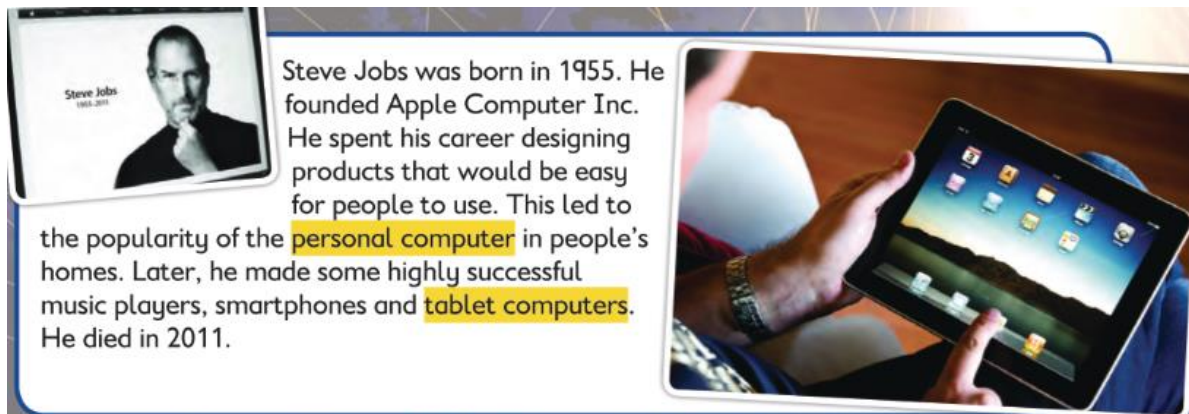


Pioneers of New Technology

WALT: - about the lives of two people who made new technology available in our recent history.

- Why these people created their technology products.
- How these technologies affected the way people live their lives.



Steve Jobs was born in 1955. He founded Apple Computer Inc. He spent his career designing products that would be easy for people to use. This led to the popularity of the **personal computer** in people's homes. Later, he made some highly successful music players, smartphones and **tablet computers**. He died in 2011.

Steve Jobs was an inventor and businessman who started Apple, a computer company. He is best known for designing personal computers and other products such as the iPod, iPhone and iPad. These products were designed to be as easy to use as possible and that is why so many people have bought them.

He was born in San Francisco in the USA in 1955. Growing up he became interested in electronics. In 1976, at the age of 21, he founded Apple Computer Inc. with his friend Steve Wozniak. They built and sold computers. At this time, most ordinary people thought of computers as complicated, expensive machines

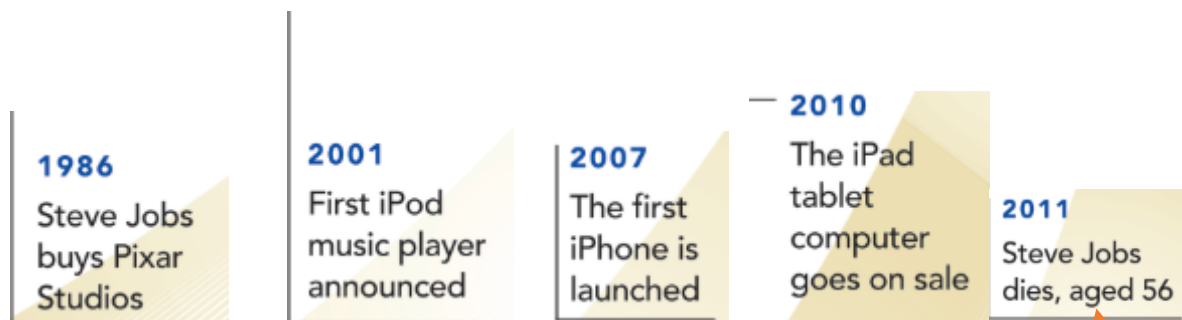


▲ Steve Jobs with a Mac

that were only used in business, science and technology. Apple's first order was from a local shop who wanted 50 computers. Apple then designed a home computer that people could afford, called the Apple II. By 1982 the company was making about \$1 billion in sales. In 1984 Steve Jobs launched a new computer, which worked using a new device called a mouse. The Apple mouse design featured only one button. This computer was called a Macintosh, or 'Mac'. For the first time files and programmes on the computer were opened by clicking on **icons** on the screen.



