# (R)Markdown #3

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## Contents

## 1 Other output formats

We've briefly mentioned before other outputs such as PDF, Word, PowerPoint and html presentations. Different formats use different options.

The cheatsheets have a nice reference table for that.

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### 1.1 PDF

**Important note**: You need a LaTeX distribution installed to create .pdf files with RMarkdown. You can find a short instruction here. If you've never installed any LaTeX distribution, go ahead and do it now.

PDFs are created using LaTeX. We'll be talking a bit more about LaTeX, but for now we'll just give you an idea on how it can be combined with RMarkdown.

Note: you might want to create a copy of the .Rmd file now, because we'll be changing it into a PDF document.

#### 1.1.1 PDF-specifc options

Changing the font size:

```
fontsize: 11pt
```

Changing the margins:

```
geometry: margin=1in
```

(These actually modify LaTeX template options).

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### 1.1.2 LaTeX-related

We can set the document type.

```
documentclass: article
```

(alternatives include `letter`, `book`, `slides`, `beamer`, etc.)

---

We can change the engine used to produce the output, e.g.:

```
pdf_document:
latex_engine: xelatex
```

---

We can tell RMarkdown to keep the intermediate `.tex` file.

```
pdf_document:
keep_tex: true
```

(Note: similarly, we can keep the `.md` file for non-pdf formats with `keep_md: true`)

---

We can use `LaTeX` directly within the document and it will be processed using the chosen engine.

```
\begin{center} %center
\includegraphics[width=10cm, height=6cm, keepaspectratio]{img/chart.png}
(source: https://www.tylervigen.com/spurious-correlations)
\end{center}
\newpage
\Large Large letters
\footnote{This is a footnote}
```



(source: https://www.tylervigen.com/spurious-correlations)

Large letters [1]

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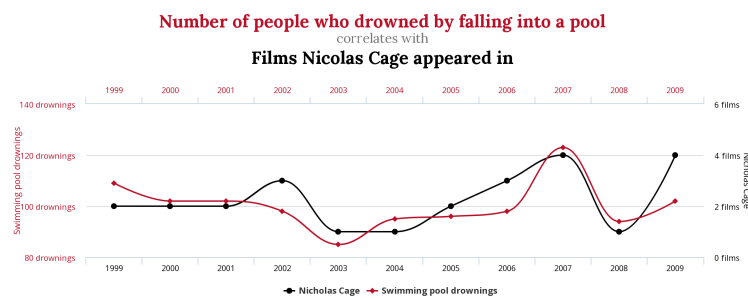
You may also use the LaTeX citation syntax. We need to specify what package do we want to use to manage the citations, e.g.:

```
pdf_document:
citation_package: natbib
```

**1.1.2.1 MD** Studies concerning other cultural goods exploit
quasi-natural experiments of policy and institutional changes.
One example of the policy change is the introduction of download
penalization in France (HADOPI), as scrutinized by \citet{danaher_effect_
The analyzed cases of institutional change include the sudden
and transitory disappearance of the NBC content from iTunes
\citep[a case unrelated to unauthorized distribution, hence
plausibly exogenous, see][]{danaher_converting_2010} as well as
the Megaupload shutdown \citep{danaher_gone_2014,peukert_piracy_2013}
and website blocking in the UK \citep{danaher_website_2016}.
Interestingly, \citet{danaher_gone_2014} and \citet{peukert_piracy_2013}
analyzing the same case of Megaupload shutdown come to rather
different conclusions: the former find that the shutdown caused
an increase in digital downloads from legal sources; the latter
finds no change in box office revenue. This difference could
be attributed to the fact that a downloaded "pirated" copy may
be a perfect substitute for a copy downloaded from a legitimate
source, but not for a visit to the movie theater.\footnote{The
two studies differ also methodologically and in the sample
used: \citet{danaher_gone_2014} covering 12 countries \citet{peukert_pira
as many as 50 countries.} \citet{danaher_website_2016} argue
that only large scale interventions (such as blocking multiple
websites with unauthorized distribution) appear noticeably
reduce "piracy" and raise paid consumption, but these effects
are only transitory.

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[1]This is a footnote

**1.1.2.2 Output** Studies concerning other cultural goods exploit quasi-natural experiments of policy and institutional changes. One example of the policy change is the introduction of download penalization in France (HADOPI), as scrutinized by Danaher et al. [2014]. The analyzed cases of institutional change include the sudden and transitory disappearance of the NBC content from iTunes [a case unrelated to unauthorized distribution, hence plausibly exogenous, see Danaher et al., 2010] as well as the Megaupload shutdown [Danaher and Smith, 2014, Peukert et al., 2017] and website blocking in the UK [Danaher et al., 2016]. Interestingly, Danaher and Smith [2014] and Peukert et al. [2017] analyzing the same case of Megaupload shutdown come to rather different conclusions: the former find that the shutdown caused an increase in digital downloads from legal sources; the latter finds no change in box office revenue. This difference could be attributed to the fact that a downloaded "pirated" copy may be a perfect substitute for a copy downloaded from a legitimate source, but not for a visit to the movie theater.[2] Danaher et al. [2016] argue that only large scale interventions (such as blocking multiple websites with unauthorized distribution) appear noticeably reduce "piracy" and raise paid consumption, but these effects are only transitory.

## 2 Bibliography

The cited works get pasted here.

## References

Brett Danaher and Michael D Smith. Gone in 60 seconds: The impact of the megaupload shutdown on movie sales. *International Journal of Industrial Organization*, 33:1–8, 2014.

Brett Danaher, Samita Dhanasobhon, Michael D. Smith, and Rahul Telang. Converting pirates without cannibalizing purchasers: The impact of digital distribution on physical sales and internet piracy. *Marketing Science*, 29 (6):1138–1151, 2010.

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[2]The two studies differ also methodologically and in the sample used: Danaher and Smith [2014] covering 12 countries Peukert et al. [2017] as many as 50 countries.

Brett Danaher, Michael D Smith, Rahul Telang, and Siwen Chen. The effect of graduated response anti-piracy laws on music sales: evidence from an event study in france. *The Journal of Industrial Economics*, 62(3):541–553, 2014.

Brett Danaher, Michael D Smith, and Rahul Telang. Website blocking revisited: The effect of the uk november 2014 blocks on consumer behavior. Digital Initiative Discussion & Symposium at Harvard Business School, May 5 – 6, 2016, conference website, 2016.

Christian Peukert, Jörg Claussen, and Tobias Kretschmer. Piracy and box office movie revenues: Evidence from Megaupload. *International Journal of Industrial Organization*, 52:188–215, 2017.