



Bryant University

HONORS THESIS

Impacts of a Serial Killer:

Looking at the Case of Ted Bundy Then and Now

BY NATALIE TERRANOVA

ADVISOR • Dr. Michael Bryant

EDITORIAL REVIEWER • Librarian Meagan Joseph

Submitted in partial fulfillment of the requirements for graduation
with honors in the Bryant University Honors Program

MAY 2020

**Impacts of a Serial Killer:
Looking at the Case of Ted Bundy Then and Now**

Bryant University Honors Program
Honors Thesis
Student's Name: Natalie Terranova
Faculty Advisor: Professor Michael Bryant
Editorial Reviewer: Librarian Meagan Joseph
May 2020

Table of Contents

Abstract.....1

Introduction2

Literature Review2

 Serial Murder2

 The Case of Theodore Bundy.....4

 Bundy’s Background & Personal Life4

 Charges Against Bundy5

 Bundy’s First Escape7

 Bundy’s Second Escape9

 The Trial and Conviction11

 The Aftermath of Bundy12

 Conversations with a Killer: The Ted Bundy Tapes14

 Media in the Courtroom.....16

 The Role of the FBI.....17

 DNA & Other Factors for Convicting Criminals.....19

 Society From the 1970s-1990s.....21

 Society and Serial Killing Today.....24

Survey Research.....25

 Hypotheses.....25

 Demographics26

 Questions27

 Conclusions.....33

 Limitations.....34

 Relevant Considerations35

Opportunities for Future Research.....36

Summary.....37

Appendices38

 Appendices 1-4: Bundy Images & Clippings38

 Appendix 5: Survey Results & Graphics42

 Appendix 6: Newspaper Photograph53

Works Cited54

Abstract

The famous trial of serial killer Ted Bundy has been portrayed throughout the years since it took place in the late-1970s. This famous serial killer has regained popularity, spurred by our curiosity and fascination with serial killers today versus the shocking truth about serial murder it instilled in people back in the 70s. By looking into the case of Ted Bundy in detail, this paper provides a greater understanding of why his case took the world by storm and how it impacted society at the time. Through a traditional research thesis, it was my goal to analyze the effects the Bundy trial had on people's perceptions of serial murder back in the late 1970s/early 1980s, and how those views differ from today with the documentaries and films made about this brutal criminal. I conducted my research through a survey to address my three main hypotheses. I predicted that people believe the case of Ted Bundy to have increased awareness about serial killing and made society more scared, people who witnessed his trial would view it as having a positive impact in 1979 but not today, and people not alive during Bundy's trial would perceive it to have had a positive impact both then and now. All of my hypotheses were supported by my results and statistical significance was found.

Introduction

Theodore Robert Bundy, born Theodore Robert Cowell, was born on November 24, 1946, in Burlington, Vermont. As a white male with blue eyes and brown hair, he grew to become a man of six feet and 175 pounds, though his appearance would change throughout the time the media knew him (FBI). The story of Ted Bundy was sensational for the late 1900s and there was a multitude of newspaper articles on his trial and happenings. Theodore Bundy has become a household name, but not for reasons of becoming rich, inventing a new technology, or curing a disease. Instead, this is a man who has become so well-known for going against societies beliefs and values. Ted Bundy was one of the most successful serial killers of all time and his story has drawn attention for the past forty or so years. The 70s were a very different time in American society, and with a trial like Bundy's that took everyone by storm, it is not hard to imagine that he had a significant impact on society at that time. Today, as his memory has been rekindled with documentaries, articles, and movies about him and what he did, Bundy still has an impact on people who are exposed to it all. What was the Bundy trial and why did it become such a famous case? What kind of impacts did it have in 1979 and what are those effects today? With all of the information available on Bundy, one can begin to scratch the surface of his existence.

Literature Review

Serial Murder

The FBI defined what serial murder is through a report published in 2008 as “the unlawful killing of two or more victims by the same offender(s), in separate events” (“Serial...Part 1”). This concept has changed overtime and evolved drastically. It has a very recent history, having gone from not existing as terminology before an FBI agent coined it in the

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

1970s, to becoming a headliner in the decades to come. Now, the differences between serial killers, mass murderers, spree killers, and other types of murderous crimes are explicitly identified and can result in very different punishments for the varying roles they play in society.

Elliot Leyton's *Hunting Humans* looks at how serial killing has changed from a historical context. He writes, "multiple murderers are not 'insane,' and they are very much products of their time...dictated by specific stresses and alterations in the human community...he is in many senses an embodiment of the central themes in his civilization as well as a reflection of that civilization's critical tensions" (Leyton, 331). He also takes a sociocultural view on the matter, identifying a culture of violence in America, asserting it is "propagated with excitement and craft in all popular cultural forms, including films, television, print, and the Internet" (Leyton, 350). This "culture of fear" can sensationalize the panic about a serious crime that has been with us for centuries, not just a few decades.

To prove the point that multiple murderers have been around throughout the ages, though they were not identified explicitly until recent history, Leyton states:

The pre-industrial multiple killer was an aristocrat who preyed on his peasants...that the industrial era produced a new kind of killer, most commonly a new bourgeois who preyed upon prostitutes, homeless boys, and housemaids...and that in the mature industrial era, he is most often a faded bourgeois who stalks middle class victims as well as vulnerables. (Leyton, 320-368)

Famous figures like London's unidentified Jack the Ripper from the late nineteenth century, the "murder castle" of Chicago's H.H. Holmes, and Cannibal Jeffrey Dahmer all fall under the umbrella of serial killing. Their stories, though all different, all revolve around the same crime as Ted Bundy's and shocked the world in their own ways (Leyton). Serial killers who are a major

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

part of history often become part of the present in different ways. As their memory lives on, just as Ted Bundy's has, the impact they have endures in new ways.

The Case of Theodore Bundy

Bundy's Background & Personal Life

Born to an unwed Eleanor Louise Cowell and an unidentified father, Ted Bundy was raised by his mother and maternal grandparents during the early years of his life in Vermont. Bundy believed for a significant time of his life that his grandparents were his parents and that his mother was his sister, to help prevent judgment from society around the fact that he was an illegitimate child. He did find out the truth in his teen years, however, and resented his mother in ways for his confusion growing up and for the fact that he was estranged from his father (Hammon). In 1951, after moving to Tacoma, Washington, Ted's mother met a man named Johnny Culpepper Bundy and the two fell in love to be married that same year. Ted was formally adopted and took the last name 'Bundy.' Having four half-siblings in the years to come, Ted was never as involved and did not feel like a real son to Johnny. It is also believed that he resented his stepfather for being uneducated and working-class (Biography.com).

As Ted grew older, he attended the University of Washington and graduated with a degree in psychology in 1972. It was here that Bundy fell in love with and dated a beautiful, wealthy girl from California with everything that Ted admired and wanted. Their breakup devastated Ted and it has been noticed that many of Ted's victims ended up bearing an eerie resemblance to this girl he lost, with long, dark hair (Biography.com). Following this relationship, Ted entered a more long-term one with a girl named Elizabeth Kloepfer who had a young daughter. The two first met at a tavern in Seattle in 1969 and Kloepfer fell in love almost instantly. However, after being blinded by initial love and bliss, Liz began to see Ted's

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

tendencies to verbally abuse her and saw warning signs about Ted in their relationship (Costigan). They ended up staying together for around six years and, during this time, Kloefer reported Ted to the police as a suspect in a case where she found crutches in his room (tying to a case in which the subject matched Ted's description and was seen on crutches).

During Ted's trial while he was acting as his own defense lawyer, Bundy proposed to his girlfriend who was testifying on his behalf during cross-examination. Bundy had met this woman, Carole Ann Boone, when they were coworkers in Washington many years before. Due to court law in Florida, this proposal actually meant the two were legally married on February 9, 1980, during Bundy's own trial. They had a baby while Bundy was in prison, making Bundy a father to a little girl around 1981 or 1982. The couple divorced, however, in 1986, three years before Bundy's death (Biography.com).

After Bundy's trial and conviction, family members and others who knew Ted growing up began sharing stories of his violent tendencies as a youth or other characteristics of his behavior that fit with the image he now embodied (Berlinger). However, no one really knew or thought Ted would turn into one of the most successful and violent serial killers of all time. It is hard to have foreseen that professionals and individuals would, for years, try to tear apart Bundy's life bit by bit to identify what made him into the monster he was underneath all that appeared to be normal. His necrophilia, sadism, and obsessive tendencies went under the radar or were overlooked until his ultimate convictions.

Charges Against Bundy

A news article written on November 14, 1974, identified Miss Debra Kent, 17 years old, as a Missing Person in Salt Lake City Utah, last seen heading to her car after a school play. Melissa Smith, another young girl, had previously been reported missing with her body found in

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

Summit Park a few weeks before Kent's disappearance. She had been sexually assaulted and died of a massive brain hemorrhage. Similarities were identified between the two girls' cases and cases about two other young girls, Laura Amie and Sandra Jean Weaver, had also been filed around the same time and were flagged as being potentially linked (they had been sexually assaulted and murdered). After almost a year since Kent's disappearance, the Bountiful Police Department and Salt Lake County Sheriff's Office stated they were convinced Theodore Bundy was responsible for the related cases. He had been arrested by Highway Patrol in Utah in August of 1975 for a traffic violation and some suspicious articles were found in his car (including pantyhose with eye and nose holes cut in them, a pair of handcuffs, and a small prybar). At the time, he was a third-year law student at the University of Utah and had previously been a suspect in several murders of girls in the area he came from (Seattle, Washington) (FBI, "Part 03").

