LaTeX for Economics and Business Administration

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Why this workshop?

- In the *social sciences* few attention to what tools to use (and why)
- LaTeX is used very much in the scientific world and *works* brilliantly together with
  - statistical packages, such as `Stata` and `R`,
  - markdown/HTML,
  - reference managers.
- Why *I* want to give this workshop
  - intrinsic interest
  - my goal: pre-conferences workshops / courses

What I want (and don't want) with this workshop

- Give a general introduction of why some tools work together
  - LaTeX
  - reference managers
  - (statistical) output
- Give an introduction to LaTeX
  - First the basics
  - Next workshop: some advanced stuff
- What *I* do not want
  - Tell you what applications to use (**you** need to decide and make a **well-informed** decision)

Background

- TeX has been devised by Donald E. Knuth in the late 70's
- LaTeX is a set of macro's around TeX and devised in the 80's
- LaTeX is a *typesetting program*, not a *Word processor*
  - It is actually some code that needs to be compiled
  - Code is typed in by an editor
- So,
  - Huge differences between Word and LaTeX
  - for LaTeX you need an editor:
    - Specific editors: TexStudio, TexShop, RStudio
    - General editors: Sublime, TextMate, Notepad++, Vim, Emacs

Disadvantages

- Not WYSIWYG
- You nead to learn (quite) some commands
  - Learning curve, but
  - hurray for cheat sheets and Google
- Difficult to cooperate with people that went to the *dark side*
- *Basic* LaTeX has *difficulties* with incorporating new fonts (Hoefler, minion pro)
  - XeTeX
  - For the purists: LaTeX does it right (LaTeX vs Word)

Advantages

- Free (as in beer) and ubiquitous
- WYSIWYM
- Consistent lay-out throughout the whole document (including tables, appendices, formulas, source code, etc)
- Internal references are a breeze (references, ToC, ToT . . .)
- Forced to structure documents
- Macros, thus scriptable
- Large community, thus a package for almost everything (books, articles, presentation, posters, exams, musicscores)
- Superior typography & output
- Many free LaTeX templates

LaTeX versus Markdown

- Markdown (all variants): lightweight markup language that can export to `.doc`, `.html`, and `.pdf`.
- Much easier then LaTeX but less flexible
- Used by writers/blogs even for complete websites
- But good interaction with LaTeX; if not only for formula's

How does LaTeX work in practice?

- You edit a `.tex` file without thinking about how it looks
  - distraction free writing (yeah right)
- You then compile it
  - LaTeX is unforgiving: if there is an error, usually it does not compile
  - Typically, errors are missing brackets or parentheses.
- Typically, source `.tex` file is compiled into `.pdf`

