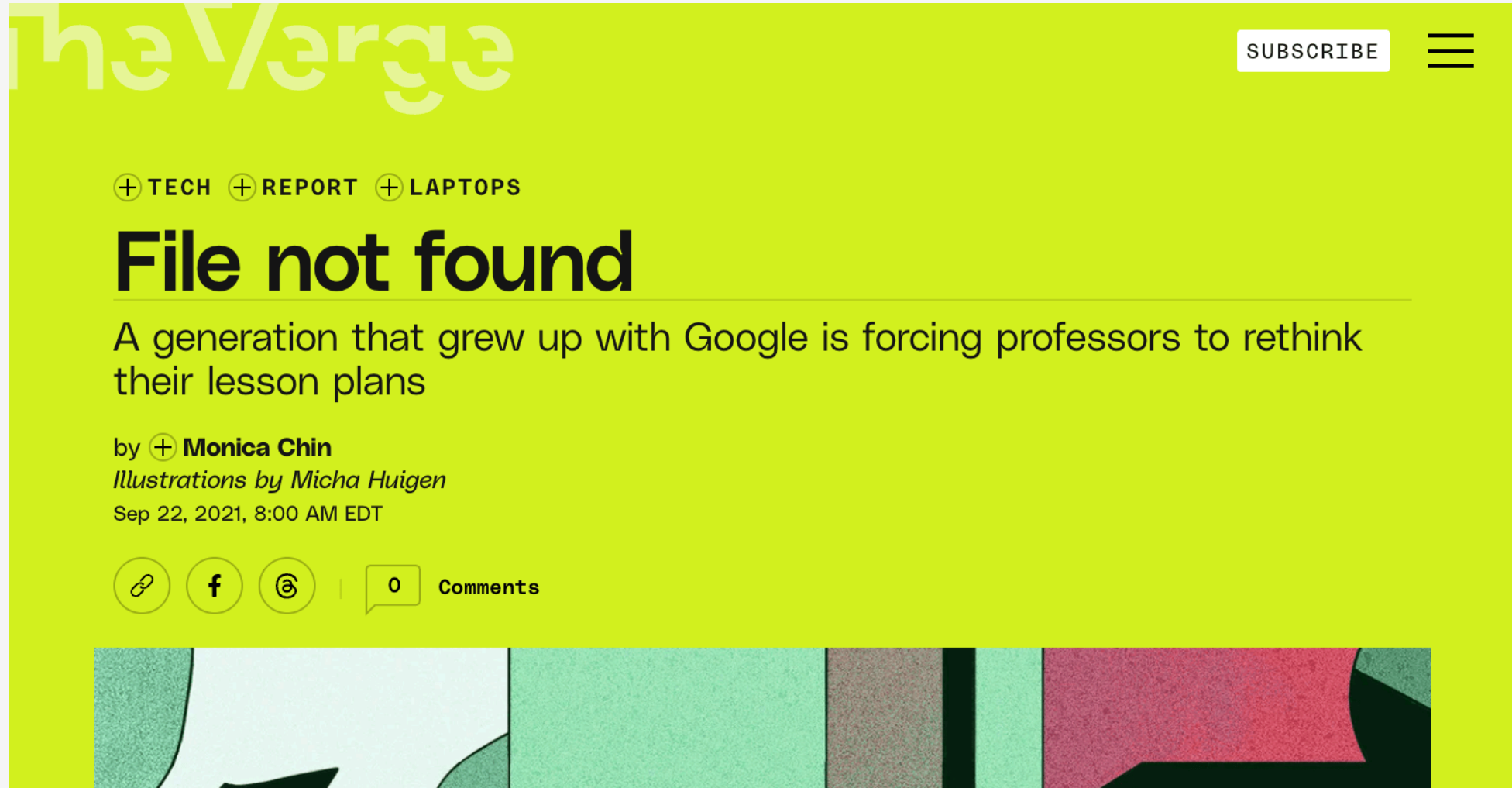


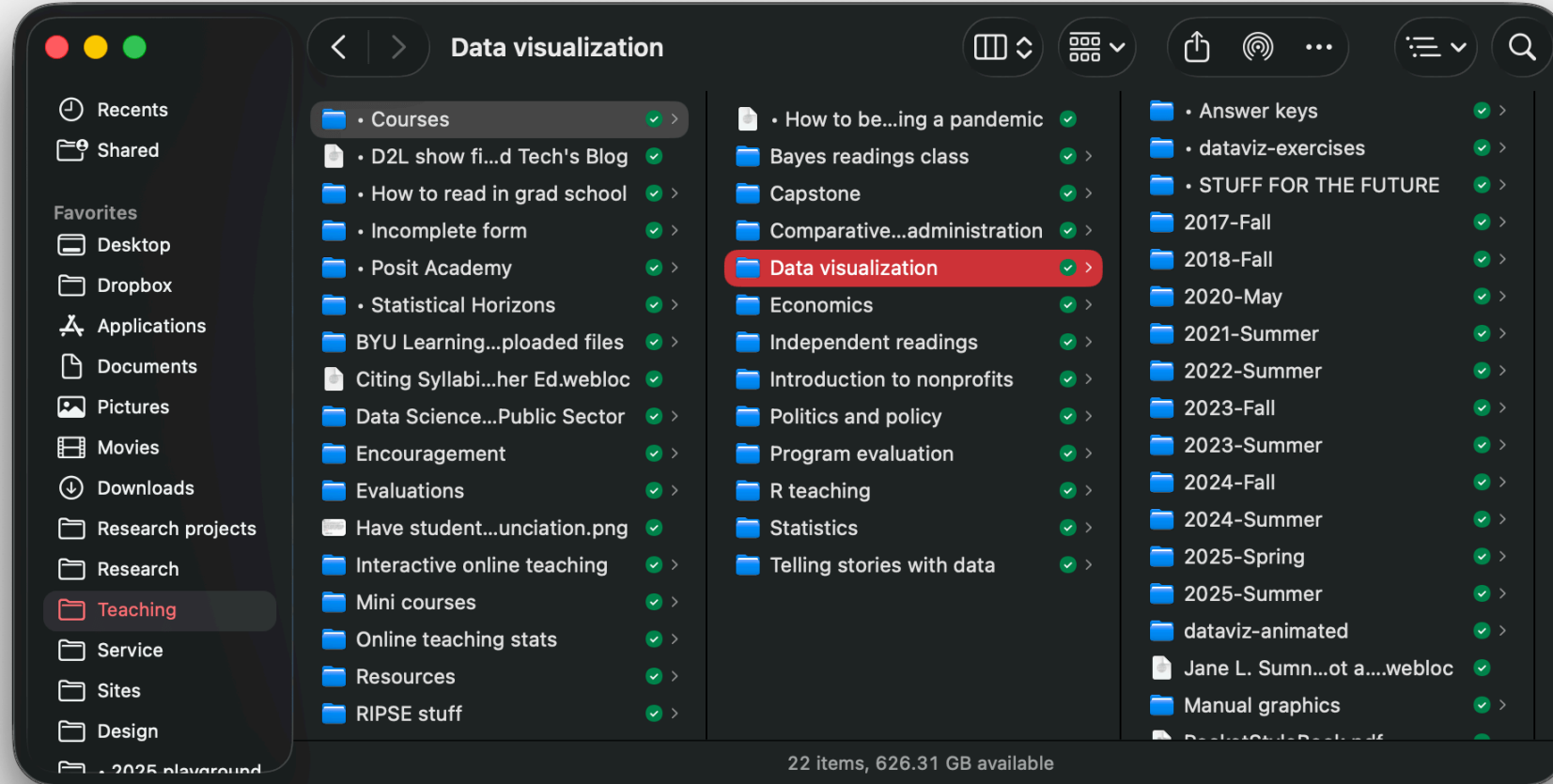
# Publishing

# The basics of web hosting

# Files are real



# Files live on computers



# Websites are files

## HTML

```
<!DOCTYPE html>
<html>
<head>
  <title>Page title</title>
</head>
<body>
  <h1>A heading</h1>
  <p>Some text</p>
</body>
</html>
```

## CSS

```
h1 {
  color: "red";
  text-align: center;
  margin-bottom: 10px;
}
```

## Other files

## Javascript

```
const listItems = document.querySelector(...)

function toggleDone(e) {
  if (!e.target.className) {
    e.target.className = "done";
  } else {
    e.target.className = "";
  }
}

listItems.forEach((item) => {
  item.addEventListener("click", toggleDone);
});
```

