While these are sometimes considered programming, often the term software development is used for this larger overall process – with the terms programming, implementation, and coding reserved for the writing and editing of code per se..  
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.  
 Popular modeling techniques include Object-Oriented Analysis and Design (OOAD) and Model-Driven Architecture (MDA).  
Compilers harnessed the power of computers to make programming easier by allowing programmers to specify calculations by entering a formula using infix notation.  
 Different programming languages support different styles of programming (called programming paradigms).  
 Debugging is a very important task in the software development process since having defects in a program can have significant consequences for its users.  
By the late 1960s, data storage devices and computer terminals became inexpensive enough that programs could be created by typing directly into the computers.  
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.  
Programming languages are essential for software development.  
 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.  
The following properties are among the most important:  
  
 In computer programming, readability refers to the ease with which a human reader can comprehend the purpose, control flow, and operation of source code.  
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.  
Also, specific user environment and usage history can make it difficult to reproduce the problem.  
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).