**What Would You Do?: Authority Figure: 3/24/09**

22:12:12 GEORGE COPPOLA

Excuse me, sir. Step over here, let me ask you a question, if you can

help me.

22:12:17 JOHN QUINONES

(VO) The setting, a farmer's market in Columbus, New Jersey. Inside, a

woman shopping for produce with her baby. She's under surveillance by

this man. He stays outside, hoping the woman won't spot him. He solicits

help from random shoppers.

22:12:32 GEORGE COPPOLA

Ma'am, excuse me. I'm a recovery agent.

22:12:34 JOHN QUINONES

(VO) He tells them he's a recovery agent, a fancy term for bounty

hunter, and he needs help capturing the woman inside.

22:12:42 GEORGE COPPOLA

Let me show you, let me show you a picture. Hold on. I'm trying to ID

somebody inside with the blue jacket. You see the woman I'm talking

about?

22:12:49 JOHN QUINONES

(VO) And shoppers seem to wanna help.

22:12:51 GEORGE COPPOLA

Have you ever used handcuffs?

22:12:53 MARY DOWLING, SHOPPER

No. I'd sooner grab her and put her down.

22:12:57 JOHN QUIÑONES, ABC NEWS

(VO) The bounty hunter needs positive ID, and asks a shopper to take the

wallet from the woman inside.

22:13:03 GEORGE COPPOLA

If she walks away from that carriage and you see the wallet, just pick it

up and walk it out to me, okay?

22:13:08 MARY DOWLING

Okay. You're a cop, so I'm not gonna get in trouble?

22:13:11 GEORGE COPPOLA

Let me show, come over here.

22:13:13 MARY DOWLING

Okay.

22:13:13 GEORGE COPPOLA

All right.

22:13:14 JOHN QUIÑONES

(VO) This is what our bounty hunter flashes, a badge we bought online.

No questions asked, and it offers no legal authority. The bounty hunter?

His name is George, and he agreed to ask people to do things he normally

wouldn't. The woman inside, she's Traci, an actress playing the role of a

mother who may have kidnapped her baby from the father. Will the shopper

follow the command of an authority figure and actually take Traci's

wallet? She goes inside the fruit stand, and when Traci turns her back,

she swipes her wallet and brings it back to the man with the badge. Now,

why in the world would anyone follow the orders of a stranger?

22:13:54 MARY DOWLING

I said, I'll take her down. I'll just, I'll just throw her down.

22:13:57 JOHN QUIÑONES

(OC) What's the lesson? Did you learn something here?

22:13:59 MARY DOWLING

Yeah. The bad lesson is, showed me a badge that you can, anybody can

buy.

22:14:05 JOHN QUIÑONES

(VO) And almost anybody can be duped. The idea for testing the power of

an authority figure came from a shocking true story. An assistant manager

at a McDonald's received a call from a man claiming to be a police

officer. He told the manager to strip search a young employee who he said

had stolen a purse. The manager never questioned the man's identity and

blindly obeyed. And it didn't stop there. The caller told another person

at the restaurant to make the naked employee do jumping jacks. She was

spanked and told to perform sexual acts. Turns out the call was a vicious

hoax, a horrid example of failing to question authority. Back in New

Jersey, would shoppers question our authority figure?

22:14:54 GEORGE COPPOLA

Ma'am, excuse me. Can I talk to you for a minute? I'm working a

fugitive job right here.

22:14:59 JOHN QUIÑONES

(VO) He's about to ask this woman to drug and sedate our fugitive.

22:15:03 GEORGE COPPOLA

What I'm gonna ask you to do, just put this in there, what I'm gonna try

to do is switch the soda on her. This will slow her down a little bit.

Or...

22:15:09 JUNE, SHOPPER

You're gonna slip her a Mickey, aren't you?

22:15:11 GEORGE COPPOLA

But, well, it's basically, it slows her down. If she gets up, would you

be comfortable just dropping this in there?

22:15:16 JOHN QUIÑONES

(VO) It's outrageous. Will June (PH) perform this illegal act? When

our actress turns her back, she sneaks in and drops the pill right into

Traci's soda.

22:15:27 JOHN QUIÑONES

(OC) You actually put the pill in her drink?

22:15:29 JUNE

Yes, I did. He showed me a federal agent badge. So, you know, what am I

supposed to think? If I don't, then what?

