of users, their positions in the network and in the formal organization of community. (Internet Studies Lab, HSE NRU)

### Other educational and study experience:

1. Visiting scholar at Amsterdam University, November 22 - 29, 2014. Collaboration with Wouter de Nooy on the topic of Social Network Analysis methodology and relevant software.
2. HSE International Summer School 2013 "Social Network Analysis: Internet Research" (15.08.13 - 23.08.13, National Research University Higher School of Economics, St. Petersburg, Russia)
3. Spring School "Urban Studies" (15-17 March 2013, The Russian presidential Academy of National Economy and Public Administration and The Moscow School of Social and Economic Sciences, Moscow)
4. HSE International Summer School 2012 "Social Network Analysis: Methods and Applications" (22.06.12 - 30.06.12, National Research University Higher School of Economics, St. Petersburg, Russia)
5. Second Sociological School "Contemporary sociological methodology - from theory to practice" (06.03.2012 - 10.03.2012, Country Center of St. Petersburg State University, Zelenogorsk, Leningradskaya obl., Russia)

6. First Winter Sociology School "Contemporary sociological methodology - from theory to practice" (19.02.2011 - 24.02.2011, Country Center of St. Petersburg State University, Zelenogorsk, Leningradskaya obl., Russia).
7. Moscow Spring Sociological School "Sociology of deviation and social control" (12 - 15 April 2010, Lomonosov Moscow State University, Moscow, Russia).
8. 2006, 2008 (summer): Archeology expedition to Mongolia: field study of Cooper Age. Laboratory of Ancient Technologies, Irkutsk State Technical University (IrSTU).

#### List of publications:

##### **Papers:**

1. [EN] **Meylakhs P., Rykov Y., Koltsova O., Koltsov S.** *An AIDS-denialist Online Community in a Russian Social Networking Service: Patterns of Interactions with the Newcomers and Rhetorical Strategies of Persuasion* // Journal of Medical Internet Research. 2014. Vol. 16. No. 11. P. e261.  
<http://www.jmir.org/2014/11/e261>
2. [RU] **Meylakhs P.A., Rykov Y.G.** *AIDS Dissident Online Community in "VK" SNS: Structure and Rhetorical Strategies* // Proceedings: XV April International Academic Conference on Economic and Social Development / Ed. by E.G. Yasin. Moscow. HSE Publishing House, 2015 (in print)
3. [RU] **Rykov Yu.** *Virtual Community as a Social Field: Inequality and Communicative Capital*. The Journal of Sociology and Social Anthropology. 2013. Vol. XVI, № 4. Pp. 44-60.  
[http://www.jourssa.ru/sites/all/files/volumes/2013\\_4/Rykov\\_2013\\_4.pdf](http://www.jourssa.ru/sites/all/files/volumes/2013_4/Rykov_2013_4.pdf)
4. [RU] **Rykov Y. G.** *Effectiveness of advertising as social communication: correlation between structures of values in advertising and audience*. Vestnik of Saint Petersburg University. Series 12. Psychology. Sociology. Pedagogy. 2011, 2. P.300-308. <http://elibrary.ru/item.asp?id=16557902>, <http://vestnik.unipress.ru/index.html>
5. [RU] **Koltsova O., Rykov Y., Koltsov S.** *Mapping comment-based communities in LifeJournal*. Informational Systems for Research: Compilation of articles. Materials XV Russian conference "Internet and Modern Society", St. Petersburg, 10 - 12 October 2012. St. Petersburg., 2012. Pp. 239 - 241
6. [RU] **Rykov Y. G.** *Social Communications in the Internet: the trend of modern development*. Compilation of articles on the results of Second Sociological School "Contemporary sociological methodology - from theory to practice", St. Petersburg, 2012.

##### **Conference reports:**

7. [EN] **Rykov Y.** *AIDS Dissident Virtual Community in "VK" SNS: Perspectives for Quantitative Study of Social Structure*. International Conference «Social Media and Social Movements». National Research University Higher School of Economics, St. Petersburg, Russia, September 18-19, 2014. <http://linisevents.hse.ru/rykov>
8. [EN] **Rykov Y., Meylakhs P.** *Social Space of Online Networked Communities: Mapping AIDS-relevant Groups in «VK» SNS*. European Social Networks Conference. Autonomous University of Barcelona, Barcelona, Spain, July 1-4, 2014.  
[http://jornades.uab.cat/eusn/sites/jornades.uab.cat/eusn/files/Abstracts\\_book\\_eusn.pdf](http://jornades.uab.cat/eusn/sites/jornades.uab.cat/eusn/files/Abstracts_book_eusn.pdf)
9. [EN] **Rykov Y.** *"Friendship" networks and leadership in online social movement communities: A comparison of election observers' groups in a Russian social networking site*. XXXIII Sunbelt Social Networks Conference of the International Network for Social Network Analysis. University of Hamburg, Hamburg, Germany, May 21-26, 2013. <http://hamburgsunbelt2013.files.wordpress.com/2013/05/abstracts.pdf>
10. [RU] **Rykov Y.** *Social Fields of the Internet: New Forms of Inequality (case studies of team blog Leprosorium.ru and social networking site "Vkontakte")*. XII International Scientific Conference for Young Scientists "Vectors of Modern Russian Development". The Moscow School of Social and Economic Sciences, Moscow, April 19-20, 2013.
11. [RU] **Rykov Y.** *"Friendship" Networks in Online Social Movement Communities: Does the Size and the Activity Matter for Network Structure?* V Sociological inter-college conference for students and graduate students "Sociology in Action". National Research University Higher School of Economics, Saint-Petersburg, 1th April, 2013.
12. [RU] **Rykov Y.** *The Virtual Networked Community as a Social Field*. Program of the International Scientific Conference "Networks in the Global World: Structural Transformations in Europe, the US and Russia", Saint-Petersburg, June 22-24, 2012. <http://www.ngw.spbu.ru/node/143>
13. [RU] **Rykov Y. G.** *Effectiveness of advertising as social communication: correlation between structures of values in advertising and audience*. Abstracts of international scientific and practical conference "Fifth Kovalevsky's readings". SPbSU, Saint-Petersburg, 12-13 November 2010, p.466-469.

14. [RU] **Rykov Y. G.** *Quantitative approach to analysis of social systems*. Fourth Kovalevsky's readings. Materials of international scientific and practical conference, 12-13 November 2009. SPbSU, Saint-Petersburg, 2009. P.58-59.

Research methods skills:

Statistical analysis (SPSS, MS Excel, R)  
Social Network Analysis (Gephi, Pajek, UCINET,  
NodeXL)

Content-analysis  
Grounded theory method  
Focus group moderation

Scope of study interest:

Social inequality, stratification, social communication, sociology of the Internet, virtual (online) communities, social network analysis, social media, computer-mediated communication, Internet studies, social theory, contemporary social theories, critical social theory, social change.

Languages: English, Russian.

Hobbies:

Sport (football, ice-hockey, table tennis)  
Moviemaking  
Drama club