# (Some are databases + files)

The screenshot shows the WordPress Dashboard for a user named 'admin'. The interface includes a sidebar with navigation links: Dashboard, Home, Updates, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and a Collapse menu button. The main content area is titled 'Dashboard' and contains several widgets:

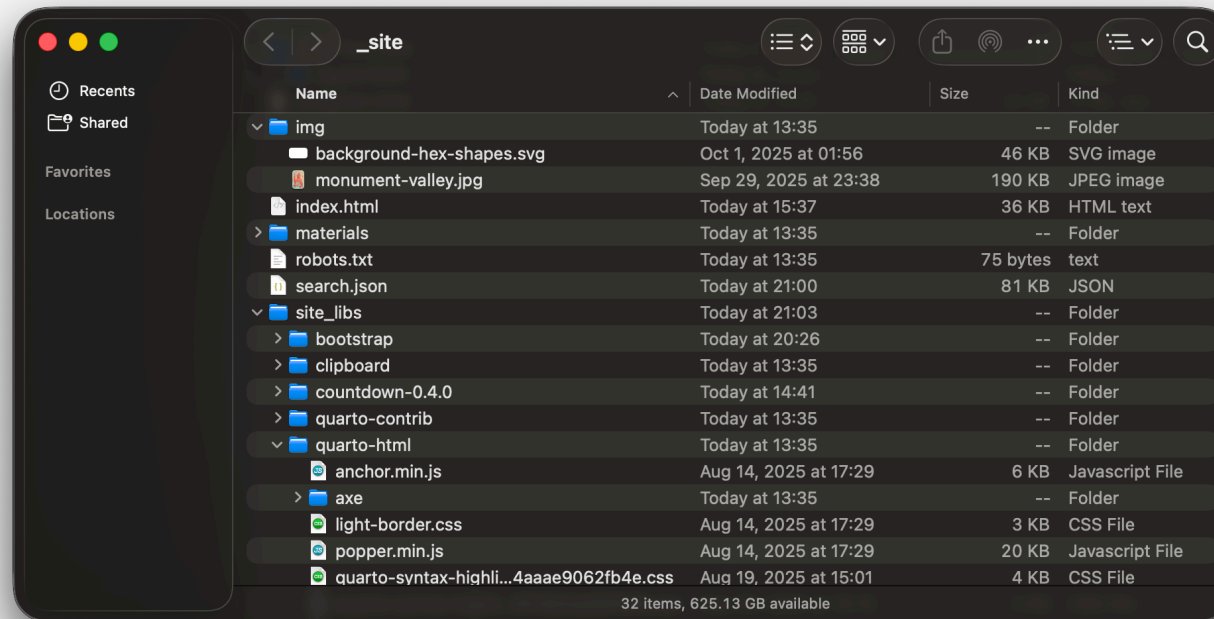
- Site Health Status:** Shows a 'Good' status with a green circle icon. Text indicates the site's health is good but suggests improvements. It links to a 'Site Health screen' with 4 items.
- At a Glance:** Displays statistics: 1 Post, 1 Page, and 1 Comment. It also mentions 'WordPress 6.4.3 running Twenty Twenty-Four theme.'
- Activity:** A section for recent activity, including 'Recently Published' (a post titled 'Hello world!' from 'Today, 10:11 am') and 'Recent Comments' (a comment from 'A WordPress Commenter' on 'Hello world!').
- Quick Draft:** A form for creating a new draft, with fields for Title and Content, and a 'Save Draft' button.
- WordPress Events and News:** A section for upcoming events and news, including 'WordPress 6.5 Brighton Launch Party', 'Online WordPress Portsmouth Meetup', and 'Secure Your Site: Join Cambridge WordPress Backups & Security Meetup'.

By WordPress Foundation - Own work, [GPL](#), [Link](#)

# Quarto websites are *static*

There's no need for fancy web servers—

Quarto puts the whole rendered website in `_site/`



Your job is to put that `_site/` on a server.

# Servers

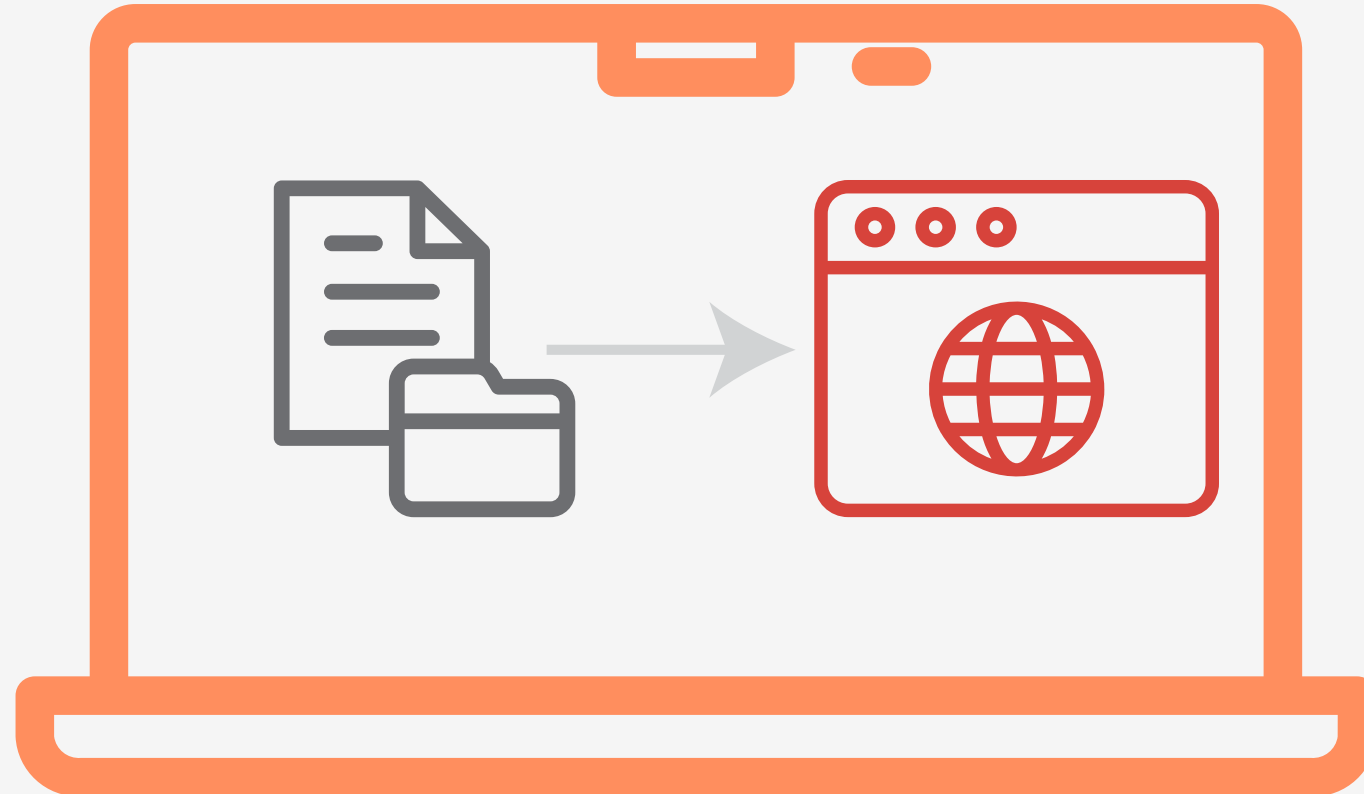
Web servers are computers that (1) store files and (2) show those files as websites to web browsers.



