Sometimes software development is known as software engineering, especially when it employs formal methods or follows an engineering design process..  
 Programmable devices have existed for centuries.  
 Programs were mostly entered using punched cards or paper tape.  
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.  
Techniques like Code refactoring can enhance readability.  
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.  
There are many approaches to the Software development process.  
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.  
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).  
 The first step in most formal software development processes is requirements analysis, followed by testing to determine value modeling, implementation, and failure elimination (debugging).  
Text editors were also developed that allowed changes and corrections to be made much more easily than with punched cards.  
It is usually easier to code in "high-level" languages than in "low-level" ones.  
When debugging the problem in a GUI, the programmer can try to skip some user interaction from the original problem description and check if remaining actions are sufficient for bugs to appear.  
Ideally, the programming language best suited for the task at hand will be selected.