On October 2, 1975, in Bountiful, Utah, Bundy was charged in connection with the attempted kidnapping and homicide of Carol DaRonch. He was also a suspect in Debra Kent's disappearance, the deaths of the three Salt Lake City girls, and the death of several girls in the Seattle area. The attempt on DaRonch had occurred on the afternoon of Kent's disappearance, November 8, 1974, ultimately setting the stage for Kent's abduction on the same day. Bundy had posed as a police officer at the mall in Murray, Utah, and informed Miss DaRonch of someone trying to break into her car and said that they were in custody and he would take her to the station. Instead, it was all a ploy and Bundy tried to handcuff DaRonch, but only managed to manacle one wrist once she became suspicious and managed to escape out of the car. DaRonch thus became a surviving victim of Bundy's attempted harm and identified him out of a lineup in October 1975 at the start of proceedings yet to come (FBI, "Part 03").

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

However, Bundy and his defense managed several arguments against the prosecution while being held in Salt Lake County Jail and facing trial in February of 1976. For example, the main defense was trying to prove that DaRonch was not a credible witness and that the authorities had influenced her identification of Bundy in the lineup. Still, Bundy lost after waiving his right to a jury trial and was sentenced to serve one to fifteen years in a Utah state prison. While serving this time for the kidnapping, Bundy was charged in the case of the Colorado nurse slaying of Caryn Campbell and was also a suspect in several disappearances of young women. Authorities in different states were looking at Bundy and his recent whereabouts in relation to disappearances and murders of woman in their areas, identifying similarities and his potential involvement. To address the newest charges brought against him, Bundy was flown to Colorado where he would face another trial (FBI, "Part 03").

Bundy's First Escape

To make his story even more exciting, Bundy escaped not once, but twice, from jail. The first time he escaped, being considered armed and dangerous, his bond was \$100,000 cash. He had been in custody of the State of Utah but had been transported to the Garfield County Jail in Glenwood Springs, Colorado, for the purpose of a murder trial for a first-degree murder charge. He was being held in Pitkin County Jail for the murder of "Caryn Eileen Campbell, January 12, 1975, whose nude body was found February 17, 1975 near Aspen Snow Mass Ski Resort Area where she was staying with her boyfriend" (FBI, "Part 01," 27). He was at his hearing on motions that he had filed to exclude the death penalty if he was found guilty. It was also to bar news media from pretrial evidentiary hearings.

This is what was occurring when he escaped from custody at the Pitkin County Courthouse on June 7, 1977 and fled the area of Aspen, Colorado. Bundy escaped from the law

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

library in the back of the second-floor courtroom, jumping approximately 30 feet to the steps of the courthouse at 10:25 A.M. He was being held for the charges on the conviction of aggravated kidnapping: a felony, in violation of Section 1073, Title 18, United States Code (FBI, “Part 01”). He was given access to the library, without being restrained in any way, to enable him to assist in his own defense. There was a Colorado Reporter’s Story about a possible accomplice helping Ted Bundy escape the Aspen, Colorado area, implying his escape from jumping out of the second story courthouse window was planned (in addition to the suitability of the prison’s location).

A federal fugitive charge was filed against him after reports were received that he had escaped to Wyoming. Officials hunted the Aspen Area Hills for Bundy with specially trained dogs and ski-racing bibs for searchers and officials. School sessions were cancelled on the Wednesday after his escape and the sale of guns and ammunition had been banned since Bundy’s escape on Tuesday. As the story was reported in more and more papers and articles, more witnesses came forward speculating that Bundy was left alone in his Aspen courtroom, even though two guards were supposed to be watching him. Deputies and other officials ended up resigning as a result of this gross negligence on their part in letting a dangerous criminal escape (FBI, “Part 03”). There was an escape warrant issued for Bundy on June 9, 1977 by the Salt Lake County Attorney’s Office (FBI, “Part 01”).

While tracking down Bundy, on June 11, 1977, a caretaker identified that a mountain cabin was discovered broken into that morning. A loaded rifle was stolen, and fingerprints were positively identified as Bundy’s. Following these leads, authorities were able to capture Bundy before dawn while he was slumped down and run off the road in a 1966 Cadillac on the outskirts of Aspen on June 13, 1977. Bundy appeared tired and worn-down but in good spirits after his

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

capture. He was then formally charged with four new felonies: two counts of felonious escape, one of burglary, and one of auto theft, and a misdemeanor for theft. These were based on his actions for breaking into the cabin and the taking of the car and rifle. Bundy later admitted “breaking into a cabin near Aspen, Colorado on 6/8/77, where he spent the day and upon leaving, left a note on the window to conceal the break-in, stating, “TOM, Sorry, broke this when putting in plywood. Will have another put in immediately – AMY” (FBI, “Part 01,” 56).

Bundy’s Second Escape

For those who thought the excitement surrounding Ted Bundy and his trial was over, they soon found they were mistaken. On December 30, 1977, at the age of 31 years old, Bundy escaped from the Garfield County Jail at Glenwood Springs Colorado. He was awaiting trial to begin on that Monday for the first-degree murder charge of Caryn Sue Campbell. It was documented that he escaped from his cell by squeezing through a hole in the ceiling where a light fixture had been removed. From there, after having lost approximately 30 pounds prior to his escape, he inched through a crawlspace and came down in the adjoining, unoccupied apartment of the jailer. From there, Bundy simply exited through the front door, as much of the staff was away for the holidays (FBI, “Part 02”). This was Bundy’s second escape, following the previously described one in Aspen on June 7th.

The FBI then looked towards adding Bundy to the most wanted list to gain more publicity and public help for recapturing him after his escape because none of their leads had been bearing any fruits. They also discussed issuing wanted posters, but these decisions would come from the agency’s headquarters in D.C. Authorities wanted circulation of Bundy’s photographs for the public to assist in his recapture (FBI, “Part 02,” 11). Attached in the Appendices as Appendix 1, Appendix 2, and Appendix 3 are some examples of how Bundy was

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

portrayed at the time. It shows the differences from his Most Wanted poster to other images and pictures from various trials or photos snapped of him by reporters that went along with the articles constantly circulating in the papers about him, regarding news of his case and escapes.

This second escape opened the media's eyes on potential negligence on the shoulders of the jailers, knowing how high of an escape risk Bundy was. It raised questions about jailers doing their jobs properly in a time where a very dangerous criminal is both desperate and clever. (FBI, "Part 02"). Bundy had been granted a change of venue for his trial after his first escape because of the publicity it had created. However, that change would have been to Colorado Springs, where juries were known to be harsher to suspected murderers. Receiving notice of this change may have spurred Bundy to escape before being transferred.

It is believed that Bundy may have hitchhiked with two doctors in Utah, but they did not know what he looked like at the time without televisions and other sources plastering his face everywhere like they would today. Still, they felt the description of the man they picked up may have matched Bundy's. Another tip received involved him taking a car to the airport, so officials raced there to screen passengers, but Bundy never showed. The Thursday after his escape, he became a potential suspect in a report for an attempted abduction of a woman along the highway in Long Beach, California. The perpetrator had posed as a police officer. However, the description also seemed to match some other wanted criminals in the area and so Bundy was later discounted as a possibility in this case.

This time, for Bundy's second escape, he quickly got away from Colorado altogether. It was told and discovered that Bundy proceeded to flee by boarding a flight to Chicago, taking a train to Michigan, driving south to Atlanta, and ending up on a bus going down to Tallahassee, Florida (Gowen and Valiente). It was in Florida, made possible because of this second successful

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

escape, that Bundy made his final three killings. Margaret Bowman, 21, and Lisa Levy, 20, were both killed in the brutal and gruesome Chi Omega Sorority attack. The Chi Omega killings occurred around 3 am on January 15, 1978 at the sorority house near Florida State University. While the two were severely beaten and strangled, two others, Karen Ann Chandler and Kathy Kleiner, also suffered from severe bludgeoning from Bundy but survived. After leaving this house, Bundy went on in the same night to attack Cheryl Thomas, another student at FSU, in her apartment. She also survived the attack but Bundy escaped after her housemates called for help.

Almost a month later, on February 9, 1978, Bundy kidnapped and murdered his third and final victim: Kimberly Leach, only 12 years old, one of Bundy's youngest victims. She was kidnapped during the day at school in the junior high. Bundy was not finally arrested until almost a week after Kimberly's abduction from her junior high in Salt Lake City, FL, on February 15, 1978. This final arrest took place in Pensacola, FL, when an officer noticed a suspicious car loitering past one in the morning. He ran the plates to find that the car was stolen and arrested the man in the car after a minor scuffle. After bringing Bundy in and attempting to identify him, it took Bundy two days to finally reveal his identity to the officers and for confirmation that Ted Bundy had been located and apprehended.

The Trial and Conviction

In June of 1979, Ted Bundy went to trial again for the Chi Omega murders. His Florida trial was the first one ever televised, aired on various channels across the country, making it a huge event for the entire nation at the time. The trial, which lasted for about 30 days, proved damning for Bundy as one of his survivor's testimony and dental evidence convincingly linked him to the attacks (Berlinger). Throughout the trial, Bundy caught the media's attention in a variety of ways. He served as his own attorney, put himself on the stand, and proposed marriage

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

during the trial to his girlfriend at the time, Carol Ann Boone. He tried various tactics to win over the judge and media through displaying his intelligence and keeping them on their toes. Bundy pled not guilty the entire time. However, despite Bundy's theatrics and arguments for the defense, the prosecution's case prevailed and Bundy was ultimately found guilty in July of 1979 of first-degree murder for both Bowman and Levy from the Chi Omega attack. He was also convicted on three counts of attempted murder for the attacks on Karen Chandler, Cheryl Thomas, and Kathy Kleiner from the same night and was sentenced to death by the electric chair. He had said no to a plea deal for avoiding the death penalty if he confessed to the murders of his three final victims. Then, in February 1980, he was also found guilty and sentenced to death for the kidnapping and murder of Kimberly Leach (Berlinger).

