



Chris Dancy

Dancy claims this connected environment, which he calls 'data-assisted living', has revolutionised his life, helping him to lose 100 pounds in eighteen months and letting him live in a state of Zen-like calm, safe in the knowledge that his every moment is being archived. He can cast an eye over this personal data any time he needs to remember something that happened in the past: 'I was at a restaurant in Denver, and I was like, "What did I eat here last time?" So I browsed all the photos from that day and could see exactly what meal it was,' he says. He goes on to give another example: 'When I have a meeting with someone on my calendar, instead of scanning a LinkedIn* profile, I can access information about how they made me feel the first time I met them.'

So, when you're as connected as Dancy, what's the next frontier? 'All this stuff has to go away,' he says. 'It all needs to be in my clothing. Why can't your shoes have sensors in them, so if you're wandering around trying to find a location, you don't need a GPS – your shoe just vibrates left or right. I think this kind of personalised data is really the future, but for now we have to fix all this stuff onto our clothes, and people stare at you because it looks silly.'

But what about the issue of ownership of data and privacy? A lot of data is fed back on the web and a lot of companies now hold huge amounts of data on their customers. Dancy frowns: he is concerned, but is optimistic about the beneficial power of mastering our data, as long as we stop giving it away. 'It's urgent that people look at the data they are creating and giving away – so much of it can be used to make our lives better, rather than lining the pockets of mega corporations.'

*LinkedIn is a networking service for professional people.

- 4 Read the article and check your ideas from Exercise 3. Which gadget would you most like to own? Why?

EXAM FOCUS Multiple choice

- 5 Read the article again. For questions 1–6, choose the correct answer, A, B, C or D.

- 1 Dancy is called the most connected man because he
 - A checks his emails and calendar regularly.
 - B uses technology to track every detail of his life.
 - C wears smart clothes all the time.
 - D has a personal online platform at home.
- 2 One of the devices that Dancy wears
 - A helps him to travel without too much luggage.
 - B improves his photography skills.
 - C wakes him up when he's falling asleep.
 - D alerts him when he isn't standing or sitting up straight.
- 3 Dancy maintains that technology has enabled him to
 - A improve the quality of his sleep.
 - B live in a more secure environment.
 - C find out what other people think of him.
 - D de-stress and lose weight.
- 4 Dancy thinks that in the future wearable technology will
 - A disappear.
 - B be less visible.
 - C be worn in the shoes.
 - D look stupid.
- 5 Dancy thinks people should
 - A share their data with others online.
 - B create more data to give away.
 - C protect personal data from big companies.
 - D improve the economy by sharing data.
- 6 Which is the best summary of Dancy's attitude to wearable technology?
 - A You can use personal data to improve the quality of your life.
 - B It's difficult to use personal data to your own advantage.
 - C Wearable technology can be used to control your environment and people around you.
 - D It's only large companies that benefit from data analysis.

- 6 In pairs, complete the questions using the phrases in blue in the article. Then, in pairs, ask and answer the questions.

- 1 Has any technology ever revolutionised your _____?
- 2 Do you shop online safe in the _____ that your personal data is protected?
- 3 Do you manage to stay on _____ of your homework?
- 4 Can your smartphone track your _____?
- 5 Does buying things online line the _____ of big corporations?
- 6 Do you think that shoes and clothing with built-in technology is the next _____?

- 7 In pairs, discuss your thoughts on wearable technology and say whether you agree or disagree with the statements.

- 1 Chris Dancy is a weirdo! It's not for me.
- 2 I really want my life to be recorded like this. It's cool!
- 3 It's dangerous to have too much personal data online.
- 4 It will help people become healthier and happier.

WORD STORE 7F

- 8 CD-3.11 MP3-108 Complete WORD STORE 7F. Match the verbs in the box with their definitions. Then listen, check and repeat.