22:15:39 JOHN QUIÑONES

(OC) But you didn't know this for sure.

22:15:41 JUNE

No, I didn't.

22:15:41 JOHN QUIÑONES

(OC) What if you harmed this poor woman?

22:15:43 JUNE

Then I guess that would be on my head too.

22:15:46 JOHN QUIÑONES

(VO) Luckily for June's conscience and our actress, the Mickey was just

some candy that we bought a few minutes earlier.

22:15:53 JOHN QUIÑONES

(OC) How likely is it for us to listen to someone simply because they

seem authoritative?

22:16:00 JUNE

Yeah, I guess I'm a sucker.

22:16:03 JOHN QUIÑONES

(VO) But also sucked into our plot is this next woman, Crystal.

22:16:07 GEORGE COPPOLA

Somebody who kidnapped a child right inside this office right here.

22:16:10 CRYSTAL, SHOPPER

Mm-hmm.

22:16:11 GEORGE COPPOLA

I want you to go in just real quick and ID her for me.

22:16:13 JOHN QUIÑONES

(VO) A little talk about the baby being kidnapped, and then George asks

Crystal to do a little kidnapping herself. Our baby isn't real, but

Crystal doesn't know that.

22:16:24 GEORGE COPPOLA

Okay. What you're gonna do is walk back inside the produce area. Push

the carriage straight to me.

22:16:29 CRYSTAL

Okay.

22:16:29 GEORGE COPPOLA

Okay?

22:16:30 JOHN QUIÑONES

(VO) Without ever questioning our authority figure, Crystal heads inside

to look for the baby. She locates the stroller, waits for an opportunity

and then she pushes it right out to George, who is waiting in the parking

lot. We were stunned.

22:16:47 GEORGE COPPOLA

Walk fast, walk fast.

22:16:48 TRACI HOVEL, ACTRESS

Ma'am, what are you doing?

22:16:50 GEORGE COPPOLA

Walk fast, walk fast, walk fast.

22:16:50 TRACI HOVEL

Excuse me.

22:16:51 GEORGE COPPOLA

Don't turn around. Don't turn around.

22:16:53 TRACI HOVEL

Excuse me. What are you doing? That's my baby. Why did you take my

baby? Who's that?

22:16:58 CRYSTAL

He's a police officer. He showed me his badge.

22:17:00 TRACI HOVEL

You know for sure he's a police officer?

22:17:01 CRYSTAL

Yes. He showed me his identification.

22:17:03 JOHN QUIÑONES

(VO) Only now does Crystal realize she might have been duped, becoming,

perhaps, an accomplice to a kidnapping.

22:17:09 TRACI HOVEL

You have no right to take my baby.

22:17:10 JOHN QUIÑONES

(VO) Crystal defends her actions. Her thoughts, she says, were with the

baby.

22:17:15 CRYSTAL

My sister has an infant, and I think it was just something that was

really close to my heart, you know, and I was thinking about how bad I

would have felt if someone had taken my sister's baby.

22:17:24 JOHN QUIÑONES

(VO) Experts say empathy often determines whether people will act. And

that's definitely true with this man. Chris Blackman (PH) is a father of

a 6-month-old.

22:17:35 CHRIS, SHOPPER

We had him out yesterday.

22:17:35 TRACI HOVEL

He's got a cold.

22:17:36 CHRIS

And he's got a little sniffly, so...

22:17:38 TRACI HOVEL

Yeah. That's what he has too.

22:17:39 CHRIS

Yeah.

22:17:39 JOHN QUIÑONES

(VO) And he's drawn to our actress before our bounty hunter even

approaches him, because she appears to be a new parent too.

22:17:47 CHRIS

What day was he born?

22:17:49 TRACI HOVEL

I forgot. I'm losing my brain. Yeah, like the seventh.

22:17:54 CHRIS

My name is Chris, but, you know, I come around here every once in a

while.

22:17:55 TRACI HOVEL

Oh, good. Traci. Traci.

22:17:57 CHRIS

Traci.

22:17:58 TRACI HOVEL

Yeah.

22:17:58 CHRIS

Nice to meet you.

22:17:58 TRACI HOVEL

Nice to meet you.