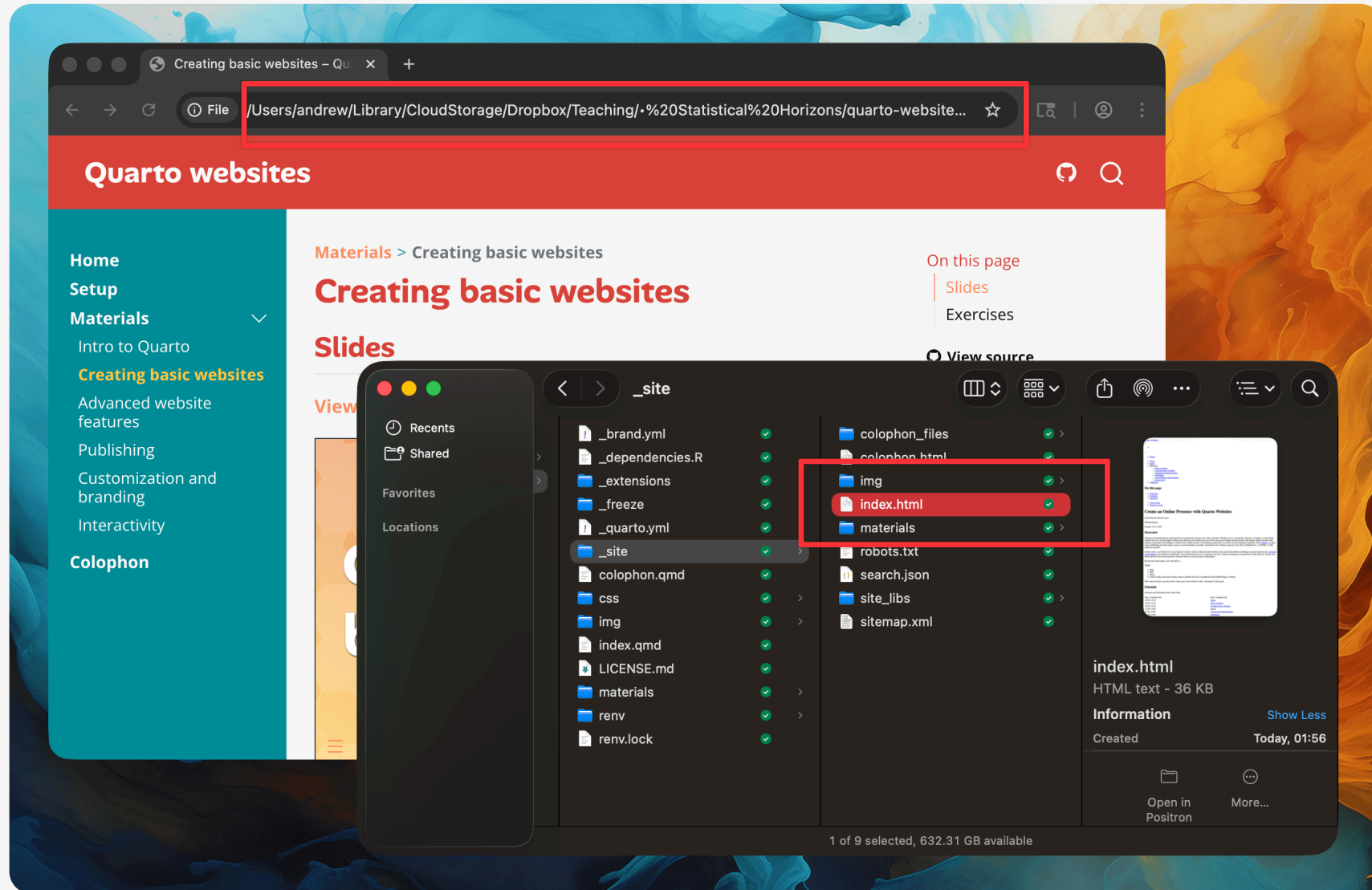


# Local files

`file:///Users/andrew/Desktop/example/index.html`

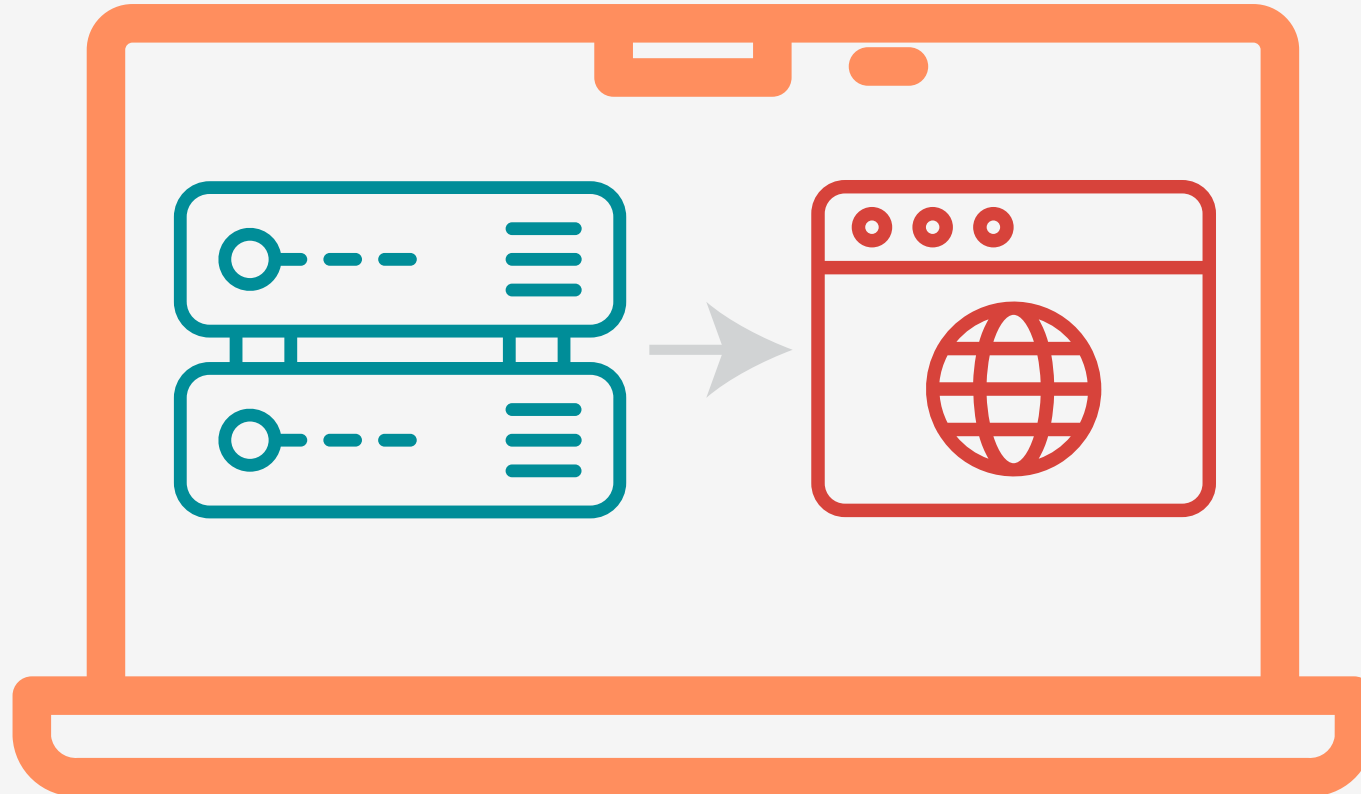


# Local files

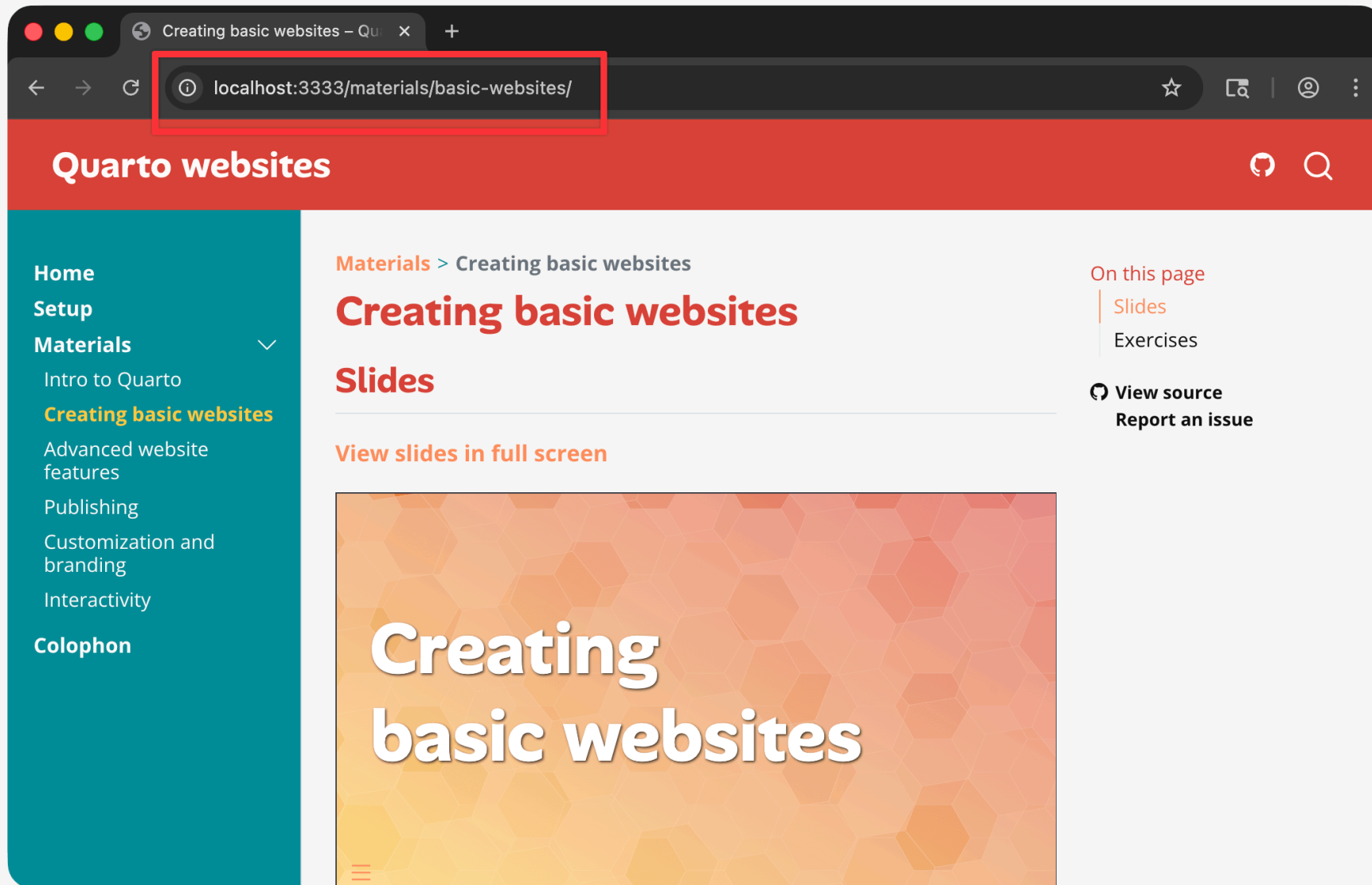


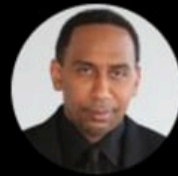
# Local server

`http://localhost:3333/`



