

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