22:17:59 JOHN QUIÑONES

(VO) We didn't think there was any way Chris could be recruited to help

our bounty hunter. He and Traci, after all, were bonding so well. But

watch what happens next.

22:18:07 GEORGE COPPOLA

Excuse me, sir.

22:18:08 CHRIS

Yeah.

22:18:08 GEORGE COPPOLA

Can I talk to you? I'm a recovery agent. I saw you talking to that girl

in there with the blue jacket on.

22:18:14 CHRIS

Yeah.

22:18:14 GEORGE COPPOLA

I know she got real friendly.

22:18:15 CHRIS

Right.

22:18:16 GEORGE COPPOLA

She's wanted for kidnapping.

22:18:18 CHRIS

And she didn't know the date of that birth either.

22:18:20 GEORGE COPPOLA

She's got a warrant for her arrest.

22:18:21 CHRIS

I understand.

22:18:22 JOHN QUIÑONES

(VO) Chris is torn. Does he believe the friendly mother of a baby, or a

man who claims he's a bounty hunter?

22:18:28 CHRIS

Do you have the police officer?

22:18:30 GEORGE COPPOLA

I don't yet. They're, they're on their way. That's right.

22:18:31 CHRIS

I need that first.

22:18:33 GEORGE COPPOLA

Okay. Well, I don't, that...

22:18:34 CHRIS

Before I can do anything, I need a police officer that's gonna confirm

what you're telling me.

22:18:39 JOHN QUIÑONES

(VO) Of the 22 shoppers we confronted, Chris is the only one who really

questions our authority figure.

22:18:46 GEORGE COPPOLA

Well, I don't have a police officer here now.

22:18:48 CHRIS

This is making me a little nervous.

22:18:50 GEORGE COPPOLA

Okay.

22:18:50 CHRIS

I wanna help you out.

22:18:51 GEORGE COPPOLA

Okay. But here's...

22:18:51 CHRIS

But I don't wanna...

22:18:52 GEORGE COPPOLA

I'm not asking you to do anything with the baby.

22:18:52 CHRIS

I don't wanna (inaudible), I don't...

22:18:53 JOHN QUIÑONES

(VO) Chris is conflicted, and ultimately compromises. He refuses to

take the baby, but he agrees to block Traci while George pushes the

stroller away.

22:19:03 GEORGE COPPOLA

If she comes, just don't let her come towards me.

22:19:05 CHRIS

(Inaudible).

22:19:06 GEORGE COPPOLA

I know. That's okay. If she comes, just don't come towards me.

22:19:09 TRACI HOVEL

Where is my baby?

22:19:14 CHRIS

Excuse me, ma'am.

22:19:15 TRACI HOVEL

What?

22:19:16 CHRIS

Can I ask you a question?

22:19:17 TRACI HOVEL

Move.

22:19:17 CHRIS

Please. Please. You've got...

22:19:18 TRACI HOVEL

Move. No, why? No. Where did he go? Why did you - why did you do

that?

22:19:27 GEORGE COPPOLA

Sir? It's okay. Listen to me. Listen...

22:19:30 CHRIS

I'm dying...

22:19:31 GEORGE COPPOLA

Relax.

22:19:31 CHRIS

I'm dying right now.

22:19:32 GEORGE COPPOLA

This is not real. It's a TV show.

22:19:34 JOHN QUIÑONES

(OC) Didn't mean to shake you up that way, wow. It's part of a show

called "What Would You Do?" And the question is, you're torn, and I'm so

sorry.

22:19:41 CHRIS

Oh, I just had a baby.

22:19:42 JOHN QUIÑONES

(VO) In the heat of the moment, Chris followed his head by asking lots

of smart questions, but also followed his heart, trying to protect the

baby.

22:19:52 JOHN QUIÑONES

(OC) Anyone can get a badge, right?

22:19:53 CHRIS

Exactly. And you see how many false, how many false IDs there could be,

fake IDs. Man, my heart's still racing.

22:20:03 JOHN QUIÑONES

(OC) Sorry.

22:20:04 CHRIS

That's all right. I just pictured myself, you know, if I was the father

sitting at home, wondering where their child would have been or where he

is, now I got to go home.

22:20:15 JOHN QUIÑONES

(OC) You're gonna go hug your child.

22:20:16 CHRIS

Yes, absolutely.

22:20:17 JOHN QUIÑONES

(OC) That's great.