Bundy remained on death row for approximately nine years. Amidst this time period was a series of appeals, legal proceedings, and various delays/postponements pertaining to his case. In the end, Bundy could not avoid execution and was scheduled again for January 24, 1989 by means of the electric chair at the Florida State Prison in Raiford, Florida. After denying his guilt for over a decade, Bundy finally confessed to committing thirty murders in seven states between 1974 and 1978 the night before his execution (Berlinger). However, the true number and extent of Bundy's crimes remains unknown today, as Bundy often made different statements to various people and investigators that hinted at much higher victim counts for his gruesome crimes. Theodore Bundy died by the electric chair at the age of forty-two and left behind a career of serial murder that would leave the world reeling in its harsh wake.

The Aftermath of Bundy

As Bundy's case evolved, there were ongoing questions about his potential relations. As many people would claim to know Bundy or know things about him that would relate to them in

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

some way, the majority of those were fabricated or twisted. One development that was included in Bundy's FBI case files was his possible connection with someone who claimed to be his sister and to know and share the same father with Bundy. As Bundy never knew who his biological father was, there was a lot of speculation on who he could be and how this factor of not growing up knowing his father may have influenced him into the man he became. Amongst the FBI's public case records are dozens of pages on the potential relationship between Bundy and a woman known as Janla N. Carr. Since Bundy's lineage was never established, the information Janla was providing could have proven to be very useful, if true. Formally contacted by the Pittsburgh office of the FBI, both Janla and her father (whom she claimed was also Bundy's) had conversations with the authorities. However, her allegations lacked credibility and thus no investigation was conducted to determine if the crimes Janla accused Bundy of being responsible for truly occurred. This occurred in 1993 after Bundy's death (FBI, "Part 03").

Whether viewed as positive or negative, the fact that Bundy was so involved with the media, reports, and documentarists made his memory live on in different ways than killers and criminals had previously. By maintaining his innocence until his last day and being calculated on deciding when and when not to use the media to his advantage, Bundy was able to toy with people and keep them hooked on his "story." Bundy's complex personality highlighted through the ability of people to watch his own defense at his trial and the way he went against society's typical stereotype of a killer is part of what made him so desirable to understand and investigate by people other than just law enforcement.

To this date, there have been several films and documentaries made about Bundy, his life, and starring the stories of people who knew him as a part in his life. Some of the most famous include *The Stranger Beside Me* (2003), *Ted Bundy* (2002). During the approximate ten years of

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

Bundy's life after being sentenced to death but before his actual execution, Bundy went through many appeals, delays, rebuttals, and last attempts to save his own life by defending his case.

Ultimately unsuccessful in the end, Bundy had been interviewed by someone to whom he would ultimately confess over thirty murders. These tapes of dozens of hours of conversation between Bundy and journalist would prove vital to maintaining the curiosity surrounding Ted Bundy.

Conversations with a Killer: The Ted Bundy Tapes

Aired on January 24, 2019 in honor of the 30th anniversary of Bundy's execution, *Conversations with a Killer: The Ted Bundy Tapes* consist of four episodes, each sixty minutes long. Tape one is named "Handsome Devil," Tape two is "One of Us," Tape three is "Not My Turn to Watch Him," and, lastly, Tape four is titled "Burn Bundy Burn" (Berlinger). This docuseries revived Ted's memory and imprinting his crimes and personality on viewers everywhere. It reached many people who may not have heard of his story until recently and replaced the live television trial of his life in real-time with a recap of his case through his one words and interviews. With insights and never-before-heard footage from Bundy himself, this docuseries really made Bundy a trending topic in today's world and attracted viewers for a variety of reasons. As the director of this popular series, Joe Berlinger, stated, "Bundy teaches us that the person next to you is potentially capable of evil" (Staff).

Berlinger was famous for his work with true crime, specifically in the area of documentaries. When Stephen Michaud, one of the men who interviewed with Ted Bundy while he was on death row in 1980, offered the 150 plus hours of audio tape to Berlinger to make a film out of, it was hard to say no. Stephen Michaud (along with his partner Hugh Aynesworth) posed as an investigator into Ted Bundy's appeals case while he was at the Florida State Prison. This was a ruse, however, for Bundy to tell his side of the story to a journalist and thus he tried

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

to control the conversations and say what he wanted to as his final days approached. At first, Bundy simply talked about his childhood, ignoring the elephant in the room that he was convicted of murder in multiple states. Bundy wanted to prove that he was innocent and state that he did not brutally murder all those girls. However, Michaud knew of Bundy's love for psychology, of course, and so appealed to him to get him to open by asking him to speak hypothetically about the crimes he was accused of, acting as an expert on the subject instead of a guilty party. Through the conversations and tapes, Bundy would speak in hypotheticals about the crimes he committed, purposefully saying "if" he had been the murderer how it would have been done. He talked on and on about why a "person of this type" would be driven to kill time and time again (Berlinger).

Those who read interviews or know a little bit more than surface level how Stephen Michaud was affected by his time with Bundy know that it was not at all easy for him. He has admitted that the interviews had lasting effects on him, even revealing that his meetings with Bundy sometimes caused him to be sick afterwards. In an interview, he stated, "In the context of our conversations however, he gave me reasons to feel terrible. I had to live with those sick stories of his involving a sick man without betraying the fact that I loathed him in that room. If I gave it away, the dynamic would tilt. It was very stressful" (Ransome). Still, Michaud got through it all to interview Bundy and write his own book, with help, that would later become a wildly popular film on a notorious serial killer.

Complementing his docuseries on Ted Bundy, Joe Berlinger also directed a movie that premiered on Netflix in early-2019. This movie was more geared towards entertainment and was a factor in contributing to the incredible attention paid to and interest in Bundy in today's world. Starring the girlfriend of Ted Bundy who stayed with him during his killing spree, the movie

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

depicts Elizabeth Kloepfer's relationship with Bundy. When Bundy was arrested for the kidnapping of Carol DaRonch, the two maintained relations through letters and Liz continued to believe the lies Bundy was telling her. Eventually, Liz became sober and realized she needed to distance herself from Ted for good and realize that he was not innocent as she believed him to be (Costigan). Overall, however, this movie received a lot of flak for falling short of what viewers expected in terms of content and meaning.

Despite the popularity of these productions, there has been some controversy surrounding them. Specifically, many viewers and critics believe the film romanticized Bundy as a handsome, charming man to be desired and admired for what he did. At the time of Bundy's crimes in the 1970s, the women's rights movement was active and strong. With significant progress being made to this day, the fight against misogyny still lives and Bundy may be a key example of how society can unjustly favor men. Furthermore, these productions have also been criticized for falling short and not relaying to people a "perfect" picture of Bundy or what they want to know (Sims). The reality is Bundy has still not been figured out and analyzed as much as people want. It is not difficult to imagine that people will continue to think about Bundy, study him, and hear about him for many years to come (Sims).

Media in the Courtroom

It was on May 1, 1979, that the Florida Supreme Court reached a unanimous decision to authorize the use of cameras and various recording equipment in courtrooms across the state. This was a major change that took place just in time for Ted Bundy's trial. In many ways, it paved the way for the era of reality TV murder trials and was the start of electronic news gathering. Though Bundy initially opposed such publicity during his trial, he had to quickly adapt to it and learn how to work it in the best way possible by being that charismatic, smart guy

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

that many believed him to be. “Today the true-crime genre lights up the imaginations of fans around the world. But before the podcasts and Netflix series, and before blockbuster movies cast unnecessarily attractive actors to play demented serial killers, there was a camera in a Miami courtroom” (Lauredo).

The Bundy trial was a huge milestone on the road to making cameras in the courtroom a regular occurrence. Though the realm of this sort of media attention at the time was still a gray area within the law, Florida’s use through their one-year experimental program with electronic media coverage for these purposes was allowed. Despite Bundy’s initial opposition to this use on the basis of potential bias with special circumstances, the Judge allowed cameras on the grounds that people already knew a lot about Bundy’s case and have a right to know the sort of information that would be exchanged in the courtroom. This was one of the most high-profile cases in America up to that time and people were interested in seeing justice unfold in the public courtroom as it was a national event of interest. In fact, people waited outside on the morning of Bundy’s execution and cheered once they received the signal that it had been done and Bundy was dead.

The Role of the FBI

The FBI’s role in addressing serial killers did not take shape and grow until the 1970s. At the time, it all began with the bureau and some key leaders applying insights of both psychology and behavioral science to the profile of violent criminal behavior by analyzing this in a thorough context, an array of support and resources have been to be developed to aid in the identification of serial killers. Furthermore, one of their main goals is to reduce violence in the future by knowing how to prevent it (“Serial...Part 1”). Involvement in serial cases for the FBI has also evolved under federal law. The Bureau was authorized to investigate violent crimes of serial

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

killings in 1998, though only when requested to by a relevant law enforcement agency. They also can provide a variety of support services, such as the sharing of historical information from the Bureau's longstanding, vast resources, or they can provide a behavioral analysis through a laboratory ("Serial...Part 1").