# Local server





**Stephen A Smith** ✓

@stephenasmith

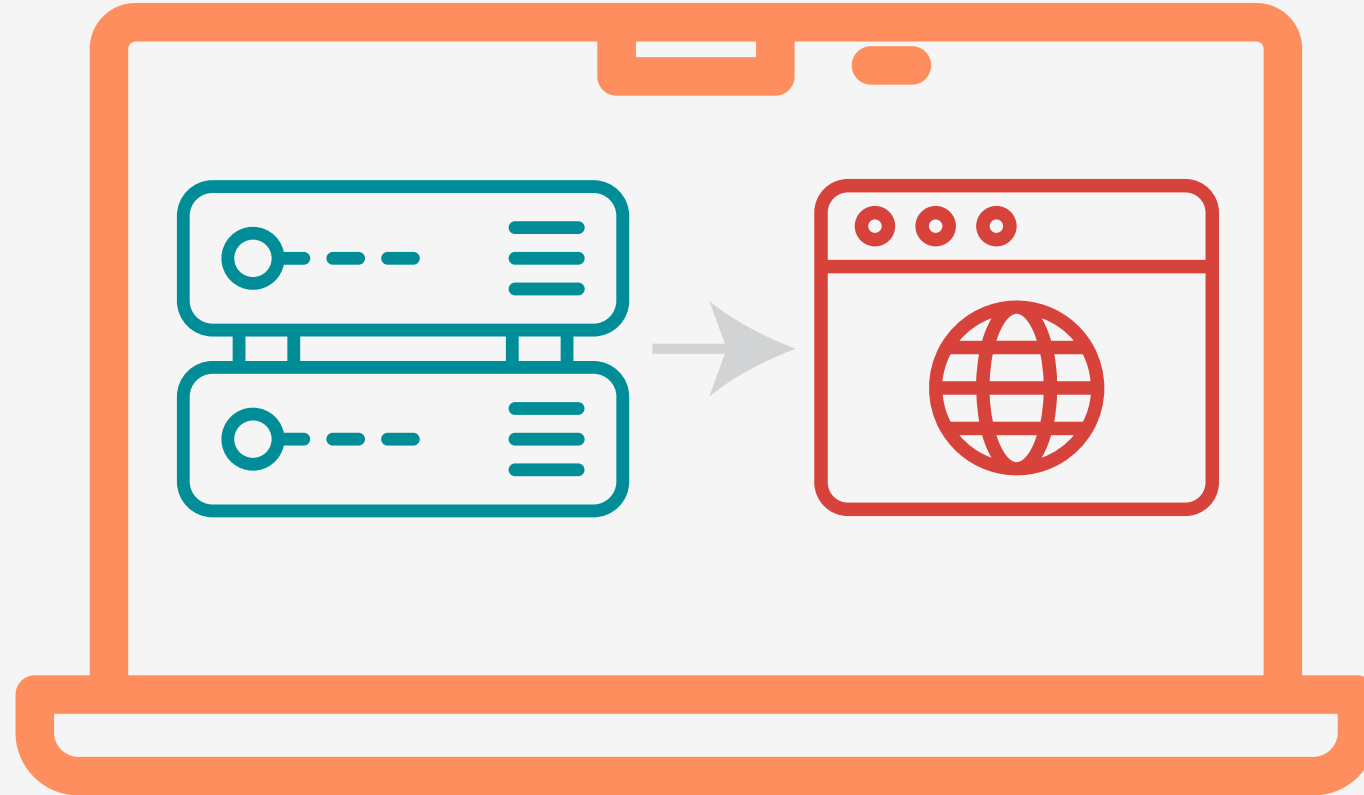
**TAke a look, y'all: IMG\_4346.jpeg**

10:15 PM · May 26, 2015 · Twitter for iPhone

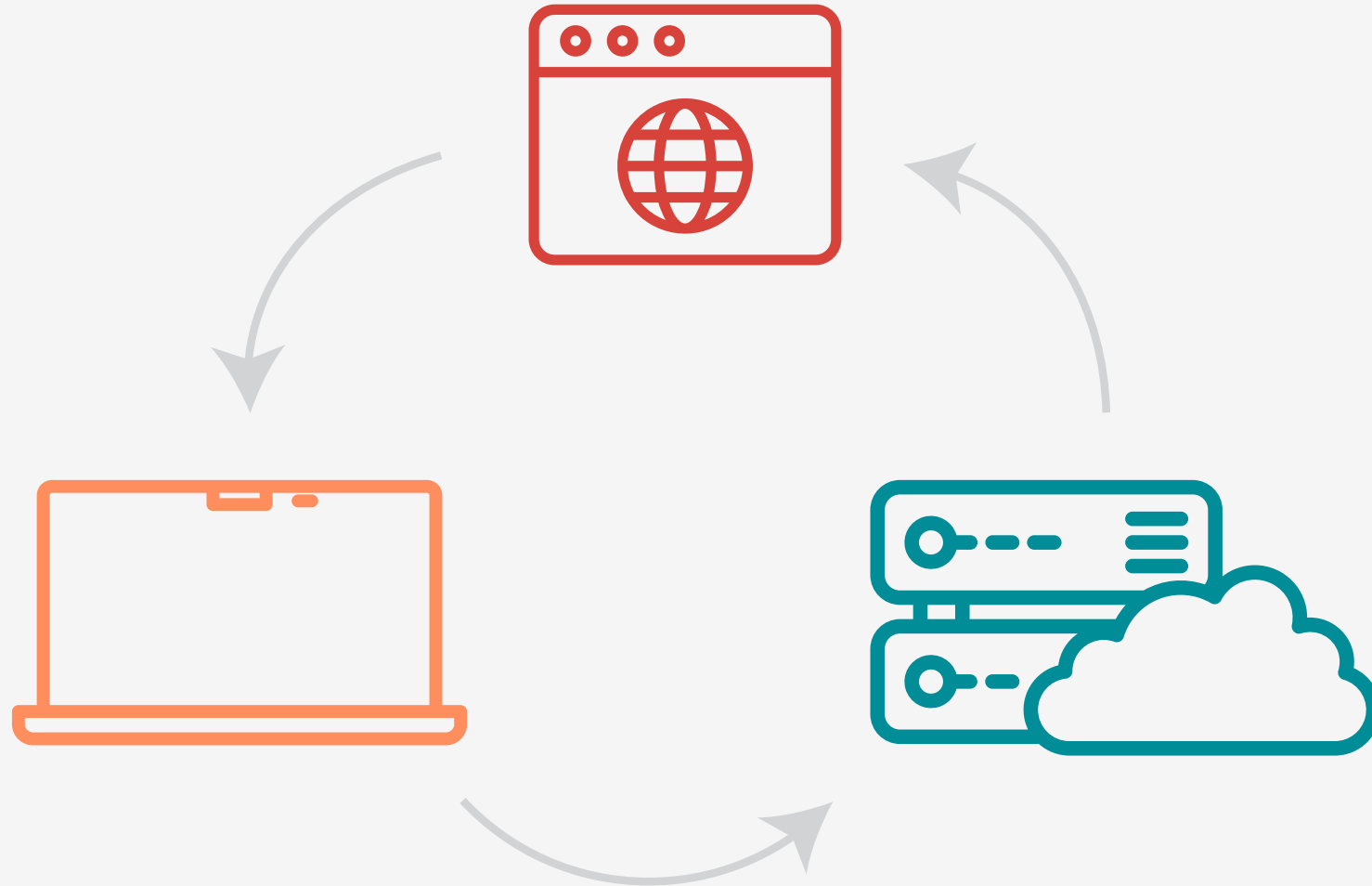
---

**86.8K** Retweets   **4,939** Quote Tweets   **121K** Likes

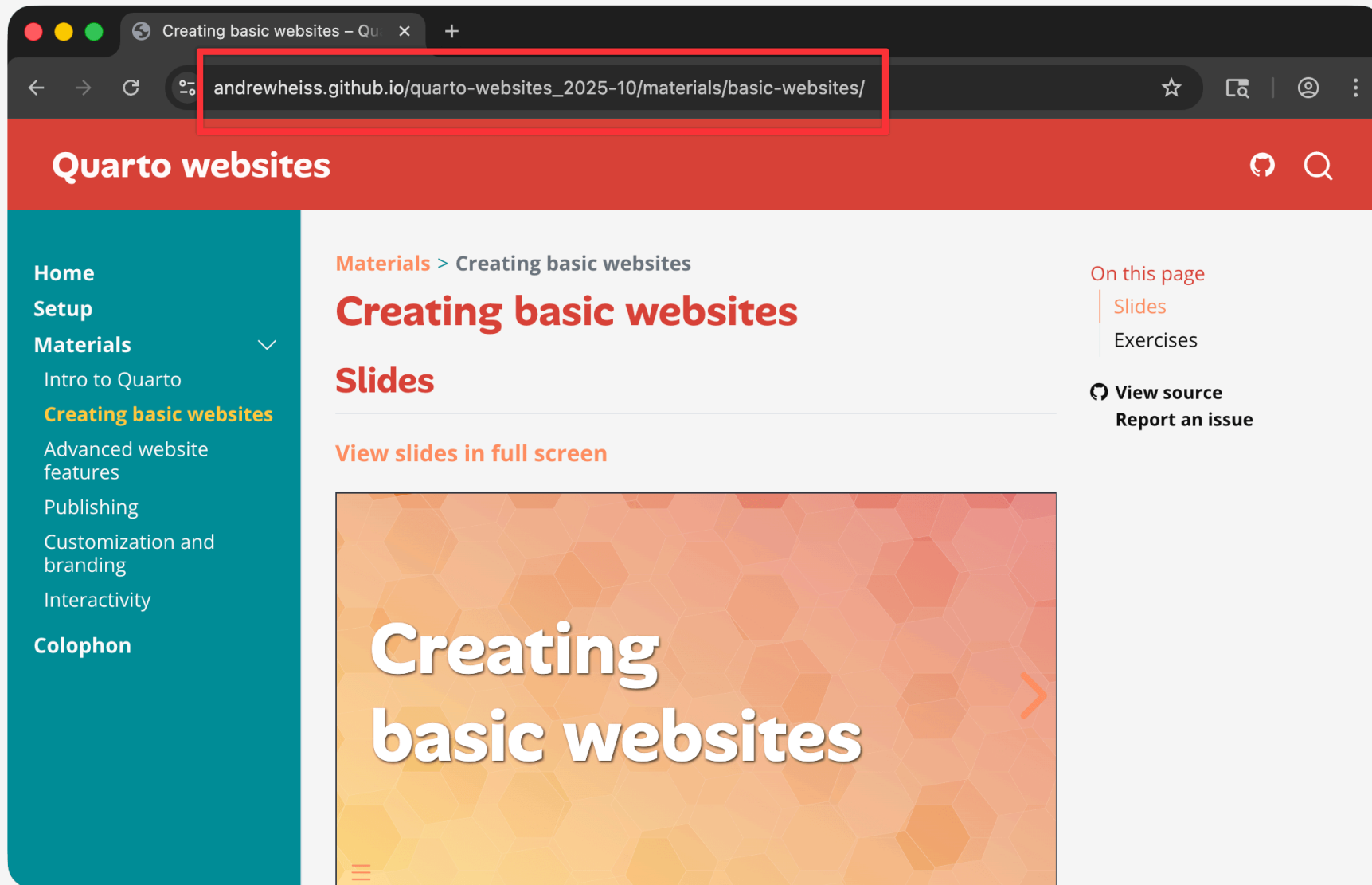
