Programmable devices have existed for centuries..  
 In the 1880s, Herman Hollerith invented the concept of storing data in machine-readable form.  
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.  
 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.  
 Different programming languages support different styles of programming (called programming paradigms).  
Later a control panel (plug board) added to his 1906 Type I Tabulator allowed it to be programmed for different jobs, and by the late 1940s, unit record equipment such as the IBM 602 and IBM 604, were programmed by control panels in a similar way, as were the first electronic computers.  
Assembly languages were soon developed that let the programmer specify instruction in a text format (e.g., ADD X, TOTAL), with abbreviations for each operation code and meaningful names for specifying addresses.  
 A similar technique used for database design is Entity-Relationship Modeling (ER Modeling).  
Sometimes software development is known as software engineering, especially when it employs formal methods or follows an engineering design process.  
 Readability is important because programmers spend the majority of their time reading, trying to understand, reusing and modifying existing source code, rather than writing new source code.  
There are many approaches to the Software development process.  
  
 Computer programming or coding is the composition of sequences of instructions, called programs, that computers can follow to perform tasks.  
 Popular modeling techniques include Object-Oriented Analysis and Design (OOAD) and Model-Driven Architecture (MDA).  
However, with the concept of the stored-program computer introduced in 1949, both programs and data were stored and manipulated in the same way in computer memory.  
Integrated development environments (IDEs) aim to integrate all such help.