

Your online life, permanent as a tattoo

by Juan Enriquez

You can do this warm-up with the whole group. Just write these words on the board and ask Ss to consider how they are linked

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 **SHOUT**
- to be known or discovered finally and surprisingly **TURN OUT**
- the ability to live forever **IMMORTALITY**
- to tell someone that you will kill or hurt them or cause problems if they do not do what you want **THREATEN**
- to learn something **FIGURE OUT**
- to join, to connect **TIE**
- to turn upside down **FLIP**
- unable to concentrate because of something **DISTRACTED**

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 |

INFORM STUDENTS THAT THEY SOMETIMES MAY NEED TO CHANGE THESE COLLOCATIONS SO THAT THEY FIT INTO SENTENCES.

- We **PROVIDE INFORMATION** about ourselves on social media without thinking of consequences.
- Asking a woman about her age is an **INDISCREET QUESTION**.
- The face recognition system is not perfect and it can sometimes **MAKE MISTAKES**.
- I'm not **FAMILIAR WITH** this singer. Can you tell me which band he is in?
- This is my secret project so don't **UTTER A WORD** about this to anyone.
- Some people can be rational in a crisis and **CHARM THEIR WAY OUT OF** 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 tattoo did the speaker mention?
Facebook, Google, Twitter, LinkedIn, cell phones, GPS, Foursquare, Yelp, Travel Advisor,
- b) What does the Facedeals camera do?
It takes your picture, ties it to the social media, and figures out what you really like
- c) How does the speaker change Andy Warhol's theory?
He changes the phrase "world famous" into "anonymous"
- d) Which characters from the Greek mythology did the speaker mention?
Sisyphus, Orpheus, Atalanta (and Hippomenes), Narcissus
- e) Who was Jorge Luis Borges?
an Argentinian poet

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

APPLE

UNDERWORLD

ROCK

REFLECTION

- Sisyphus - **ROCK** - *He had to roll a rock up and then it would roll back down and he had to do it again*
- Orpheus - **UNDERWORLD** - *He charmed his way into and out of underworld to save his love*
- Atalanta - **APPLE** - *Hippomenes distracted her by dropping golden apples and that's how he won*
- Narcissus - **REFLECTION** - *He fell in love with his own reflection.*

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?