0) Introduction
Today, few people, especially those living in first-world countries can imagine living without digital technology. Computers, smartphones, smartwatches, and even typical kitchen appliances such as stoves and refrigerators. All these electrical appliances have some grounding in the digital age. They are all controlled to a certain degree by certain microprocessors. Technology has come a long way, even in the past decade. This paper will analyze a few key points that contributed to the entrenchment of technology into our day to day lives.

1) Important people

Mark Zuckerberg

Mark Zuckerberg was born on May 14, 1984. By the time he started classes at Harvard University, he was already reputable as a computer programming enthusiast and prodigy. During his sophomore year in college, Zuckerberg would always try to develop programs that would be beneficial for his community. One of Zuckerberg’s friends explains: “We had books called Face Books, which included the names and pictures of everyone who lived in the student dorms. At first, he built a site and placed two pictures, or pictures of two males and two females. Visitors to the site had to choose who was "hotter" and according to the votes there would be a ranking.”
Zuckerberg improved his social platform a bit, then a few days later he put it up on Harvard’s servers as “Thefacebook” on www.thefacebook.com. After the official launch of the Facebook social media platform, Zuckerberg faced a lawsuit from a group of fellow Harvard colleagues who claimed intellectual property theft because they had already been working on a social media platform for a few years, Harvardconnection.com (now known as ConnectU). After the settlement, Zuckerberg dropped out of school to continue working on his project.

**Steve Jobs**

Steve Jobs was born on February 24, 1955 and passed away on October 5, 2011. He was the co-founder of Apple Inc. He left the company for a significant period of time but returned as chief executive officer at the dawn of the new millennium. Upon re-taking the position of CEO, he focused Apple’s efforts on increasing profitability. Jobs oversaw efforts to eliminate inefficient programs, as well as implement technology from recently acquired companies such as NeXT. Software owned by NeXT eventually found its way into Mac OS X, the operating system that has been running Macintosh computers for the past decade. Steve Jobs used the technology he built in his previous company to boost his Apple enterprise into one of the most prominent and highest-growth technological conglomerates during the first decade of the new millennium. Steve oversaw the development of well-known products such as iPod, iPhone, iTunes, and many more during
the early and mid-2000s. All these are products that have made their way into mainstream life then, and also now in 2016.

2) Hardware development

iPod

The first generation of the well-known iPod was released in 2001. The iPod was an important milestone for Apple because it propelled the company into the music industry, paving the way for iTunes, and eventually, the release of the first iPhone in 2007. The major innovative aspect of the iPad was that its hard drive was 1.8” as compared to 2.5” drives that were commonly used for MP3 players at the time. The storage capacity of the iPod was initially around 10 GB. The first iPod was a huge success: Hundreds of thousands of units sold before the end of its release year.

3) Software development

Facebook

Facebook is an online social media service. Its website domain, www.facebook.com, was launched on February 4th, 2004. Membership on the website was originally limited to Harvard students only (since Zuckerberg initially created the site as a communications tool for his fellow Harvard students); however, support for students of other universities and even high schools was gradually added. In 2006, anyone who was age 13 or older could register for the service with a valid e-mail account. A Facebook
user can create his own profile, characterize his “Wall” (now called Timeline), post status updates visible to a variable audience at the user’s digression, exchange private messages (PMs) and share all kinds of other media like photos, videos etc. Common-interest group organization is also available. By the end of 2007, Facebook became one of the most visited online web service in the world, behind Google, Amazon, and eBay.

4) Impact on society

The early and mid-2000s saw the rise and entrenchment of technological advances (both hardware and software) into the mainstream lives of people. The popularity of Facebook was a sign of the need and desire for global communication at the touch of a button. The rise of the iPod and other Apple products also shows evidence of a rising consumerist culture and society as people were willing to pay more and more for technological commodities which were appealing both in physical appearance and in technical function. Today’s society is heavily reliant on the advances that a few bold entrepreneurs sought to bring to the marketplace of technological goods during the period 2001-2007.