

1. Discuss the questions.

- How do you think big data, tattoos and immortality can be connected?
- What might an electronic tattoo be?
- What information about you can be found on the internet?

2. Match the words with the definitions.

distracted flip figure out immortality
threaten tie shout turn out

- express strong emotions
- be known or discovered finally and surprisingly
- the ability to live forever
- tell someone that you will kill them, hurt them or cause them problems
- learn something
- join, connect
- turn upside down
- unable to concentrate because of something

3. Match the words from the two columns to create collocations. Then, put them into the sentences below.

- | | |
|----------------|-----------------------------------|
| a) utter | 1) a word |
| b) indiscreet | 2) mistakes |
| c) make | 3) your way into/out of something |
| d) provide | 4) question |
| e) be familiar | 5) with somebody |
| f) charm | 6) information |

- We about ourselves on social media without thinking about the 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.

- f) Some people can be rational in a crisis and trouble using their magnetic personality.

4. Watch a [video](https://youtu.be/Fu1C-oBdsMM) [https://youtu.be/Fu1C-oBdsMM] and answer the 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 Greek mythology did the speaker mention?
- e) Who was Jorge Luis Borges?

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

apple

reflection

rock

underworld

- a) Sisyphus
- b) Orpheus
- c) Atalanta
- d) Narcissus

6. Watch a part of the [video](#) (03:22 – 05:20) again and check your answers.

7. Discuss the questions.

- How large is your electronic tattoo? What information do you share with the world and where do you do that?
- 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 into the past of those you love
 - think twice before posting anything
 - don't fall in love with your own image
- 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?
- Do you think people are not anonymous online? How can we be anonymous on the internet?
- What kind of data should people want to keep private?
- What problems can come from being immortal online?