# Local server



# Remote server



# Remote server





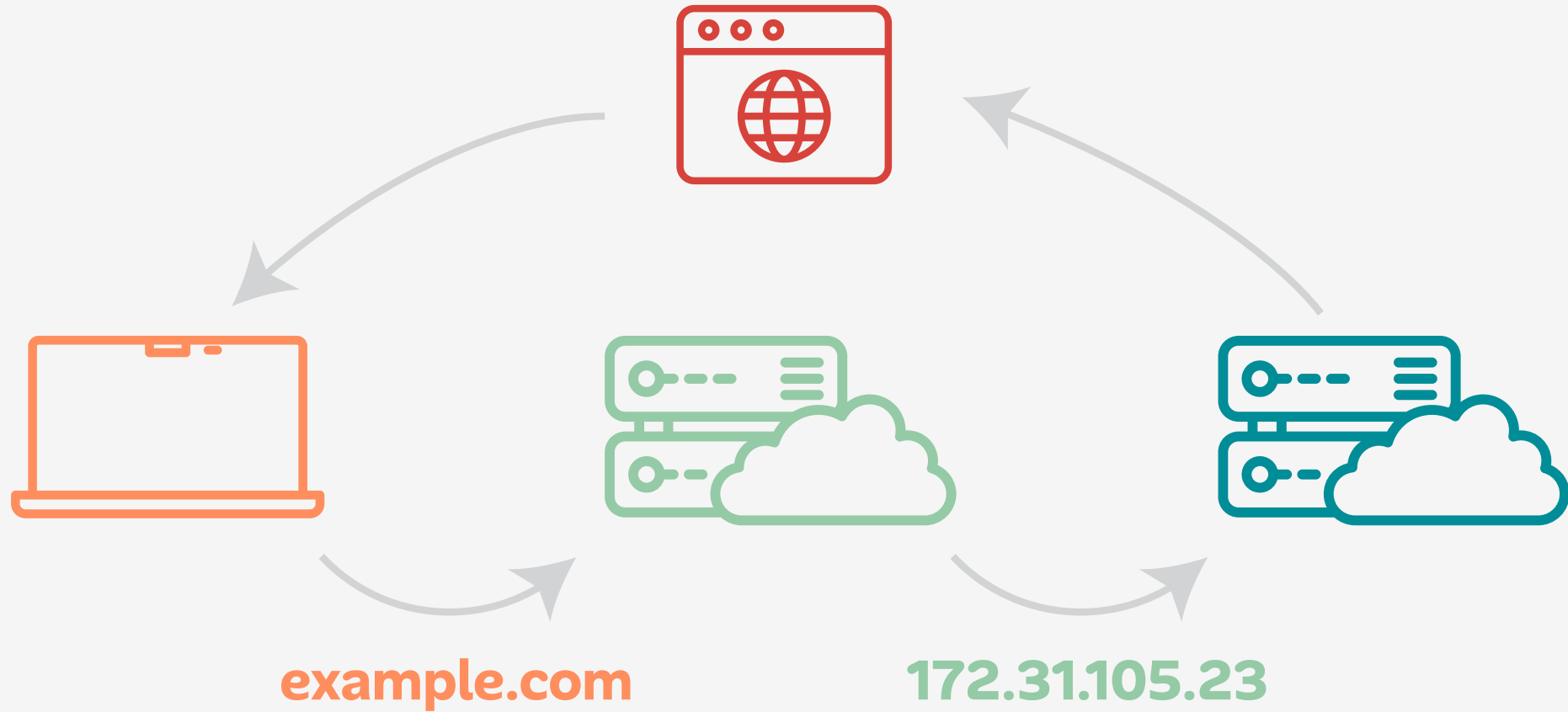
# Domain names

All computers on the internet have IP addresses

**http://8.8.8.8**

Domain names map IP addresses to memorable, human-readable names

# Domain names



# Costs

## Server space

Can be free!

