

# Your online life, permanent as a tattoo

by Juan Enriquez

WARM-UP:

1. Discuss the following points in pairs:

- How do you think big data, tattoos and immortality can be connected?
- What can an electronic tattoo be?
- 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

- to express strong emotions
- to be known or discovered finally and surprisingly
- the ability to live forever
- to tell someone that you will kill or hurt them or cause problems if they do not do what you want
- to learn something
- to join, to connect
- to turn upside down
- 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                    |

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

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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?

