

1. Discuss the questions.

[You can do this warm-up with the whole group. Just write the words from the first question on the board and ask students to consider how they are linked.]

- 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 **shout**
- be known or discovered finally and surprisingly **turn out**
- the ability to live forever **immortality**
- tell someone that you will kill them, hurt them or cause them problems **threaten**
- learn something **figure out**
- join, connect **tie**
- turn upside down **flip**
- unable to concentrate because of something **distracted**

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

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

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[Tell your students that they may need to make small changes to the collocations.]

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

4. Watch a **video** [<https://youtu.be/Fu1C-oBdsMM>] and answer the questions.

- a) What examples of electronic tattoos 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 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 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 Greek mythology with one word and explain what the connection is.

apple

reflection

rock

underworld

- a) Sisyphus **Rock**. He had to roll a rock up a hill, it would roll back down, and then he had to do it again.
- b) Orpheus **Underworld**. He charmed his way into and out of the Underworld to save his love.

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- c) Atalanta **Apple**. Hippomenes distracted her by dropping golden apples and that's how he won.
- d) Narcissus **Reflection**. He fell in love with his own reflection.

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?