The FBI's article on "The Birth of Behavioral Analysis" was written specifically surrounding and highlighting the figure of Theodore Bundy. Following Bundy's first escape, the FBI began to "gather and disseminate Bundy's criminal history and identification information. Soon after, FBI agents swore out a federal arrest warrant for unlawful flight to avoid confinement, and a \$100,000 reward was offered for his capture" ("Serial...Part 3"). After Bundy's second escape, the FBI quickly joined the search for him in 1978. A key contribution was that they shared Bundy's "M.O." They deduced that "Bundy typically looked for victims at places where young people gathered, such as colleges, beaches, ski resorts, and discos, the FBI explained. And he preferred young, attractive women with long hair parted in the middle" ("Serial...Part 2").

Their synopsis came from a psychological assessment of Ted Bundy that had been prepared by two FBI agents: Howard Teten and Robert Ressler. Part of an important behavioral analysis unit in its early years, their goal was "to study the behavior, experiences, and psychological make-up of criminals and suspects for patterns and insights that could help solve cases and prevent future crimes, especial serial murders and other forms of violence" ("Serial...Part 1"). Additionally, to the FBI'S delight, Bundy was caught for the final time just five days after ending up in the FBI's Top Ten list.

Another critical part of Bundy's case was his own involvement with the FBI while on death row in the late 1980s. As the FBI was compiling data on violent murderers to try and

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

identify future patterns of behavior and ways to better detect, capture, and apprehend them, they interviewed some killers to aid in their research. Bundy was one of these individuals and he fed them some information during the period, whether reliable or not. FBI Special Agent Bill Hagmaier stated that Bundy “proved to be valuable insight into the mind of a killer and he was willing to help” (Berlinger). For example, he said Bundy would maintain news clippings around his cell for cases that Hagmaier needed help with (Tron). Bundy held off confessing until just days before his execution because he thought it would keep his power and extend his life. “So, technically just hours before he was scheduled to die, Bundy admitted to the murder of 30 women” (Tron). To Hagmaier he then said, “It's late at night like you said, but I think that's a fairly close figure” (Tron).

DNA & Other Factors in Convicting Criminals

At the time of Bundy's crimes, trial, and convictions, DNA evidence had just been developing and was not used routinely like it is today. Technology was simply not as advanced enough. This is one of the reasons why it is more understandable that Bundy managed to roam free and “innocent” for so long. His sexual and violent tendencies likely left a lot of DNA evidence, but, luckily for him, the police did not have the scientific and technological capabilities like they do today. There were also fewer resources available to police and authorities at the time, something that set them back in significant ways.

With the absence of DNA, bite mark evidence played a large role in Bundy's conviction in 1979. Part of forensic dentistry since the late 1800s, bite mark evidence has received a lot of criticism over the years. Though a bite mark was a key piece of evidence in the case against Bundy, this evidence is seen as controversial and unreliable today based on studies conducted since the 1970s like a 1999 study conducted by a member of the American Board of Forensic

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

Odontology. This study found the majority of identifications based on this evidence to be false and supported the arguments that this is a flawed science. Furthermore, the President's Council of Advisors on Science and Technology declared bite mark evidence as having no scientific validity in 2016 (Smith).

In 1984, DNA evidence began being used for forensic purposes in the process of convicting criminals. "In 1987, DNA evidence was used to convict a criminal in the United States for the first time. Rapist Tommie Lee Andrews was sentenced to 100 years in prison based on DNA evidence" (CopsPlus). With this development of DNA tools and new devices, old cases also now had the potential to be revisited and investigated with the new technology for further evidence, proof of guilt, or proof of innocence. Therefore, the potential use of DNA and new technology in Bundy's case is not exhausted yet. These tools can still be used to confirm Bundy's charges and prove his guilt in any unsolved cases linked to him. "Now a DNA profile of Mr. Bundy — extracted from a vial of blood discovered in a courthouse where it had been stored for three decades — may help investigators around the country figure out if he was responsible for any of their unsolved cases" (Goode).

"Through a modern lens, it's easy to forget the kind of pitfalls that law-enforcement officials worked under then. Modern forensic science techniques simply didn't exist. Hair and fiber analysis were standard practice and not yet considered controversial, as it would be decades later. DNA testing wasn't yet a thing" (Jitchotvisut). In addition to this lack of technological development in such a major area we rely on today, there was also a lack of communication across departments. Long-distance communication was not a speedy thing. For example, this was before fax machines, let alone the internet or texting, had been invented yet to be used in the regular course of business and daily life. The postal system and old-school phones were what

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

people, including law officers and officials, relied on every day (Jitchotvisut). With no internet, limited television, predominantly local news, no central database, and no DNA, Bundy was operating at a time much less advanced than today.

It is also important to consider that the FBI's Violent Criminal Apprehension Program (ViCAP) was not established until 1985. This program links state and federal law-enforcement resources in order to apprehend serious violent and sexual behavior/crimes across states. This makes the analysis and availability of resources for investigating such crimes a much smoother process and would have been directly applicable to Bundy's case (Jitchotvisut). Police at the time lacked large, computerized databases and investigative data storage to help them link similar crimes together.

Society from the 1970s-1990s

Society is constantly changing and life back in the late 1900s is very different from today in many ways. In relation to serial killing, there were several factors that made it easier for killers to access people and get away with their crimes. One of the most major societal differences was the popularity of hitchhiking at the time. Society had become increasingly mobile and less personal. At a time where hippies were common and people were not preaching about the dangers of strangers, it was normal to hitch a ride from a random car in order to get somewhere if you needed to or simply did not have a car of your own. This lack of caution when it came to approaching strangers benefited Bundy as a serial killer and acted as a means for many criminals to abduct, attack, or commit other crimes on victims. Another trend was the tendency of people and families to move more frequently, making them less likely to know their neighbors or the people living near them. Knowing less about the people around you makes it harder to keep track of them or verify their identity (Stromberg).

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

However, as brutal cases such as those mentioned and their ties to hitchhiking began to appear in the news, hitchhiking lost all its allure and people began to fear it. This was a major factor in transforming our society into one that fears strangers because, if we look at what society was like in past centuries, we are more skeptical and suspicious than we have been. A 1973 FBI poster made it clear how the attitude towards hitchhiking and the general fear of strangers the public felt was beginning to blossom in America (Appendix 4). Warning drivers that the person you pick up might be a criminal or violent person, this marked a drastic change in society's viewpoint (Stromberg). Additionally, related to connecting with others, there was no social media or advanced broadcasting at the time besides newspapers and basic news from the television. Nowadays, people are connected to each other and can keep track of each other through their apps, iPhones, and other devices. In the late 1900s, people communicated face to face without the influence of these technologies.

Another characteristic of the late-1900s was the perceived increase in the popularity of crime. There are a multitude of theories that contradict this notion that crime was increasing. For example, many researchers argue that this noted rise in crime was not a result of more criminal activity but rather a result of improved methods of detection and reporting. Still, society at the time was swept up by this mindset and more conscious of criminal activity than seemingly ever before. As stated in this article, "The fact is, we were crime crazy – our world had been rocked by this increase in crime, and no one – NO ONE – was safe. Here's a quick look at this mania which manifested itself in pop culture and permeated our collective consciousness" (Lowbrow). This sheds light on the roles pop culture and the media played in amplifying the presence of crime in the 1970s. Popular media at the time often revolved around city life in places that had high levels of poverty in the 1970s because these areas were often associated with having most

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

crime and the media wanted to capture it all. By surrounding people with stories and images about crime and danger, these outlets managed to draw enough attention to create a craze over crime.

The 1970s in America is often known to be the decade of our worst serial killers. In addition to Ted Bundy, people were hearing about the gruesome crimes of John Wayne Gacy, the Manson Family Cult, David Berkowitz (“Son of Sam”), and many more famous names. Compared to the whole rest of the 1900s until that point, there were only around a dozen reported serial killers in the U.S. In this 1970s, this number shot up to over one hundred and still more in the 1980s. As serial killers increased in number, the media latched right on to the trend and helped in spreading the fear that people were feeling at the time. In a way, people felt it gave them some control of these killers and their fears by being able to see them defeated in movies or television shows. Regardless, the film industry capitalized on the phenomenon of serial murder (Stromberg).

Before the 1970s, people rarely locked their doors and did not really see the need to. The fear instilled by the media frenzy over serial murder changed all that. Previously, news stories of rapist or murderers were rare, but this was the start of these horrors becoming more and more common for us to see in the media. Local news and the entertainment industry only added more fear to this phenomenon, leading to a sort of cultural panic and outburst as a reaction. Now, in the 1970s, it seemed you were asking for a death wish if you did not deadbolt yourself into safety. To amplify these worries, American society was still on the mend and dealing with troubles resulting from the Vietnam War. Rising inflation and unemployment were large hurdles the economy had to face. It is interesting to consider how people who lived both in the 1970s and today might feel about which time period is darker and more dangerous (Stromberg).

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

Stephen Michaud himself identified Bundy as simply thriving in the time period he operated in. He did not think he was special or clever in any way; he just worked with what he had at the time. In the same interview with Noel Ransome as quoted previously, Michaud also highlighted these key factors that contributed to Bundy's success at the time period:

He operated at a time when the American population was newly mobile in a world of new faces. He called it the anonymity factor. And he was able to take advantage of that lack of critical attention. People don't read each other anymore, they just go by them. So at the time, young women and men had not been schooled to know about that kind of danger, and they died because of it.

