

Your online life, permanent as a tattoo

by Juan Enriquez

WARM-UP:

1. Discuss the following points in pairs:

- a) How do you think big data, tattoos and immortality can be connected?
- b) What can an electronic tattoo be?
- c) What information about you can be found on the Internet?

VOCABULARY:

2. Match the words below with the definitions (a-h):

FLIP THREATEN SHOUT TIE FIGURE OUT DISTRACTED IMMORTALITY TURN OUT

- a) to express strong emotions
- b) to be known or discovered finally and surprisingly
- c) the ability to live forever
- d) to tell someone that you will kill or hurt them or problems if they do not do what you want
- e) to learn something
- f) to join, to connect
- g) to turn upside down
- h) unable to concentrate because of something



3. Match words from two columns to create collocations and then put them into sentences (a-f) below:

- | | |
|------------------|----------------------------------|
| Ⓐ utter | Ⓐ a word |
| Ⓑ indiscreet | Ⓑ mistake |
| Ⓒ make | Ⓒ your way into/out of something |
| Ⓓ provide | Ⓓ question |
| Ⓔ to be familiar | Ⓔ with somebody |
| Ⓕ charm | Ⓕ information |

- a) We about ourselves on social media without thinking of consequences.
- b) Asking a woman about her age is an
- c) The face recognition system is not perfect and it can sometimes
- d) I'm not this singer. Can you tell me which band he is in?
- e) This is my secret project so don't about this to anyone.
- f) Some people can be rational in a crisis and trouble using their magnetic personality.

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https://www.ted.com/talks/juan_enriquez_how_to_think_about_digital_tattoos

TED TALK:

4. Watch the TED talk and answer the following questions:

- a) What examples of electronic tattoos did the speaker mention?
.....
- b) What does the Facedeals camera do?
.....
- c) How does the speaker change Andy Warhol's theory?
.....
- d) Which characters from the Greek mythology did the speaker mention?
.....
- e) Who was Jorge Luis Borges?
.....

5. Match each character from the Greek mythology with one word and explain what is the connection.

APPLE UNDERWORLD ROCK REFLECTION

- Sisyphus - -
- Orpheus - -
- Atalanta - -
- Narcissus - -

Now watch a part of the video (3:22 – 5:20) again and check your answers.

DISCUSSION

6. Discuss these points in small groups:

- A. How large is your electronic tattoo? What information and where do you share with the world?
- B. How can Juan Enriquez's pieces of advice help us?
 - ⌚ be careful what you post because it influences your reputation
 - ⌚ don't look too far in the past of those you love
 - ⌚ think twice before posting anything
 - ⌚ don't fall in love with your own image
- C. How do you understand Warhol's words: "In the future, everybody will be world famous for 15 minutes"? Is this good or bad for us?
- D. Do you think people are not anonymous online? How can we be anonymous on the Internet?
- E. What kind of data should people want to keep private?
- F. What problems can come from being immortal online?