



## Biographies



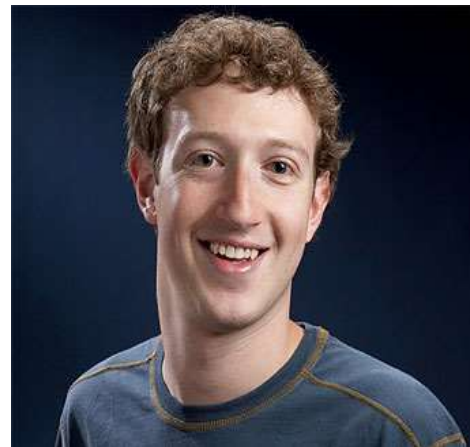
**Jean Piaget (1896-1980)** was a Swiss developmental psychologist and philosopher. Originally trained as a botanist, he developed one of the most important theories of cognitive development in the field of developmental psychology. He was born in the French-speaking part of Switzerland. The son of a university professor, Jean was an intellectually precocious child who was interested in the natural world and the subject of biology. Piaget was growing up during a time when Sigmund Freud's theory and practice of

psychoanalysis was developing and becoming popular, which also influenced his interests. After graduating from his university studies, Piaget moved to Paris and taught at a school directed by Alfred Binet, who developed standardized intelligence tests still used today. As he helped to score Binet's tests, Piaget noticed patterns of consistent errors made by younger children but not by older children and adults. He formed a hypothesis that young children thought differently than adults. This was the germ of what would eventually become his theory of progressive, distinct stages of cognitive development that people go through universally as they grow. Piaget went from France back to Switzerland in 1921, where he directed the Rousseau Institute in Geneva. When he and his wife had three children of their own, he studied their behavior and learning from their births and through their childhoods. He used the techniques of direct observation and the case study, a method of developing an in-depth, multidimensional profile of each individual child. Piaget described children as "little scientists" who learned through exploring, interacting with, and acting upon their environments. Piaget proposed in his theory that in learning, just as in biology, humans adapt to their environments through processes of assimilation and accommodation. He proposed that babies form mental constructs to represent their world, which he called schemata. An infant assimilates new information by fitting it into an existing schema. When it will

not fit, the child accommodates to it by modifying an existing schema or forming a new one. Because of his emphasis on children's roles in actively constructing their own knowledge of reality, Piaget has been called a great pioneer of constructivism, the theory that people build knowledge based on interactions between their thoughts and experiences.

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**Mark Elliot Zuckerberg** was born on May the 14th, 1984. He is the creator of the social media site Facebook. He was a star student at school, winning prizes in astronomy, maths and physics. He also excelled in Classical studies. He studied Psychology and Computer Science at Harvard University, which is where he created Facebook. His invention led to his becoming Time magazine's Person Of The Year for 2010.



Zuckerberg excelled in everything he did in his youth. He was captain of the school fencing team, spoke many languages and was a highly skilled computer programmer. While other kids played computer games, he designed them. He created his first network while in high school to connect all of the computers in his father's dental surgery. He also built a media player which attracted the interest of Microsoft and AOL.



**William Henry Gates III** was born on October 28, 1955. He is one of the world's richest people and perhaps the most successful businessman ever. He co-founded the software giant Microsoft and turned it into the world's largest software company. He is the best-known entrepreneur of the PC revolution. He has also written two best-selling books and started his own charity with his wife. Gates was fascinated with electronics from a young age. In 1975 he read about a small

technology company. He contacted them to see if they were interested in a computer programme he had written. This led to the creation of Microsoft. Gates later struck a deal with IBM that put Microsoft's Windows on IBM computers. This deal made Microsoft a major player in the IT industry.

**Steve Jobs**, the American businessman and technology visionary who is best known as the co-founder, chairman, and chief executive officer of Apple Inc, was born on February 24, 1955. His parents were two University of Wisconsin graduate students, Joanne Carole Schieble and Syrian-born Abdulfattah Jandali. They were both unmarried at the time. Jandali, who was teaching in Wisconsin when Steve was born, said he had no choice but to put the baby up for adoption because his girlfriend's family objected to their relationship.

Steve Jobs by Walter Isaacson



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