



E4Good Crowdsourcing Bioethics Contest – “Asked and Answered”

Help celebrate the launch of E4’s new website (www.e4ethics.net) and interactive bioethics fiction eBook *The Organ Farm* and participate in an innovative way to educate (and entertain) the public on important bioethics issues. In return for each selected submission, E4 will make a microloan on your behalf to kiva.org as part of its E4Good social responsibility program.

E4’s mission is to develop innovative ways to educate people on bioethics issues. *The Organ Farm* is designed as a “choose your own adventure” bioethics thriller to entertain and at the same time prompt thought and discussion on the future of bioethics. Here’s a brief description of the [eBook from the Amazon Kindle store](#):

“The year is 2022, and bioethics has come full circle. Learn how guerilla bioethicist, Maria Vasquez, infiltrates the medical tourist transplantation operation of Dr. Wallace Jefferson and what happens when she discovers that Jefferson's illegal operating room in former US base Guantanamo Bay has become a new base of operations for Dr. Zoltan Zaros' stateside fertility clinic Pregnancy Viability Systems, Inc.”

As part of the innovation philosophy behind *The Organ Farm*, E4 hopes to crowdsource at least some of the educational portion of the eBook. Many books now have discussion questions to prompt readers to consider the broader ethical, legal, social, and policy implications presented within their pages. *The Organ Farm* hopes to do the same but take a social networking approach to that educational goal called crowdsourcing. Crowdsourcing outsources a task to potentially interested people in return for some small reward – whether it be money, intellectual credit, or a prize or reward. For more details about crowdsourcing, click [here](#).

To pique your interest, E4 has prepared a short YouTube video that it used as part of its (unfortunately) unsuccessful attempt to crowdsource the development of the eBook through Kickstarter. Click [here](#) for the video. Interested? If so, here’s how you submit your question and answer:

1. Send the following information to E4 via email (info@e4ethics.net):
 - a. Your name
 - b. Your email address
 - c. Why you want to participate – how you answer this open-ended question is up to you. Perhaps you have a degree in bioethics or a related field and enjoy science fiction, perhaps you don’t but hope to or are just interested in the field, perhaps you heard about the contest through social media. The reason doesn’t necessarily matter as long as you would be willing to read the eBook and provide a question and answer.
2. If selected, you will be sent a PDF version of the eBook to read. In response to the issues presented in the eBook, prepare a question that other readers would find interesting to discuss in a book club. Also prepare a commentary to answer the question of approximately 300-500 words. (In addition, since the version of the eBook you will receive is essentially a beta version of a sophisticated software program, you are encouraged to submit bugs, typos, and such. Your efforts will be rewarded by an acknowledgement in the final version of the eBook.)
3. If deemed worthy of E4’s educational goals, your question and answer will appear in the final version of the eBook and include a link to the discussion forum planned for the eBook’s online book club. In addition to receiving publication credit for your commentary (always good to have on one’s curriculum vitae), to thank you for your work, you will receive a gifted final version of the eBook on Amazon’s Kindle platform and a microloan will be made on your behalf to kiva.org as part of E4’s social responsibility campaign called E4Good. For more information about kiva.org, please go to their website www.kiva.org. For more information about E4Good, click [here](#).

Legal Stuff

1. E4 will only use your demographic and biographical information for the purposes of selecting you as a potential contest winner. In your welcome email, you will receive a link to join E4's group on LinkedIn so you can be involved, but it is your choice to join.
2. By submitting a question and answer, you are agreeing that your material may be published as part of E4's eBook, *The Organ Farm*, or parts of it excerpted for marketing of the eBook on E4's websites and promotional materials. E4 is planning to have the questions and answers covered by a Creative Commons copyright. For more information about this type of copyright, click [here](#).
3. By participating in the contest and receiving a preview PDF of the eBook, you agree not to forward, repost on the internet, plagiarize, or otherwise unethically use the eBook or its contents or ideas without the express written consent of E4. You are welcome, of course, to use social media to let others know about the eBook and its innovative format, and a link to E4's pre-order page will be provided.