Some of these factors include: The presentation aspects of this (such as indents, line breaks, color highlighting, and so on) are often handled by the source code editor, but the content aspects reflect the programmer's talent and skills. 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). Allen Downey, in his book How To Think Like A Computer Scientist, writes: Many computer languages provide a mechanism to call functions provided by shared libraries. Programming languages are essential for software development. New languages are generally designed around the syntax of a prior language with new functionality added, (for example C++ adds object-orientation to C, and Java adds memory management and bytecode to C++, but as a result, loses efficiency and the ability for low-level manipulation). For example, COBOL is still strong in corporate data centers often on large mainframe computers, Fortran in engineering applications, scripting languages in Web development, and C in embedded software. For example, when a bug in a compiler can make it crash when parsing some large source file, a simplification of the test case that results in only few lines from the original source file can be sufficient to reproduce the same crash. New languages are generally designed around the syntax of a prior language with new functionality added. (for example C++ adds object-orientation to C, and Java adds memory management and bytecode to C++, but as a result, loses efficiency and the ability for low-level manipulation). Expert programmers are familiar with a variety of well-established algorithms and their respective complexities and use this knowledge to choose algorithms that are best suited to the circumstances. By the late 1960s, data storage devices and computer terminals became inexpensive enough that programs could be created by typing directly into the computers. Programmable devices have existed for centuries. Ideally, the programming language best suited for the task at hand will be selected. In 1801, the Jacquard loom could produce entirely different weaves by changing the "program" - a series of pasteboard cards with holes punched in them. The first computer program is generally dated to 1843, when mathematician Ada Lovelace published an algorithm to calculate a sequence of Bernoulli numbers, intended to be carried out by Charles Babbage's Analytical Engine. Languages form an approximate spectrum from "low-level" to "high-level"; "low-level" languages are typically more machine-oriented and faster to execute, whereas "high-level" languages are more abstract and easier to use but execute less quickly. For example, COBOL is still strong in corporate data centers often on large mainframe computers, Fortran in engineering applications, scripting languages in Web development, and C in embedded software. It is very difficult to determine what are the most popular modern programming languages. 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. For this purpose, algorithms are classified into orders using so-called Big O notation, which expresses resource use, such as execution time or memory consumption, in terms of the size of an input. In 1206, the Arab engineer Al-Jazari invented a programmable drum machine where a musical mechanical automaton could be made to play different rhythms and drum patterns, via pegs and cams. 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. Popular modeling techniques include Object-Oriented Analysis and Design (OOAD) and Model-Driven Architecture (MDA). Programming languages are essential for software development. New languages are generally designed around the syntax of a prior language with new functionality added, (for example C++ adds object-orientation to C, and Java adds memory management and bytecode to C++, but as a result, loses efficiency and the ability for low-level manipulation).