A process diagram

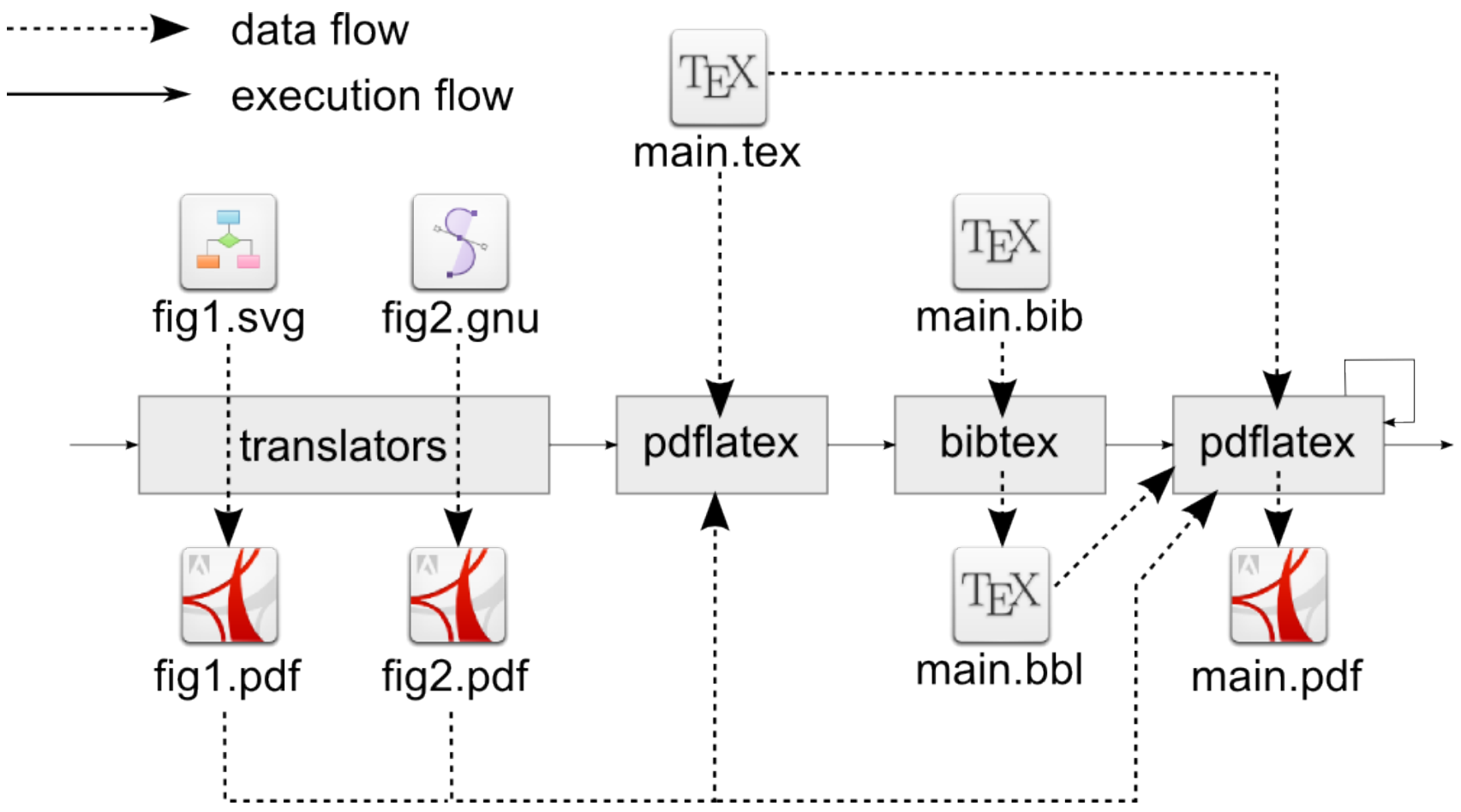

Figure: Process diagram

Code, documentation and output

1. Synonyms
2. All based on `.txt` files
3. Encompasses almost anything
   - data itself (`.csv`, `.txt`)
   - set of commands for data cleaning and statistical analysis (`.do`, `.R`)
   - database with references (`.bib`)
   - text for articles, presentations or websites (`.tex`, `.html`)
4. Only output is displayed/interpreted differently (e.g., in a browser or pdf viewer)

Folder structure of your new project (theses, paper, assignment & research)

- Think *a priori* about project set-up
  - Seperate analysis, data and output files
- Be careful with source data!
  - Seperate source and derived data files
  - Typically
    - you get/collect data
    - transform data
    - analyse data
  - Keep track of all these stages!

How to work with TeXstudio

A quick tour

content...

First: organize!

1. Create a specific workshop folder somewhere where you can find it.
2. Think about versioning and a back-up system
3. E.g.: use dropbox and/or Time Machine

Baby-steps

Document structure: Open from template

```
1  \documentclass[]{article}
2  %opening
3  \title{}
4  \author{}
5
6  \begin{document}
7
8          \maketitle
9
10         \begin{abstract}
11
12         \end{abstract}
13
14         \section{}
15
16 \end{document}
```