Typically \$5+ /month

## Domain name

Not free!

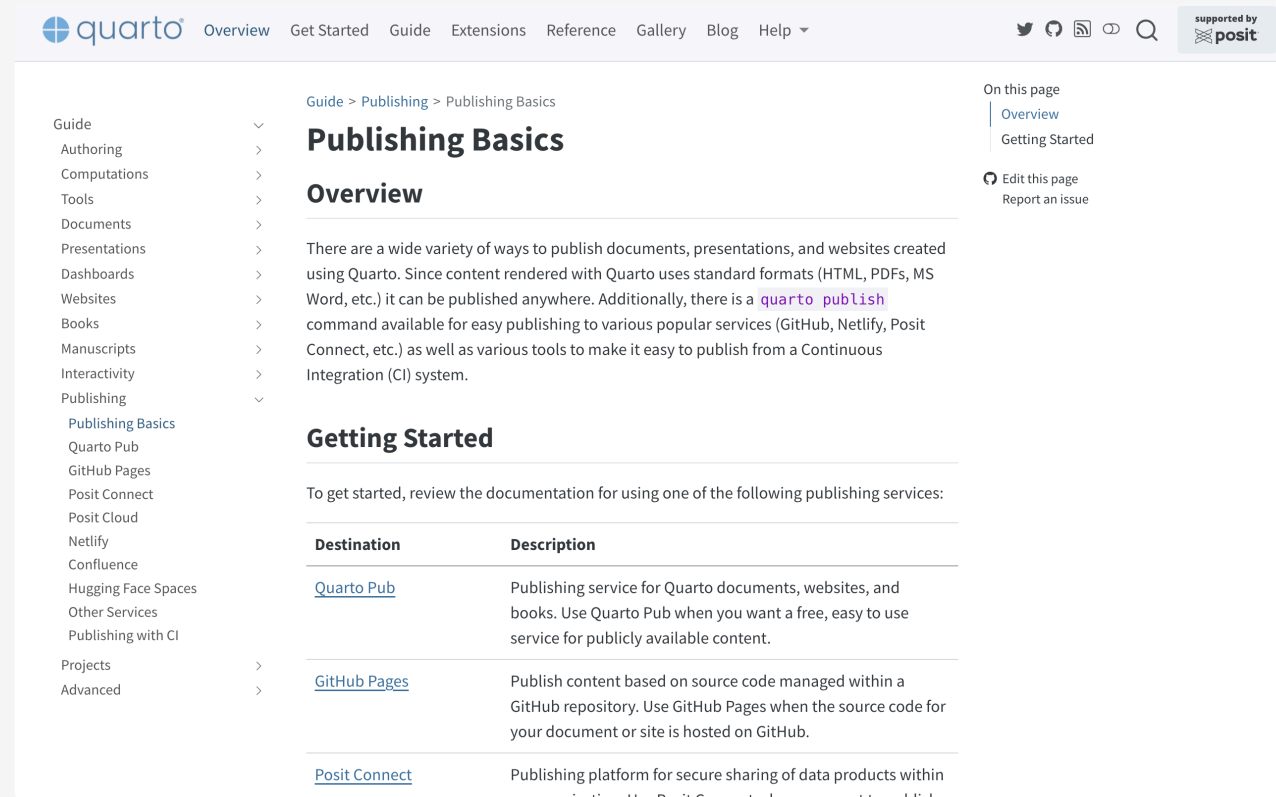
\$10–20+ /year

iwantmyname				Domains	Transfer	Plugins	Affiliate	About	Support	Log in	Sign up
andrewheiss.christmas		😊	\$39.00 1st yr								🛒
andrewheiss.compare		😊	\$78.01 1st yr								🛒
andrewheiss.club.tw		😊	\$30.99 1st yr								🛒
andrewheiss.contact		😊	\$26.99 1st yr								🛒
andrewheiss.cooking		😊	\$64.03 1st yr								🛒
andrewheiss.co.at		😊	\$14.99 1st yr								🛒
andrewheiss.courses		😊	\$72.25 1st yr								🛒
andrewheiss.co.gg		😊	\$0.00 1st yr								🛒
andrewheiss.co.je		😊	\$0.00 1st yr								🛒
andrewheiss.co.nl		😊	\$10.99 1st yr								🛒
andrewheiss.co.no		😊	\$29.99 1st yr								🛒
andrewheiss.day		😊	\$29.99 1st yr								🛒

# Quarto hosting options

# Deployment services

Quarto has built-in support for several different hosting services for publishing documents, presentations, dashboards, and websites



The screenshot shows the Quarto website's documentation for publishing. The top navigation bar includes the Quarto logo, links to Overview, Get Started, Guide, Extensions, Reference, Gallery, Blog, and Help, along with social media icons and a 'supported by posit' badge. The left sidebar lists various guides, with 'Publishing' expanded to show 'Publishing Basics' selected. The main content area is titled 'Publishing Basics' and 'Overview'. It explains that Quarto content can be published anywhere using standard formats (HTML, PDFs, MS Word, etc.) and lists popular services like GitHub, Netlify, and Posit Connect. A 'Getting Started' section follows, advising users to review documentation for specific services. A table lists three services: Quarto Pub, GitHub Pages, and Posit Connect, each with a brief description.

quarto Overview Get Started Guide Extensions Reference Gallery Blog Help

supported by posit

Guide > Publishing > Publishing Basics

## Publishing Basics

### Overview

There are a wide variety of ways to publish documents, presentations, and websites created using Quarto. Since content rendered with Quarto uses standard formats (HTML, PDFs, MS Word, etc.) it can be published anywhere. Additionally, there is a [quarto publish](#) command available for easy publishing to various popular services (GitHub, Netlify, Posit Connect, etc.) as well as various tools to make it easy to publish from a Continuous Integration (CI) system.

### Getting Started

To get started, review the documentation for using one of the following publishing services:

Destination	Description
<a href="#">Quarto Pub</a>	Publishing service for Quarto documents, websites, and books. Use Quarto Pub when you want a free, easy to use service for publicly available content.
<a href="#">GitHub Pages</a>	Publish content based on source code managed within a GitHub repository. Use GitHub Pages when the source code for your document or site is hosted on GitHub.
<a href="#">Posit Connect</a>	Publishing platform for secure sharing of data products within an organization. Use Posit Connect when you want to publish

<https://quarto.org/docs/publishing/>

## Easy

- **Quarto Pub:** Free!; everything's public; no custom domains
- **Posit Connect:** \$\$; public and private; custom domains

## Medium

- **GitHub Pages:** Free!; everything's public; custom domains
- **Netlify:** Free and paid; public and private; custom domains

## Advanced

- **DIY:** Set up a server yourself and do whatever you want

# What I use

- **Quarto Pub:** example + example
- **GitHub Pages:** example + example + this very course website!
- **DIY:** example + example

# What we'll do together

- Quarto Pub
- GitHub Pages



# Deploying with Quarto Pub

# Quarto Pub

<https://quartopub.com/>

- **What:** Free hosting service for all types of Quarto documents, run by Posit
- **When to use:** When you want to publish something on the internet quickly and you don't really care about (1) privacy or (2) the domain name
- **Difficulty level:** The easiest!

[Complete documentation](#)



sort by: Newest

**pinr resources**

pinr resources

**pinr resources**

AUTHOR  
Andrew Heiss

Because this is better than an ephemeral Zoom chat...

pinr resources

Last updated 3 days ago

Website

**ARNOVA 2025 proposal**

AUTHORS  
Suparna Chaudhry  
Andrew Heiss

AFFILIATIONS  
Lewis and Clark College  
Georgia State University

PUBLISHED  
May 29, 2025

**Title**  
(15-word limit)  
Civil Society Crackdowns and the Spatial Redistribution of Foreign Aid

**Track**  
Global Civil Society, Social Movements, and Grassroots Associations

**What is your research question or thesis statement?**  
Existing research explores the effect of civil society restrictions on overall levels of aid within countries, but is limited to concrete details and context.