By looking at the world in which Bundy made his path, we may compare it to how society has changed and evolved into what it is today. We may then draw conclusions about how something so shocking and significant in its time could have different impacts on people viewing it today.

Society and Serial Killing Today

In a world plagued by all sorts of violent crimes, serial murder has taken somewhat of a backseat. Whether because there may be fewer serial killers since Ted Bundy's spree or that people are occupied by other crimes of our age, including terrorism and mass shootings, the spotlight on modern serial killers has faded. Most of the media attention and entertainment still capitalizes on killers of the past instead of current events. Furthermore, whether on the news or elsewhere, many people do not even hear about the most dangerous serial killers prowling about right now. People are still fearful of serial killers and the danger they bring, but it seems to not be in the forefront of people's minds as much as it used to be. Still, there is often a misconception that serial killers are very statistically significant in being responsible for murders committed in

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

the U.S. each year. However, based on FBI crime statistics for recent years, we see that the number has been as low as accounting for around one percent (Bonn).

Stemming from the influence of stories, history, and from portrayal in the media/entertainment industry, there are many myths surrounding serial murderers. Thinking that they are all Caucasian, or all men, is not true. It is also not accurate that all have been loners or dysfunctional and isolated individuals. Not all murderers travel to kill or cover vast grounds where they spread their crimes. It also misleads us to think that serial murderers are all either mentally ill or evil geniuses when they are not. Simply put, serial killers do not and cannot fit one stereotype. People are still adjusting to the idea that these killers can be anyone, anywhere (Bonn). If Bundy's case has shown us anything, it is that we cannot make broad generalizations to categorize a killer. The study of serial killers is complex and requires deep understanding in order to learn anything of real value. One writer, Scott Bonn, makes an argument that many theorists and professionals also support about why certain serial killers are really successful: "Instead, it is obsession, meticulous planning and a cold-blooded, often psychopathic personality that enable serial killers to operate over long periods of time without detection."

Survey Research

Hypotheses

To best utilize my survey data and analysis, I came up with three main hypotheses that I wanted to investigate. The first hypothesis was "the case of Ted Bundy had its largest impact on society in 1979 by increasing awareness about serial killing and causing people to become scared." Based on my own knowledge and relevant research of this case, I believed Ted Bundy's trial really brought awareness to American society because his trial was the first to be nationally televised and it kept people informed on what was happening with a dangerous killer. At the

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

same time, I also thought this would scare people because they would hear about a violent man who had committed violent crimes. Before Bundy was even identified, people were frightened that women were dying in their homes and communities.

My second and third hypothesis dealt with impact by age group. I predicted that “people who were old enough to remember the trial of Ted Bundy would have felt a positive impact in 1979 and a negative impact today.” My thought process behind this was that those alive during Bundy’s trial found value in the overall awareness that the trial gave them about potential dangers they previously had not thought twice about and that this was a positive thing to learn from. However, I predicted they would feel it has a negative impact today because they already lived through it and reliving such a traumatic experience and the crimes of a violent criminal may seem unnecessary and too entertainment based. I also predicted “people who only know of Ted Bundy from reading articles, watching shows on Netflix, or through exposure from other forms of media will feel it had a positive impact both in 1979 and today.” I believed that this positive impact both then and now would be driven by our privilege to access information today and the need for us to be aware of what is going on in our society and to be constantly informed on the news and other related matters for awareness.

Demographics

I distributed my survey and kept it open to responses throughout most of February 2020. The maximum number of respondents I received for any survey question was 207. This number varied because I did not make any question a requirement as I wanted the participants’ answers to be completely voluntarily throughout the entirety of the survey. 37.23% of survey respondents identified as male, while 62.23% identified as female. I broke the age groups of survey respondents into the following buckets: 18-24, 25-39, 40-50, 51-60, and 61 or older. Later in my

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

analysis, I chose to separate these age groups into two main buckets of “older” and “younger” in order to gain more insight into the data. The “older” category includes respondent ages 51 and older (those alive in 1979) and the “younger” group includes those respondents ages 18 to 50. Respectively, the percentages for age distribution were 41.85%, 10.33%, 11.96%, 22.28%, and 13.59%. The oldest age of any respondent was 39 years old in 1979 (meaning they were born around 1940). I gathered all demographic information at the end of my survey.

Questions

My survey was broken up into four main sections. The first section was the consent page written in accordance to satisfy the IRB approval requirements, attached in Appendix 5. All graphics and tables for each question are included in this Appendix section, labeled accordingly. By clicking the arrow at the bottom of the page to begin the survey, respondents were agreeing to participate. The next block had three questions all revolving around general questions about Ted Bundy. First, I asked “Do you know who Ted Bundy is?” Then I asked, “Do you know Ted Bundy was convicted on trial for criminal murder?” The third question was, “Do you know Ted Bundy confessed to committing 30 murders in seven states between 1974 and 1978?” 95.65% of respondents said they definitely or probably knew who Ted Bundy was while 94.18% responded that way to question 2. The same response type for question 3 totaled 79.23%. Graphical representations of responses to these questions are labeled as Figures 1, 2, and 3 in the Appendix.

The next block of the survey included seven questions related to the media’s portrayals of Bundy and other factors affecting people’s knowledge of him and his case. I first asked through what means respondents may have heard about the case, revealing that 104 learned from Netflix documentaries/productions and 102 from real-time news/television. Followed closely by the internet and word of mouth, these means of receiving information made up the highest

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

percentage of responses. This was particularly important for testing my hypothesis and gathering relevant data because I was interested in a vast range of age groups and I specifically wanted to compare those who were around to see news in real-time and those that were not and had only heard about the case through current productions.

I followed this question by asking whether people feel movies and documentaries released on Ted Bundy accurately portray a serial killer and found that approximately 46% agreed in some capacity, but 35.94% were unsure. When asked what the outcomes have been from recent attention Bundy has received, respondents felt it most increased awareness about the psychological study of serial killers, followed by helping the entertainment industry and drawing more attention to serial killers. One note on these responses is did not feel any options were outcomes and only 26 thought it helped provide more information on how to catch a killer, indicating current films and attention are less about the legal and apprehensive side of the serial killer story.

Questions in this block continued by gathering responses on whether or not people even feel it is important to learn more about serial killers and why, since this is part of what contributed to my decision in doing this specific thesis. 86% either strongly or somewhat agreed that it is important and common reasons for explanation revolved around terms of “learn,” “understand,” and “know.” When asked if Ted Bundy in particular was a rare type of serial killer, 30.21% of respondents were unsure while over 50% agreed in some capacity. In addition to questioning Bundy’s potential rarity, I wanted to know how people thought certain adjectives described him. These adjectives were both positive (admirable, charismatic, and intelligent), negative (unstable, frightening, and dangerous), and neutral (normal).

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

I found that 66.31% and 64.52% of participants strongly disagreed Bundy was normal and admirable, respectively. 88.89% strongly agreed he was dangerous and unstable, respectively. To some capacity of agreement, 84.66% said he was unstable, 84.12% said he was intelligent, and 80.42% said he was frightening, similarly. The adjective with the most mixed responses was charismatic, with 64.9% of people either strongly or somewhat agreeing and 23.40% who neither agreed nor disagreed (the most uncertainty of any adjective listed). I did not find any statistical differences in regard to the correlation between age or gender and responses. I also took a look at how responses to associating the different adjectives to Ted Bundy differed based on responses to him being a rare serial killer. While I noticed minor variations in percentages, I did not note any deeper connections through these observations, as shown in Figures 9d, 9e, and 9f of Appendix 5.

The third page of questions revolved around the topic of society in the 1970s, the decade of Bundy's trial. First, I asked if the trial had a large impact on society to which roughly 67% agreed with in some form and 28% neither agreed nor disagreed. I then split these responses by age groups, with those ages 51 and older making up the older population who was alive at the time of Bundy's trial and those 18 to 50 years old making up the younger population of those who did not live through the trial in 1979. The amount who answered "neither agree nor disagree" was 13% for the younger age group, while the total percent of those who strongly and somewhat agree was 12% higher for the older age group. I did test if the mean responses for this question had differences that were statistically significant, but I did not find any with a p-value of 0.375.

From here, I wanted to know how the trial specifically had an impact in 1979. This would address my first hypothesis. 86.74% strongly or somewhat agreed it increased awareness about

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

serial killing and 82.58% said the same about it scaring people. These two impacts had the highest percentage of agreement from respondents, supporting my first hypothesis stated, with 133 respondents agreeing with both to some extent. The majority of respondents also agreed that the trial caused people to be more paranoid and drew attention to law enforcement needs, but only 28.25% thought it brought people together. Though there is proof and footage of people rallying together after Bundy's conviction and execution, there was likely more division and separation from each other before Bundy's capture and controversial trial. Not one respondent said any form of disagreement with all five of the impact options and 84 agreed in some way with all four statements except the one about bringing people together. When I separated these responses out by my two defined age groups, I found that those ages 51 and older most strongly agreed that it increased awareness about serial killing, followed equally by it scaring people and drawing attention to law enforcement needs. Responses from the younger population shifted a little, with "scaring people" being the impact respondents most agreed with, followed very closely by the prompt about increasing awareness and then causing people to become more paranoid. To compare with percentages, 49.18% of the strongly agrees for the older sample came from the option about increasing awareness. Alternatively, this same option accounted for 26.15% of the strongly agrees for the younger sample, with scaring people surpassing it at 26.92% and the paranoid option following closely at 24.62%.

