However, readability is more than just programming style. Methods of measuring programming language popularity include: counting the number of job advertisements that mention the language, the number of books sold and courses teaching the language (this overestimates the importance of newer languages), and estimates of the number of existing lines of code written in the language (this underestimates the number of users of business languages such as COBOL). A similar technique used for database design is Entity-Relationship Modeling (ER Modeling). Trade-offs from this ideal involve finding enough programmers who know the language to build a team, the availability of compilers for that language, and the efficiency with which programs written in a given language execute. In the 1880s, Herman Hollerith invented the concept of storing data in machine-readable form. The choice of language used is subject to many considerations, such as company policy, suitability to task, availability of third-party packages, or individual preference. However, readability is more than just programming style. The Unified Modeling Language (UML) is a notation used for both the OOAD and MDA. By the late 1960s, data storage devices and computer terminals became inexpensive enough that programs could be created by typing directly into the computers. Popular modeling techniques include Object-Oriented Analysis and Design (OOAD) and Model-Driven Architecture (MDA). Normally the first step in debugging is to attempt to reproduce the problem. Many applications use a mix of several languages in their construction and use. Whatever the approach to development may be, the final program must satisfy some fundamental properties. Techniques like Code refactoring can enhance readability. As early as the 9th century, a programmable music sequencer was invented by the Persian Banu Musa brothers, who described an automated mechanical flute player in the Book of Ingenious Devices. Sometimes software development is known as software engineering, especially when it employs formal methods or follows an engineering design process. The choice of language used is subject to many considerations, such as company policy, suitability to task, availability of third-party packages, or individual preference. It involves designing and implementing algorithms, step-by-step specifications of procedures, by writing code in one or more programming languages. Implementation techniques include imperative languages (object-oriented or procedural), functional languages, and logic languages. A study found that a few simple readability transformations made code shorter and drastically reduced the time to understand it. By the late 1960s, data storage devices and computer terminals became inexpensive enough that programs could be created by typing directly into the computers. Programs were mostly entered using punched cards or paper tape. Whatever the approach to development may be, the final program must satisfy some fundamental properties. Also, specific user environment and usage history can make it difficult to reproduce the problem. Techniques like Code refactoring can enhance readability.