

MAKING CONTACT IN TOMORROW'S WORLD

The *Lovegety* is a matchmaking device that has become a (0) **MASSIVE** hit in Japan, selling well over a million units. It is a pendant-shaped radio transmitter that sends out simple offers of activities, from rather (1) things, such as 'fun', to more specific invitations, like 'movie'. When a pink plastic female *Lovegety* approaches a blue one on the same (2) , green lights flash.

MASS

DETERMINE

SET

DECIDE

Even as a gimmick, this is a (3) empowering social experiment. Indeed, Regan Gurung, a professor of human development and psychology, argues that badge technology could be designed to (4) highly significant information. He suggests that (5) based on similar levels of self-esteem are absolutely (6) to lasting relationships.

CLOSE

ALLY

CRUX

Gurung postulates that sophisticated matching software might achieve a 60 to 65% success rate in terms of partner (7) .

OUT

Bullish though this statement may be, social engineering looks to have

(8) **VE** to our lives. **READ**