

Effective Programming Practices for Economists

# Texts, Typesetting, and Text Data

Markup languages

Janoš Gabler and Hans-Martin von Gaudecker

# What are markup languages?

A markup language is a text-encoding system consisting of a set of symbols inserted in a text document to control its structure, formatting, or the relationship between its parts.

*(Wikipedia)*

In short: Markup languages let us write pretty documents in plain text files!

# Hypertext Markup Language (HTML)

```
<!DOCTYPE html>  
<html>  
<body>  
  
<h1>My First Heading</h1>  
<p>My first paragraph.</p>  
  
</body>  
</html>
```

## My First Heading

My first paragraph.

# The workhorse of academia: LaTeX

```
\documentclass[11pt,a4paper]{article}
\usepackage[utf8]{inputenc}

\begin{document}

\section*{My First Heading}
My first paragraph.

\end{document}
```

## My First Heading

My first paragraph.

# It doesn't have to be hard: Markdown

```
## My First Heading
```

```
My first paragraph.
```

## My First Heading

My first paragraph.

# Why use Markup Languages?

Markup languages can create pretty documents in plain text files

- Better version control
- Powerful editors like VS Code (getting close to WYSIWYG)
- Easy automation
- Focus on structure and content, not on formatting