

## **15.575 Readings for Mar 11: Economics of Networks, Standards, Lock-In**

### **Study Questions:**

Please think about the following questions as you do the readings.

- 1) How do network externalities and switching costs differ?
- 2) Are network externalities and switching costs more or less important now than in the past? Will they be more important in the future)?
- 3) How does information technology affect the importance of network externalities and switching costs?
- 4) If you are selling a product, do you want high switching costs for your product?