

# PLOTTING THE LIFE OF STEVE JOBS

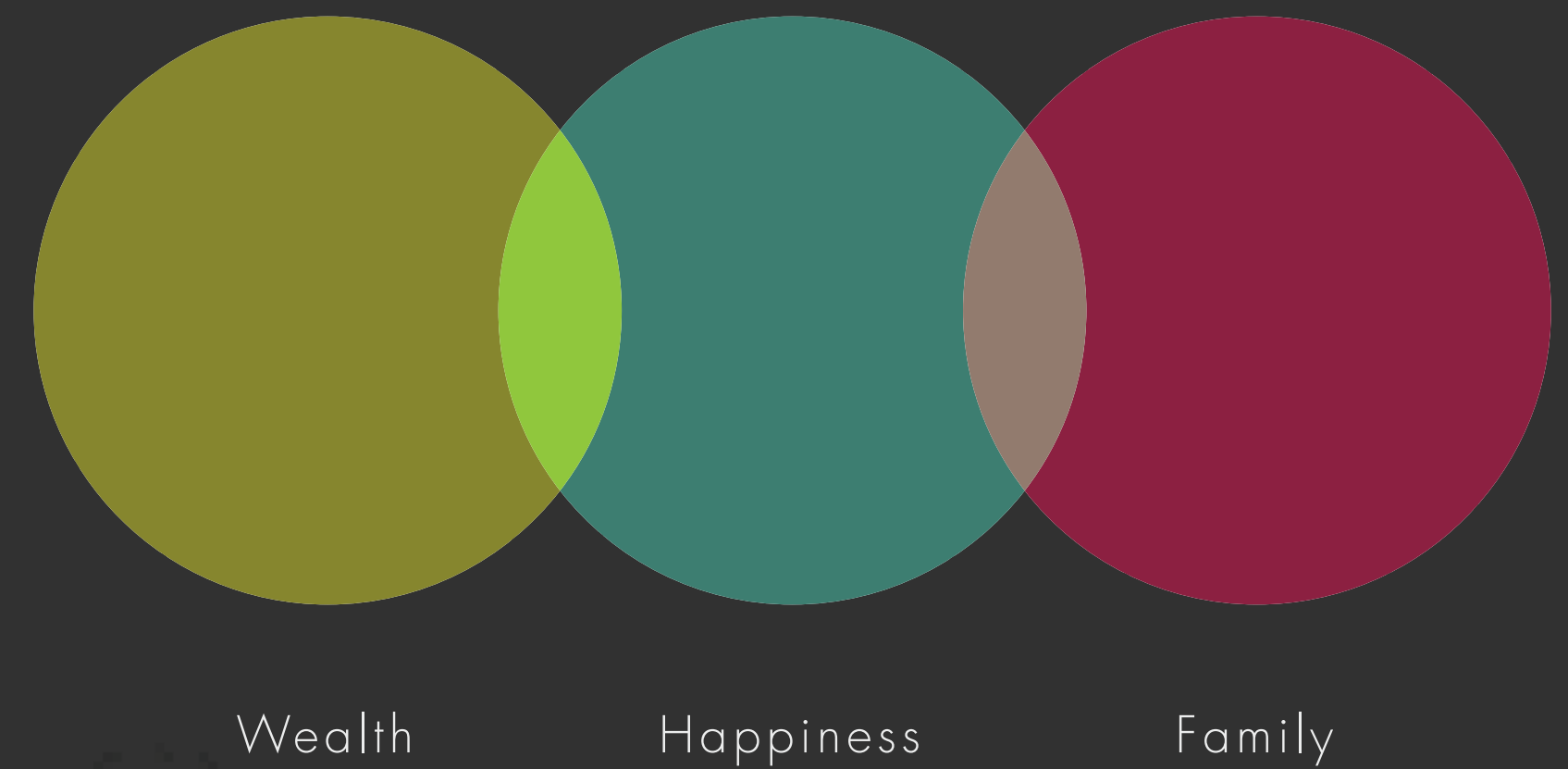
## INTRODUCTION

A man's happiness comes from his successes in life as well as the time he gets to spend with his family. But pursuing career successes can sometimes cause one to neglect one's family. Therefore, we were curious to understand if there was a correlation between both success and family with regards to happiness in one's life, and which pursuit makes one "happier".

To study this, we created 3 categories of words which were associated to the three respective groups of "happiness", "wealth" and "family" and searched for the relative occurrences of these words appearing in a biography. We chose an biography as it highlights important events which occurred in a man's life. Furthermore, biographies are mostly in chronological order and this allows us to understand the relative importance one puts in his life. As for the text for analysis, we chose the biography of Steve Jobs. Steve Jobs had a pretty interesting life as he went from being ousted from his own company Apple because of cooperate decisions, then founded NeXT Inc. Finally, he went back to Apple to save the company from its worst financial quarter. As Steve Jobs was diagnosed with pancreatic cancer towards the later part of his life, we were interested if he had placed more emphasis on family then. These were interesting points of analysis to find out what he held as important to him during periods of ups and downs.

## HYPOTHESIS

- 1) Significance one places on career and family at any one point of time is negatively correlated.
- 2) During the early days of one's career, there will be a lot of emphasis on career successes and wealth. But towards the middle when one starts to raise a family and have kids, then the importance one places on career and wealthy creation will start to taper off as time passes.



Plot of occurrences of 'family', 'wealth' and 'happiness' in Steve Job's biography (Written by Walter Isaacson)



## ANALYSIS

- 1) First hypothesis is true to some extent as the occurrences of words pertaining to "wealth" was more at the 1st half of the book. Whereas the occurrence of words that belonged to "family" were more significant towards the 2nd half of the book.
- 2) The occurrences of words belonging to "happiness" did not really change much throughout the biography, but this was likely because the biography was which written by a secondary source, and could be limiting the ability to express feelings.