The third section also included a question about the importance of technological advancements in making law enforcement more effective. 90% of survey respondents said this was "extremely" or "very" important. Since technology was drastically different in the 1970s compared to now in 2020, I wanted to touch upon it in my survey. The relevance of technology is critically important in understanding how crime has changed over the years, specifically how

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

serial killing has evolved, and how our authorities have progressed to improve their ability for catching killers and dangerous criminals.

My final survey block, not including the previously mentioned demographics page, served as a sort of wrap-up to my survey. However, this section was incredibly important because this is where I gathered information to make conclusions about my second and third hypotheses and tied my thesis together. I asked, “overall, do you think Bundy’s trial had a positive impact in 1979, the year it was televised?” Approximately 42% of respondents chose the “somewhat agree” option, 31% chose “might or might not,” and 24% chose “probably not.” I then asked for a brief explanation. The most common term I found in these explanations was “aware,” with 40 respondents mentioning it, often highlighting the importance of being aware about the trial and major events that are going on in society that may affect us. I also found 7 mentions of “don’t know” and 6 mentions of “not sure,” correlating with the respondents who chose the might or might not option for the base, preceding question. My following question was the same, except I changed the timeframe to today and whether or not the remembrance of the trial has a positive impact. 38% of respondents said, “probably yes,” 24% said “might or might not,” and 27% said “probably not.” When asked to please explain, 14 responses mentioned the term “aware,” 6 mentioned “learn,” 6 mentioned “entertain,” and 6 mentioned “don’t know.” Only one person said “definitely yes” to positive impact for both today and in 1979 and the two that said “definitely no” to 1979 also said that for today’s impact.

In order to address my two remaining hypotheses, I needed to break these responses down by my two age groups of older and younger. Upon first glance at these percentages, I found that the question on impact in 1979 should have a greater degree of uncertainty in responses from the younger group of respondents and that a higher percentage responded with probably yes

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

in the older group. For today's impact, I found that "probably yes" and "might or might not" were the two most common responses for the younger age group, but that "probably not" and "might or might not" were the most common for the older group. These differences matched with my initial thought process that younger people would view the impact today as more positive than those who are older and were alive in 1979 because the first time many younger people heard of Ted Bundy was in recent years. I had anticipated people to be a little unsure about positive impact in both time frames, particularly with those who were not alive in 1979. However, I needed to test for statistical significance. The final note in Appendix 5 includes my outputs from testing my second and third hypotheses for statistical significance.

In testing for statistical significance, I first equated each response option to a value. "Definitely yes" equated to 5 on the scale with values decreasing along the five responses so that "definitely not" was represented by 1. I used the null hypothesis that the difference between mean responses of both age groups would be zero. I conducted a t-test for unequal variances and found a p-value for a two-tail mode. I identified three separate statistical significance levels of 0.1, 0.05, and 0.01, increasing with significance as the values lessen. In other words, the lower the alpha, the stronger the significance and the lower the significance level, the lower the probability is of a Type I error occurring where a true null hypothesis is rejected.

When testing for significant differences on the perceived impact Ted Bundy's trial had in 1979, my model gave a p-value output of 0.064. This is significant at the broader 0.1 level and I would conclude that there may be a real difference in means between age groups, rejecting the null hypothesis and supporting my second hypothesis identified before I conducted my survey. However, I would fail to reject the null hypothesis at the 0.05 level, which would have given me greater significance. Since the p-value is less than the alpha of 0.05, I rejected the null

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

hypothesis, meaning that I reject the notion that true mean difference is 0. When I ran my t-test for positive impact today from remembrance of the trial using the same parameters, I observed a p-value of 0.041. This output is significant at both the 0.1 and 0.5 alpha levels. This is very exciting to find because it causes me to reject the null hypothesis and have reasonable confidence (95%) that there is a real difference in the mean response between age groups that is not just attributable to chance. This supports my third hypothesis that different age groups would view today's impact to be more positive if they are younger and less positive if they are older.

Conclusions

Many of the responses to key questions were divided or mixed, as more people were on the border than I had anticipated beforehand. Specifically, there was a high amount of "might or might not," mainly from younger respondents. However, I did expect this from younger respondents due to the complex nature of my research topic and the mixed emotions known to be associated with it. Additionally, my survey results widely support that technology and studying serial killers are both very important for law enforcement and society moving forward. I was also able to note that awareness versus improper glorification are big rival factors for many respondents when explaining their reasoning for perceptions on positive trial impact. Lastly, in regard to my hypotheses, I found that all three hypotheses were supported by the data. In fact, results for hypotheses two and three have statistically significant differences, which is really exciting for me as this work could be used to inspire other work on the topic and have real importance! To reiterate my supported hypothesis, my survey analysis first showed that "the case of Ted Bundy had its largest impact on society in 1979 by increasing awareness about serial killing and causing people to become scared." It also showed, with statistical significance, that "people who were old enough to remember the trial of Ted Bundy would have felt a positive

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

impact in 1979 and a negative impact today” and “people who only know of Ted Bundy from reading articles, watching shows on Netflix, or through exposure from other forms of media will feel it had a positive impact both in 1979 and today.” People generally believe the trial was important to be aware of and understand in order to learn from it, but those who lived through it once see less benefit in reliving it today for the same reasons.

Limitations

Any survey has its limitations and I have identified some key limits to my survey. One limitation for my data collection is that no questions were mandatory. This caused the number of responses per question to vary from 207 down to numbers that may be 40 or even 50 less. Additionally, the survey was not feasible for those who had never heard of Ted Bundy, limiting my survey respondents and sample to a certain pool of people. In one of my questions, I neglected to include an option to say “N/A” if Netflix films had not been watched by the respondent. Other limitations involve people perceiving biases in questions, the role played by inherent biases, the chance that responses provided may not be accurate representations of people’s knowledge or opinions, and the difficult nature of interpreting and analyzing some questions (namely the open-ended ones).

Lastly, though I asked about “positive impact” multiple times, I did not give a criteria or definition for this, meaning people could interpret it however they wanted to, which could confuse answers. Using the Merriam-Webster dictionary for my final presentation, I defined positive impact as “having a good effect – favorable” and negative impact as “adverse (harmful) – unfavorable.” In application to my survey and research questions, I was trying to gauge this impact when looking at the trial overall (versus at a specific level where impacts can be both positive and negative).

Relevant Considerations

A major topic that relates to my research and survey results is the comparison between reality and perception. Those respondents who were not alive in 1979 use a current experience lens to guess about the trial's importance. This lens can be confused and clouded because it varies by person, based on their own knowledge and assessment. A famous quote by anthropologist Margaret Mead says, "What people say, what people do, and what they say they do are entirely different things." This quote beautifully encapsulates what is known as the say-mean-do gap. In my major of accounting, for example, it could correlate to the gap between an internal control procedure that is designed effectively, but likely is not operating effectively. Employees may not actually be following the policies set in place for them, so auditors need to gain insight into what is actually going on.

Another phenomena associated with Bundy in the years following his trial and ultimate execution is known as "The Bundy Effect." An unofficial term, this phrase is often used in relation to describing Bundy and his chameleon-like characteristics and adaptabilities. A quote that I feel demonstrates this point in an understandable way was said by reporter Barbara Grossman: "Sometimes I come away from an interview with Ted thinking I've got great stuff. But then the more you listen to what he says, the more you wonder what he's saying." He was deceptive, with a chameleon-like ability to change his both his personality and appearance. Many reporters and criminologists have discussed this uncanny ability of Ted's to change his look, even within small windows of time. As evidenced in Appendix 6 with a clipping from a news article from 1979, Bundy often changed his appearance and took on many different "faces." Placing these photographs side by side without identifying them all as images of Bundy could reasonably fool someone into thinking they are all different people (Fort Myers News-Press).

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

Charisma is also a quality closely associated with Ted in controversial ways. His case revealed something now known as the dark side of charisma. Studies and research into this have shown that charisma could be a sign of diluted judgment, a disguise for psychopaths, an addictive trait, and fuel narcissism. To quote O'Toole and Bennis on the subject of scandals in the business world, "An alarming number of board members today seem to succumb to the 'shimmer effect'— they let charismatic CEOs get away with murder (or outrageous greed, at any rate)." In addition to Ted's personality, there are several other factors that made this such a "blockbuster" case. For instance, this case sensitized many Americans on the need to delve beneath the surface and exposed the American culture of living separate lives. This dissonance between appearance and fact has added such mystery into understanding the complexities of Ted Bundy and other killers. The fact that Bundy had groupies who supported him and seemed enamored with him during his trial also drew media attention to his case and added a new layer of controversy. The role that entertainment played and still plays today in capitalizing on the cases uniqueness in respect to its time in society's history helps give the case longevity.

