Your online life, permanent as a tattoo
by Juan Enriquez

WARM-UP:
1. Discuss the following points in pairs:
   a) How do you think big data, tattoos and immortality can be connected?
   b) What can an electronic tattoo be?
   c) What information about you can be found on the Internet?

VOCABULARY:
2. Match the words below with the definitions (a-h):

<table>
<thead>
<tr>
<th>FLIP</th>
<th>THREATEN</th>
<th>SHOUT</th>
<th>TIE</th>
<th>FIGURE OUT</th>
<th>DISTRACTED</th>
<th>IMMORTALITY</th>
<th>TURN OUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>to express strong emotions</td>
<td>SHOUT</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>b)</td>
<td>to be known or discovered finally and surprisingly</td>
<td>TURN OUT</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>c)</td>
<td>the ability to live forever</td>
<td>IMMORTALITY</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>d)</td>
<td>to tell someone that you will kill or hurt them or cause problems if they do not do what you want</td>
<td>THREATEN</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>e)</td>
<td>to learn something</td>
<td>FIGURE OUT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f)</td>
<td>to join, to connect</td>
<td>TIE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g)</td>
<td>to turn upside down</td>
<td>FLIP</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h)</td>
<td>unable to concentrate because of something</td>
<td>DISTRACTED</td>
<td></td>
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</tbody>
</table>

3. Match words from two columns to create collocations and then put them into sentences (a-f) below:

- utter
- indiscreet
- make
- provide
- to be familiar
- charm
- a word
- mistake
- your way into/out of something
- question
- with somebody
- information

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.
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

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

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?