In 1985, Steve Jobs left Apple after disagreements with the rest of the managers of the company. He continued to design computers. In 1986 he bought the computer animation company Pixar. It would go on to be one of the most successful film companies in Hollywood history creating films like Toy Story. In 1997 Steve Jobs returned to lead Apple. He began to design new products that would help Apple to become one of the biggest companies in the world. He saw that people needed new ways to enjoy music and videos when they were not at home. He wanted his products to stand out from the rest and the company started to use a new slogan, "Think Different".



First iPod allowed people to carry millions of songs on a device small enough to fit into your pocket.

Over 80 million iPhones were sold between 2007 and 2011, and an estimated 250 million iPhones by 2012.

The world was saddened to hear that Steve Jobs lost his life to cancer at the age of 56. His products have changed the way that we live our lives.

The first mobile phone in 1983 was the Motorola DynaTAC 8000X. It weighed 2kg!!



Quiz Time

1. What company did Steve Jobs set up?
2. Can you name four products Steve Jobs invented?
3. Why do you think so many people have purchased Steve Jobs' products?
4. What was the "Apple II" and why was it different to the other computers?
5. What was the "Mac" computer and what was "Mac" short for?

Mark Zuckerberg and the Founding of Facebook



Mark Zuckerberg was born in 1984 in the state of New York in the USA. From an early age he had an interest in computers and writing code to make **software** programmes. In 2002 he began studying computer science at Harvard, a famous American university. At this time a new generation of websites had begun. Before then most websites did not allow people to communicate or share information with other people logged on to the site. These new generation sites had such capabilities and became known as **social networking** sites. Hundreds of new social networking sites were being launched by internet companies and programmers all over the world. However only a few of them became popular enough to be internationally successful. Mark Zuckerberg had an idea for a social network site that was to become one of the success stories.



In 2004 he created a website called 'The Facebook' and launched it from his college dormitory room. Mark's site idea was inspired by student yearbooks or 'facebook'. These are books produced by most American schools that contain photographs of the senior class and details of school activities in the previous year. The site allowed students at his college to swap messages and photos and to keep in touch with each other. All the users of the site in the college formed a network of friends. Very soon, this network spread to other colleges in the USA. Users of the site enjoyed how easy it was to keep track of what their friends were doing.

Mark Zuckerberg decided to work on the website full time. He and some friends moved into an office in Palo Alto in California to build the site into a business. In 2005, Mark changed the name of his website to 'Facebook', dropping the 'The' from the start of the name. This new social network began to grow at an extraordinary

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.



2002

Goes to Harvard University to study computer science

1984

Born in
New York, USA

rate. By 2008, 100 million people around the world were using Facebook. By 2012 that number had risen to one billion people.



Users can update what they are doing, and talk about events they are planning. They can post photos, music and video clips, and exchange links to sites that they like, among many other things. Facebook earns money by charging advertisers to place ads on the site.

The success of Facebook turned Mark Zuckerberg into a **billionaire**. In 2010 he was said to have given \$100 million to schools in the town of Newark in New Jersey. He also promised to give half of his wealth away to charity.

2012
One billion
Facebook
users

2008
100 million
people using
Facebook

Think and Discuss

1. Why do you think Facebook became so popular so quickly?
2. How has Facebook changed since it was first invented in 2004? Does the site continue to change today? How?
3. Make a list of positive things about sharing information on a website like Facebook. Now make a list of negative things about sharing information on a website like Facebook.

OR

Design and Draw

Imagine that you are going to invent a brand new social network. Think of a name for it and the kind of features you would like it to have. Be as imaginative as you like. Now design and draw the front page of that website as it would look on a computer screen. It will be important to design a logo that people all over the world will instantly recognise!