Opportunities for Future Research

It is very clear to me through my literature reviews, survey work, and other research that this thesis topic can be the starting point for numerous other paths and disciplines of research. This is a confusing topic for many people, as reflected in my survey, in which the majority was conflicted. Only a small group of people are passionate enough to claim aggressively either way and that is usually based on personal experience and strong beliefs. Research can be done to further study and understand psychological impacts of related phenomena and why people may be conflicted. For example, one area of study that I noted in my limitations could be how we determine something as positive versus negative. Another topic of interest could relate to the

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

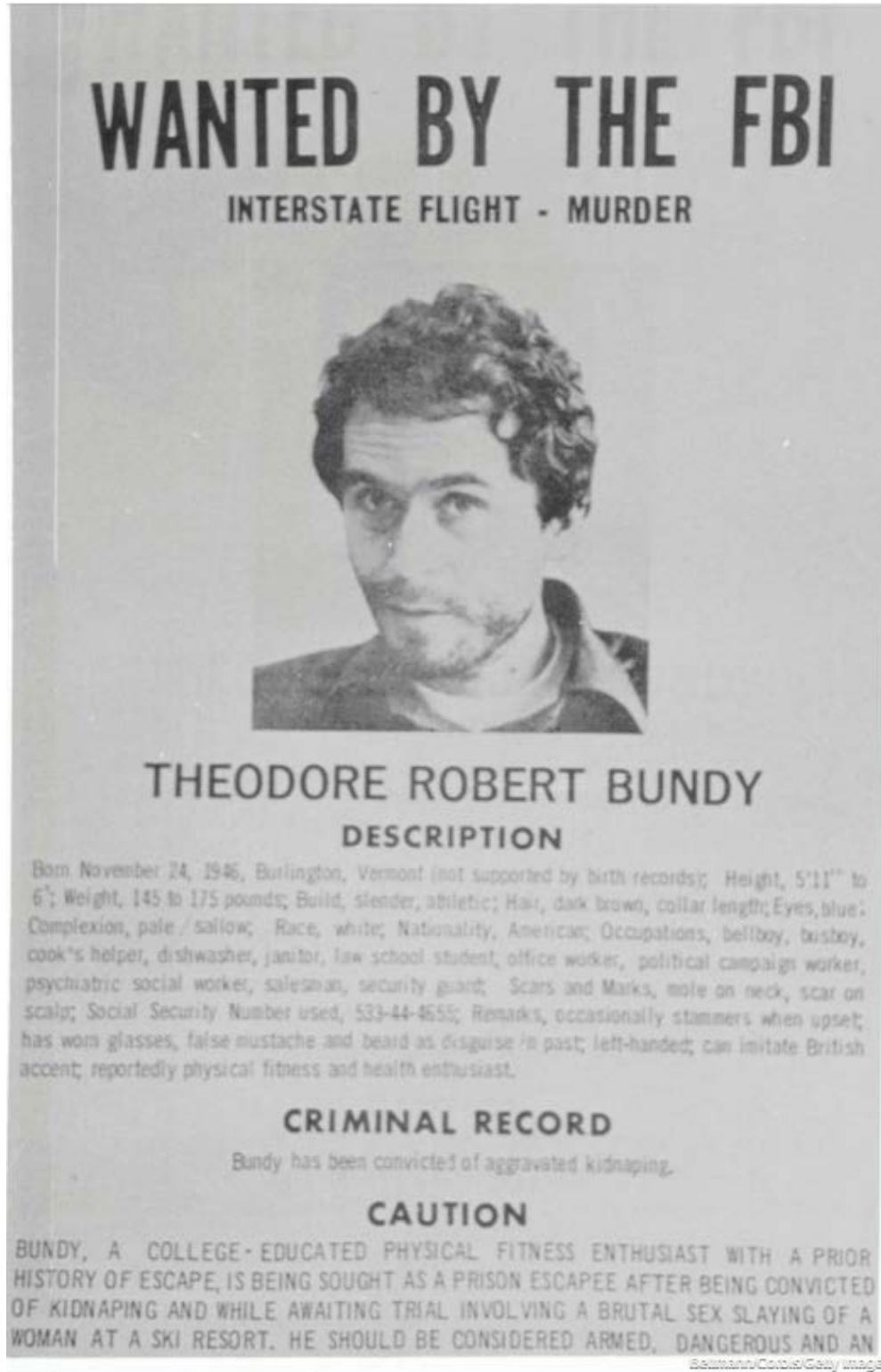
ideas of perceptions and what people say as opposed to what they do. A larger scale survey could provide more insight on the matter with even greater statistical significance. Interviews could also be a next step in exploring why people feel the way they do on a deeper and more intensive level. Other disciplines that would benefit from studying the impacts of Ted Bundy and his trial include, but are not limited to, socio-cultural studies, humanities, anthropology, and criminology.

Summary

Ted Bundy's famous trial is perceived to have an impact over the past 40 years. From my own primary research, I was able to learn that respondents in all age groups feel Bundy's crimes changed society by increasing awareness about serial killing and law enforcement needs while also causing people to become paranoid and scared. Those who were alive in 1979 viewed the trial's impact as positive for awareness but now view it as negative for drawing adverse attention to such violent crimes committed by a brutal criminal. Those people who were not alive in 1979 believed the trial had a positive impact at the time for awareness and access to information reasons and positive today for those same reasons. I look forward to following how this area of study is developed in the coming years, and I hope that my work and research may be just what someone needs to take his or her first step in illuminating a complex, fascinating, and opportunistic topic!

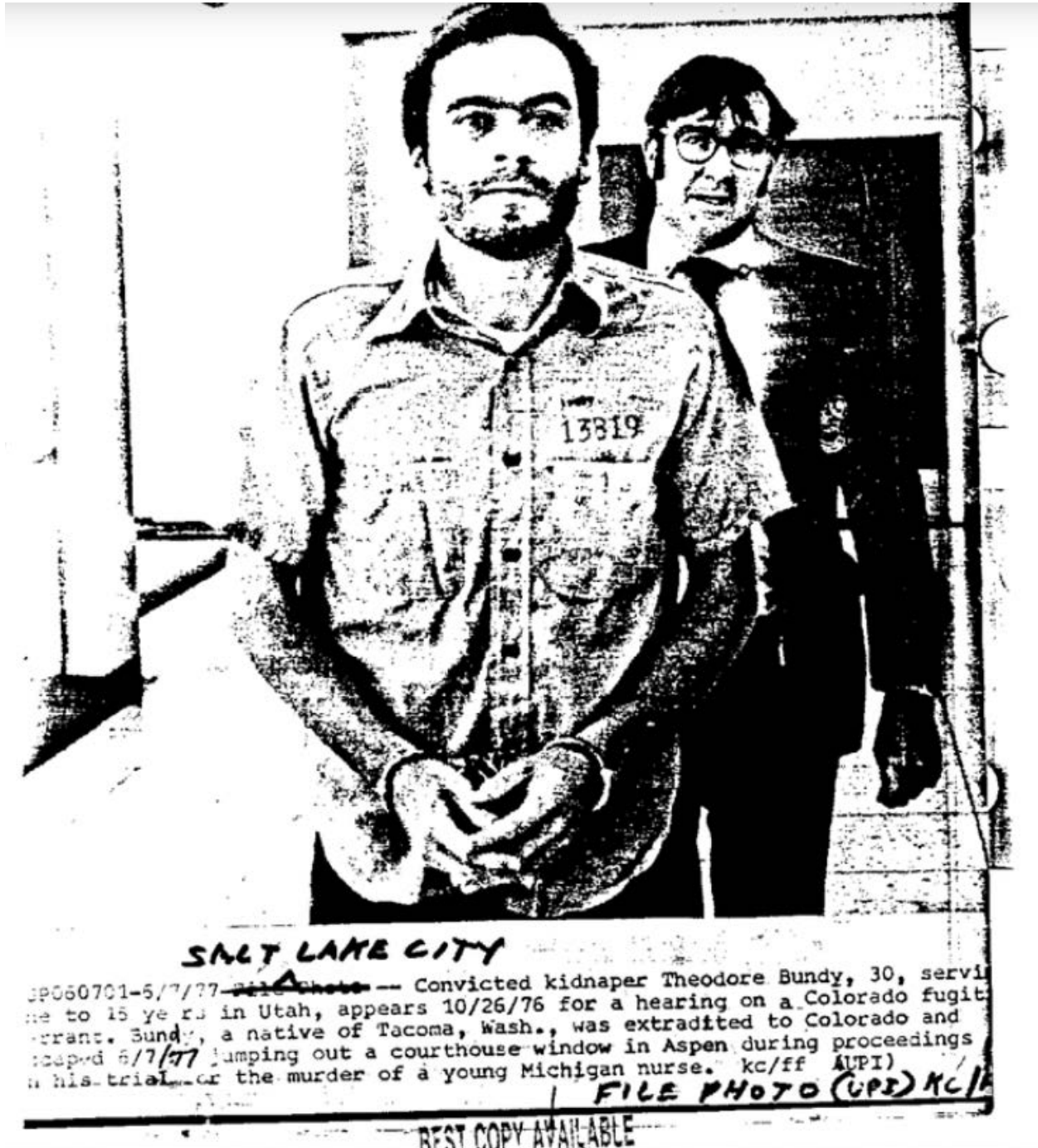
Appendices

Appendix 1: Ted Bundy "Wanted Poster" ("Serial...Part 3")



Impacts of a Serial Killer
Honors Thesis for Natalie Terranova

Appendix 2: Photo from News Article (FBI, "Part 02," 47)



Impacts of a Serial Killer
Honors Thesis for Natalie Terranova

Appendix 3: Image of Ted Bundy (FBI, "Part 01," 24)



Impacts of a Serial Killer
Honors Thesis for Natalie Terranova

Appendix 4: Hitchhiking Caution Poster (Stromberg)



(University of Texas Press)

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

Appendix 5: Survey Results & Graphics

Consent page

Thank you for participating in an online survey regarding **The Ted Bundy Trial**. This is a research project being conducted by Natalie Terranova, a senior completing her Honor's Capstone at Bryant University. This survey should take approximately 5 minutes to complete.

PARTICIPATION

Your participation in this survey is voluntary. You may refuse to take part in the research or exit the survey at any time without penalty. You are free to decline to answer any particular question you do not wish to answer for any reason.