Table of contents  
Title  
Track  
What is your research question or thesis statement?  
Abstract  
Narrative description  
References  
Other Formats  
GitHub (GFM)

ARNOVA 2025 proposal

Last updated 2 weeks ago

Document

**Escaping inline R chunks**

**New Quarto-style inline chunks**

Quarto uses this syntax for inline chunks, with the language name wrapped in curly braces

```

The value of n is `r` round(pi, 2)

```

that renders to this

```

The value of n is 3.14

```

To show the inline code verbatim, either wrap the `{r}` in double braces:

```

`{r}` round(pi, 2) → {r} round(pi, 2)

```

Or wrap the expression in an extra set of backticks:

```

``{r} round(pi, 2)`` → {r} round(pi, 2)

```

Escaping inline R chunks

Last updated 4 weeks ago

Document

**MMs and AMCEs**

AUTHOR  
Andrew Heiss

PUBLISHED  
August 11, 2025

```

library(tidyverse)
library(logitr)
library(marginaleffects)
library(nlogit)

yogurt <- logitr::yogurt |>
mutate(feat == feat == 1) |>
mutate(price_fct = factor(price))

```

**OLS**

**Model**  
It generates negative predicted probabilities but people still love OLS for this kind of stuff, and it's arguably okay-ish

model\_ols <- lm(choice ~ price\_fct + feat + brand, data = yogurt)

Table of contents  
OLS  
Model  
Marginal means  
AMCEs  
Multinomial regression with (nlogit)  
Multinomial regression with (logitr)  
Recreation of (marginaleffects) conjoint vignette

MMs and AMCEs

Last updated last month

Document

**Fuzzy `rdrobust()` stuff**

AUTHOR  
Andrew Heiss

PUBLISHED  
August 28, 2025

So I think the reviewer is misunderstanding what `rdrobust` does. It's a nonparametric approach, so it doesn't follow a standard 2SLS pattern. Your equations 1 and 2 are parametric, though, which maybe is throwing the reviewer off too.

I didn't go into the details for nonparametric RDD in my class because they're complicated and, as a result, most people don't put the equations in their papers (from what I've seen)

Here's a grossly oversimplified version of the official original version (see p. 2306 at [https://rdpackages.github.io/references/Calonico-Cattaneo-Titiunik\\_2014\\_ECMA.pdf](https://rdpackages.github.io/references/Calonico-Cattaneo-Titiunik_2014_ECMA.pdf), the original paper for nonparametric RDD and the paper everyone cites).

Basically, the fuzzy RDD LATE is the Wald ratio of two discontinuities:

Fuzzy `rdrobust()` stuff

Last updated last month

Document

**Bayesian `{marginaleffects}`**

AUTHOR  
Andrew Heiss

PUBLISHED  
August 7, 2025

```

library(tidyverse)
library(marginaleffects)
library(broom)
library(parameters)
library(bayesrules)
library(scales)
library(tidybayes)

# Nicer colors and basic theme
c1rs <- HMMColors::hmm.colors("ustwo")
theme_set(theme_bw())

# Get data from (bayesrules) and clean it up a bit
data(climbers_sub, package = "bayesrules")

climbers <- climbers_sub |>
select(

```

Table of contents  
The general setup  
Model building  
Population-level analysis  
Expedition-specific analysis  
Different group-based flavors of population-level effects  
Additional questions

Bayesian `{marginaleffects}`

Last updated 2 months ago

Document

**Session 13 questions**

AUTHOR  
Andrew Heiss

PUBLISHED  
July 29, 2025

**Sidenotes**

You don't need to include `{magrittr}` and `{viridis}` in your `p_load()` function. `{magrittr}` gets invisibly loaded by `{dplyr}`, and `{dplyr}` gets loaded when you use `{tidyverse}`, so it's already there. `{viridis}` gets invisibly loaded by `{ggplot2}`, and `{ggplot2}` gets loaded when you use `{tidyverse}`, so it's also already there.

**Removing legends**

I notice that to remove guides we have used 3 types of codes e.g.,

**A dashboard that is a dashboard**

**A dashboard that's not a dashboard**

**Row**

```

library(tidyverse)

ggplot(mpg, aes(x = displ, y = hwy)) +
  geom_point()

```

# How to publish

1. Go to [quartopub.com](https://quartopub.com) and create a free account. Make sure you're logged in.

2. In the terminal, run this:

```
Terminal
quarto publish
```

3. Select [Quarto Pub](#) and press enter. Answer all the other questions.

4. Wait for the site to render and upload.

5. Done!

# Other details

- To update the site later, run `quarto publish` in the terminal again.
- Manage other site settings at your [quartopub.com](https://quartopub.com) dashboard.

# Your turn

Publish your playground website to Quarto Pub.

1. Go to [quartopub.com](https://quartopub.com) and create a free account. Make sure you're logged in.
2. In the terminal, run this:

```
Terminal
quarto publish
```

3. Select [Quarto Pub](#) and press enter. Answer all the other questions.
4. Wait for the site to render and upload.

07:00

# Deploying with GitHub Pages

# GitHub Pages

- **What:** Free hosting service for repositories hosted on GitHub
- **When to use:** When you want a (free) longer term hosting solution (with a custom domain if you want) and you're already using GitHub for version control
- **Difficulty level:** Medium

[Complete documentation](#)



# Three ways; three difficulties

1. **Easy:** Render your site to `docs/` and include that folder in your git repository.
2. **Medium:** Use the `quarto publish` terminal command to render the site and push it to a `gh-pages` branch.
3. **Hard:** Use GitHub Actions to build an on-the-fly virtual computer that remotely rebuilds and publishes your site every time you commit to your repository.

**We're going to do Option 1!**

# Some git knowledge required



General version control



Remote version control  
hosting + collaboration

## Helpful resources:

- [GitHub's Hello World tutorial](#)
- [Happy Git with R](#)

