

## EE481 Writing Assignment 2

### **“How should we promote fair competition in platform industries with big players?”**

\*\* You can choose 2 options: 1) Discuss the issue as related to platform industries overall OR 2) Choose ONE industry with a big platform player. Then, discuss only about that industry. For example, online shopping industry, social network industry, taxi hailing (taxi driver) industry.

Due date: Tuesday 3<sup>rd</sup> Dec, **before 2pm (no late paper accepted)**

#### **How to submit?**

1. Submit your essay through “turnitin.com” under the “Essay 2” assignment topic. You only need 1 submission per 1 group. Therefore, please choose 1 group representative to submit your essay.
2. Please TYPE your essay and save as a PDF file. I prefer grading a PDF file. However, if it is not possible, you can submit a word file.

#### **Objectives**

1. Students can identify some big platform businesses in Thailand. They can discuss how business activities of these business can create positive and negative impacts on total welfare.
2. Students understand the "network effects" feature of the platform economy.
3. Students recognize challenges in promoting competition in platform industries.
4. Students can suggest sound regulatory measures and/or policies to prevent potential harms caused by powerful players in platform industries.

*\*\* When you state your argument(s), remember to always explain “why”. By explaining “why”, your arguments will become stronger. \*\**

#### **Instructions**

1. The essay topic is **“How should we promote fair competition in platform industries with big players?”** Before stating your arguments, it would help if you can briefly mention about the current market structure and competition environment of the industry that you choose to discuss. Or if you choose to discuss the issue in general, don't forget to give an overview of the platform economy. *You must give the source of all the information, numbers, statistics, figures that you use in your text.*

2. You are going to find a lot of information. So, a good essay should synthesize the relevant issues and express the main ideas clearly.
3. The essay may not be longer than 3 double-space pages. Please type your essay and use 12pt. font (not too big or too small). However, in case there is any, you can put your graphs or pictures in the appendix. The appendix does not count towards your 3-page limit.
  - ❖ To double space your essay, first highlight the entire section that you would like to double space. Then, right click -> paragraph -> under the dropdown "Line-spacing:" list, choose "Double" -> OK.
4. If your essay will contain ideas that you get from books, internet, websites, newspapers, magazines, etc., you will have to give credits to those ideas. A correct form of reference will **have to be** included at the end of your essay (or on an extra page attached at the end of your essay). If the references page is not included or the format is incorrect, I **will not** grade the essay. Here are some links you can consult:

APA style: <http://www.library.cornell.edu/resrch/citmanage/apa>

MLA style: <http://owl.english.purdue.edu/owl/resource/747/01/>

5. Your grade will depend on the strength of your argument. The point of writing an essay is not to list all the correct answers and explain them, but to "convince" your readers. Thus, the more convincing your essay is, the more points you will receive.
6. Please proofread your essay before you submit in order to fix any grammatical errors.
7. **(The most serious point)** Write everything in your own words. Never plagiarize!