Wearable tech: why Intel thinks we should own our data

As technology becomes embedded[1] in our lives, we need to focus on how we use it.

Are we ready to get so intimate with technology that we're prepared to wear it?

5 Google Glass is a personal digital assistant that you wear – it takes photographs, it points the way to the pub where you're meeting a friend, it provides information about the shops, hotels, places to eat, transport options and cultural attractions in an unfamiliar city. It's a first step into a world that, like it or not, is going to collect, use and exploit the 10 data we all generate all day long. If you believe the vision of the future enthusiastically set out by Intel, data is going to play a much bigger part in our lives via technology that we wear and which is connected not only to the web, but to other devices.

Viewed through Intel's crystal ball, in the future we'll have devices 15 that second-guess us, or make intelligent connections on our behalf. Let's imagine a middle-class thirty-year-old woman, whose personal device deduces from her existing music collection that she would like another band that's coming to town, and buys tickets for her. You find this creepy? Perhaps. But it's also a logical extension of things we al- 20 ready take for granted[2], such as the way Amazon makes recommendations based on our previous purchases that can be surprisingly useful (or stupid).

Intel's story develops the story of the woman whose device has bought tickets for the concert: it realises that the gig[3] is in a town that's a little 25 difficult to reach, so it comes up with a suggestion to connect with a friend of a friend who could drive her to the gig. That seems unsettling, yet it is just a logical extrapolation of the connections Facebook already uses when it suggests we "friend" people we have in common with our existing Facebook friends. At the moment, the benefit from the data we 30 create every day flows largely in favour of the companies who use it to serve us adverts based on the demographic profile we give them.
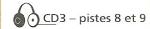
Sean Koehl, another Intel person, described the benefit he found in wearing three different sensors for a week recently. They measured his heart rate, the number of steps he took and measured his stress – it is 35 "essentially a lie detector". "I realised that different activities produced a relaxed state in me that I hadn't considered as a way to relax," he said – and so he learned something about himself.

The point is that it's by getting intimate with technology that we might start to learn more about ourselves.

Adapted from Kate Bevan, *The Guardian*, Wednesday 26 June 2013.

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1. Embedded (l. 1): intégré.
2. To take for granted (l. 20): considérer comme acquis.
3. Gig (l. 24): concert.

CD3 – pistes 8 et 9

Phonologie

1. Listen to the pronunciation of the plural.
a. attractions –
b. connections –
c. devices – d. lives –
e. options –
f. photographs –
g. places – h. shops –
i. things – j. tickets –
k. purchases – l. steps

2. Put each word into the right sound group. Is the -s pronounced :
a. /s/ ....
b. /z/ ....
c. /iz/ ....

3. Listen to these words and mind the pronunciation of the -s, mark of the third person singular conjugation.
becomes – buys – deduces – develops – points – provides – realises – relaxes – thinks

4. Put each word into the right sound group. Is the -s pronounced:
a. /s/ ....
b. /z/ ....
c. /iz/ ....