

1. Discuss the questions.

- 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?

[You can do this warm-up with the whole group or in pairs. Write these words (big data, tattoo, immortality) on the board and ask Ss to consider how they are linked.]

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

distracted figure out flip immortality threaten tie turn out shout

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

3. Match words from two columns to create collocations and then, put them into sentences (A-F) on the next page.

- | | |
|-------------------------|-----------------------------------|
| 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 |

Your online life, permanent as a tattoo

[Inform students that they sometimes may need to change these collocations so that they fit into sentences].

- A. We **provide information** about ourselves on social media without thinking of 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 **TED talk by Juan Enriquez** [<https://youtu.be/Fu1C-oBdsMM>] 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 the connection is.

apple

reflection

rock

underworld

Character	Word	Connection
Sisyphus	rock	He had to roll a rock up which would then roll back down and he had to repeat that over and over 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.

6. Watch a part of the [video](#) (3:22 - 5:20) again and check your answers.

7. Discuss the points below.

- How large is your electronic tattoo? What information and where do you share with the world?
- 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
- 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?