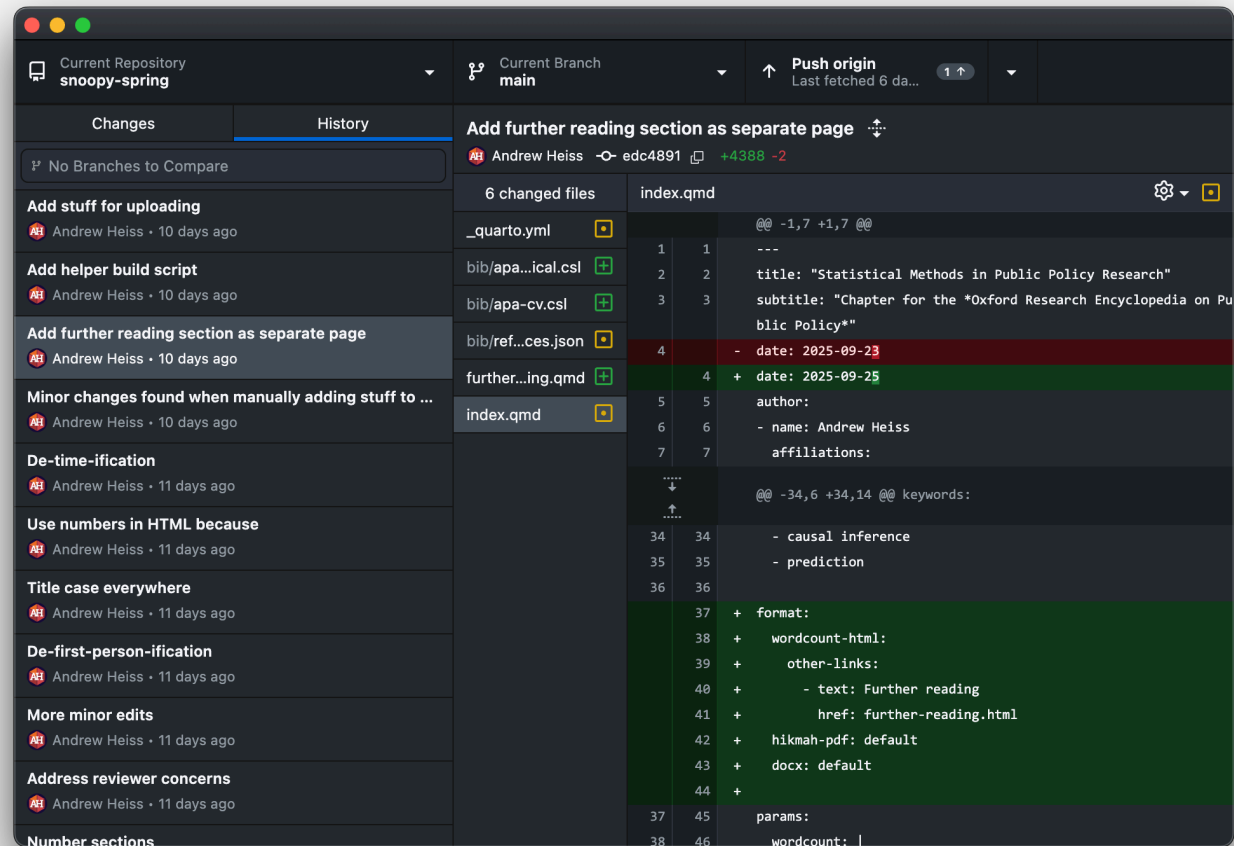
# Interacting with git

GitHub Desktop

RStudio

Positron / VS Code

Terminal



# Basic workflow

1. Make changes
2. Commit changes to lock them in
3. Push commits to remote server

*Advanced stuff you don't have to worry about:* branches, collaboration, pull requests, etc.

# .gitignore

Use `.gitignore` to hide things from git.



## General rules

**Commit things that make outputs; don't commit outputs themselves.**

**Don't commit user-specific things (or passwords!)**

`.gitignore`

```
1 .Rproj.user
2 .Rhistory
3 .RData
4 .Ruserdata
5
6 data/private-data.csv
7 output/*.png
8 all_my_passwords.txt
```

# How to publish

## Part 1: Get your project code on GitHub

1. Go to [github.com](https://github.com) and create a free account.
2. Add a `.gitignore` file to your website project with this:

```
.gitignore
1 .Rproj.user
2 .Rhistory
3 .RData
4 .Ruserdata
5
6 /_site/
```

3. Initialize a git repository for your website project.
4. Commit the files and push to GitHub.

# How to publish

## Part 2: Tell Quarto to use GitHub Pages

5. Change the `output-dir` option in `_quarto.yml` to `docs`.

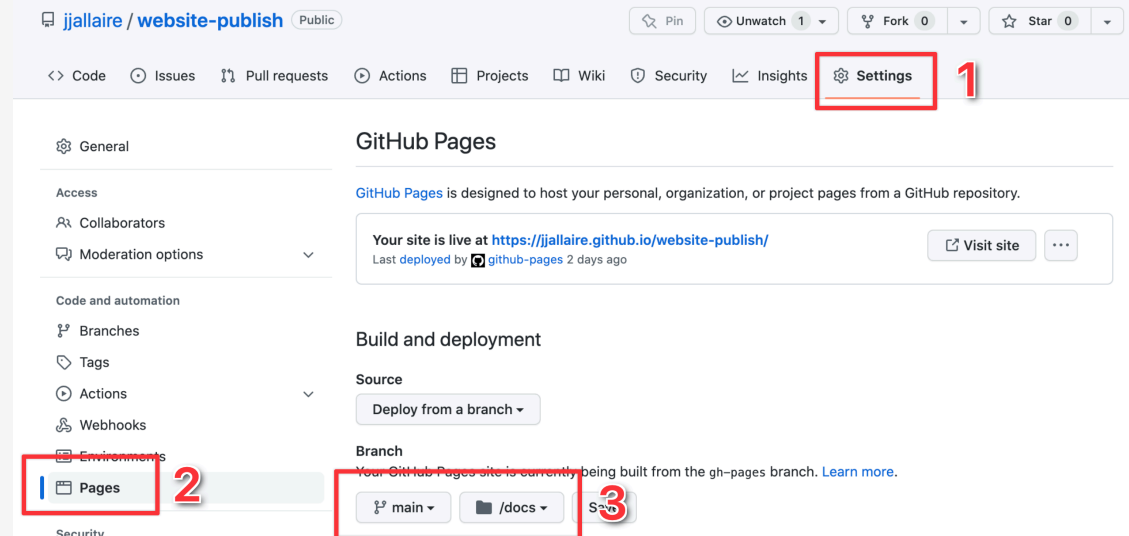
```
_quarto.yml  
project:  
  type: website  
  output-dir: docs
```

6. Add an empty file named `.nojekyll` to the root of your website project (this tells GitHub to not run its own static site generator).
7. Render your site.
8. Commit the newly created `docs/` folder and `.nojekyll` file and push to GitHub.

# How to publish

## Part 3: Tell GitHub Pages to serve your site

9. From your GitHub repository, go to Settings > Pages and configure the repository to publish from the `docs` directory of your `main` branch.



10. Wait for GitHub to build and deploy the site.



# Other details

- To update the site later, render the site, commit to GitHub, and wait for the site to rebuild.

Track the progress under the “Actions” section of your GitHub repository.

- Add a custom domain at Settings > Pages

# Your turn, part 1

## Get your project code on GitHub

1. Go to [github.com](https://github.com) and create a free account.
2. Add a [.gitignore](#) file to your website project with this:

```
.gitignore
1 .Rproj.user
2 .Rhistory
3 .RData
4 .Ruserdata
5
6 /_site/
```

3. Initialize a git repository for your website project.
4. Commit the files and push to GitHub.

10:00

# Your turn, part 2

## Tell Quarto to use GitHub Pages

5. Change the `output-dir` option in `_quarto.yml` to `docs`.

```
_quarto.yml  
project:  
  type: website  
  output-dir: docs
```

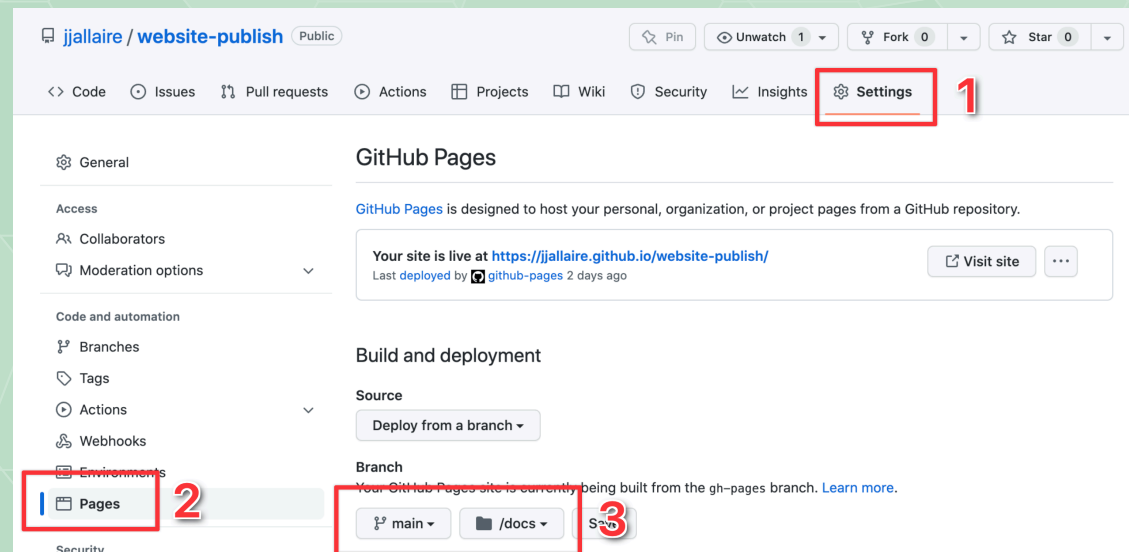
6. Add an empty file named `.nojekyll` to the root of your website project (this tells GitHub to not run its own static site generator).
7. Render your site.
8. Commit the newly created `docs/` folder and `.nojekyll` file and push to GitHub.

10:00

# Your turn, part 3

## Tell GitHub Pages to serve your site

9. From your GitHub repository, go to Settings > Pages and configure the repository to publish from the `docs` directory of your `main` branch.







10. Wait for GitHub to build and deploy the site.

10:00



# Course outline

-  ~~Intro to Quarto~~
-  ~~Creating basic websites~~
-  ~~Advanced website features~~
-  ~~Publishing~~
- Customization and branding
- Interactivity