BENEFITS

Your participation in this survey may not provide any direct benefits. However, your responses may help me learn more about the effect Ted Bundy's trial had and still has on people. You are also eligible to provide your email at the end of the survey for the sole purpose of being entered to win a \$5 Dunkin' gift card.

RISKS

The possible risks or discomforts of the study are minimal. Some participants answering survey questions may be uncomfortable responding to items that they deem to be sensitive. If this is the case, you are free to decline to answer any given question.

CONFIDENTIALITY

Your survey answers will be collected and contributed to the total data collected by Qualtrics. Therefore, your responses will remain anonymous. No one will be able to identify you or your answers, and no one will know whether you participated in the study.

CONSENT

Please click the arrow below to begin the survey if you have decided to participate. This constitutes your consent and only indicates that you are at least 18 years of age and have read the information provided above. Your consent does not obligate you to participate, and you may withdraw from the study at any time without consequences.

CONTACT

Thank you, again, for your participation in this survey. If you have questions at any time about the study or the procedures, please contact Natalie Terranova through email to the address nterranova1@bryant.edu.

Demographic Questions (final part of the survey)

- 1) How old were you in 1979, the year of Bundy's televised trial? Please put '0' if you were born after this time or in this year.
- 2) Which category below includes your current age?
- 3) Please select which gender you most closely identify with:
- 4) To be entered to win a \$5 Dunkin' gift card for completing this survey, you may provide your email below.

Question List

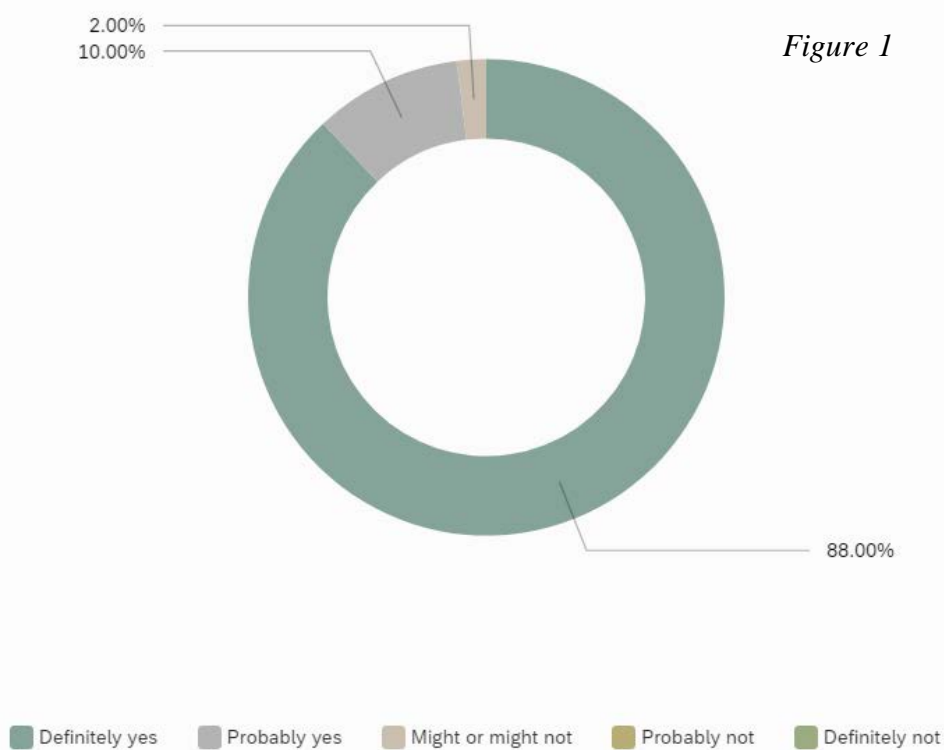
- 1) Do you know who Ted Bundy is?
- 2) Do you know Ted Bundy was convicted on trial for criminal murder?
- 3) Do you know Ted Bundy confessed to committing 30 murders in seven states between 1974 and 1978?
- 4) Through which means have you heard about the case of Ted Bundy? (select all that apply)
- 5) Do you think that movies and documentaries released on Ted Bundy accurately portray a serial killer?

Impacts of a Serial Killer

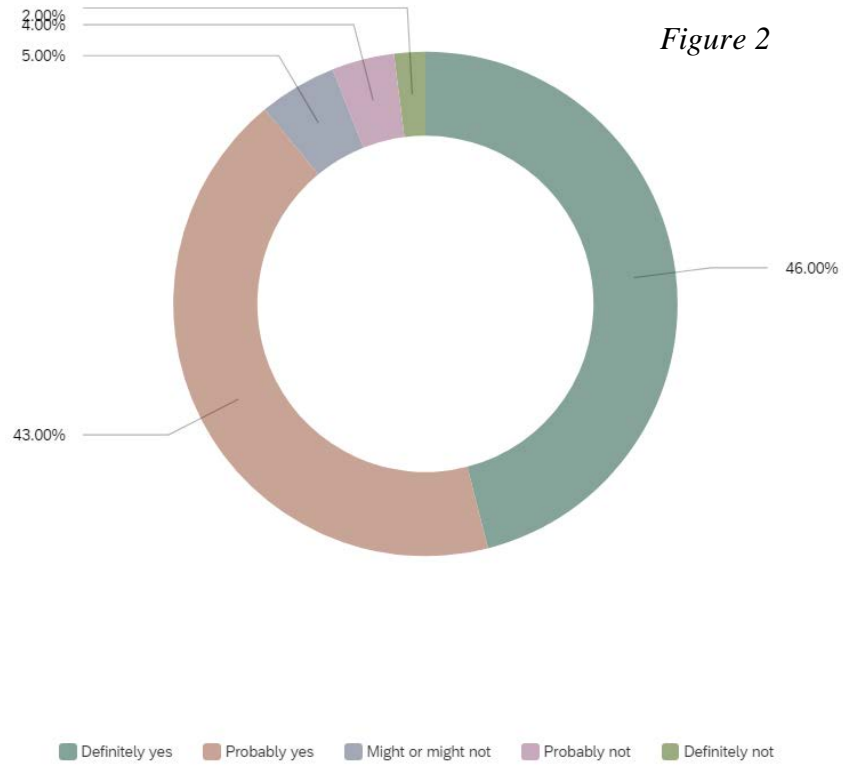
Honors Thesis for Natalie Terranova

- 6) Bundy has received increased attention, particularly in 2019 with Netflix's films released about him. What has been the outcome of this and related attention Bundy received? (In your opinion, select all that apply.)
- 7) To what extent do you agree with this statement: It is important to learn more about serial killers.
 - a. Please briefly explain why or why not.
- 8) Do you think that Ted Bundy was a rare type of serial killer?
- 9) How closely do you feel each adjective describes Ted Bundy?
- 10) To what extent do you agree with this statement: Ted Bundy's trial had a large impact on society in 1979.
- 11) The trial of Ted Bundy affected society in the late 1900s by:
- 12) Technology was much less advanced at the time of Bundy's murders in the 1970s than today. How important do you feel that technological advancements have been in making law enforcement more effective since then?
- 13) Overall, do you think Bundy's trial had a positive impact in 1979, the year it was televised?
 - a. Please briefly explain why or why not.
- 14) Overall, do you think the remembrance of Bundy's trial has a positive impact today?
 - a. Please briefly explain why or why not.

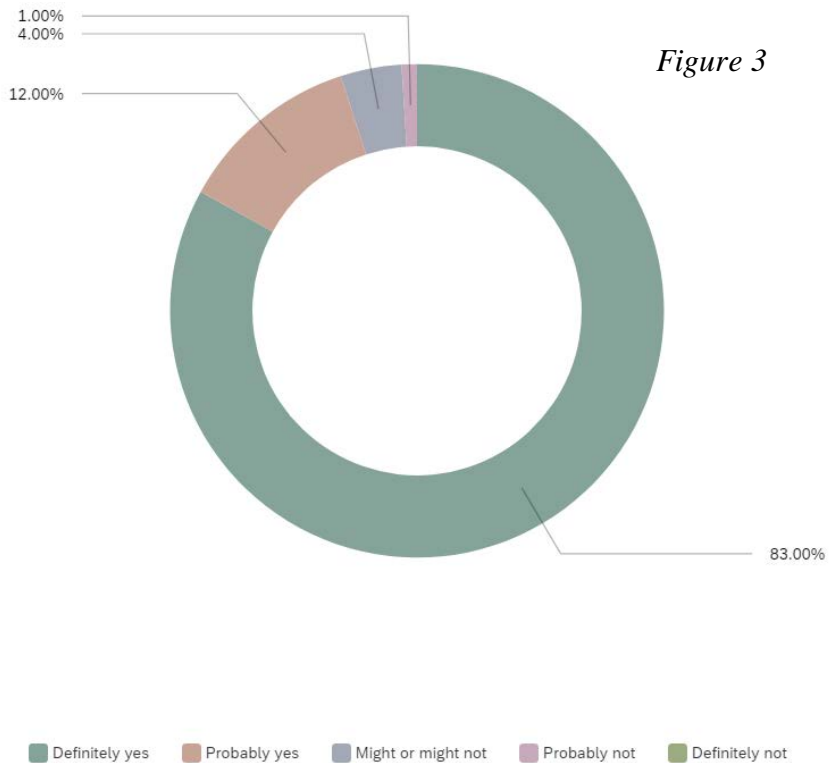
Question 1: Do you know who Ted Bundy is?



Question 2: Do you know Ted Bundy was convicted on trial for criminal murder?

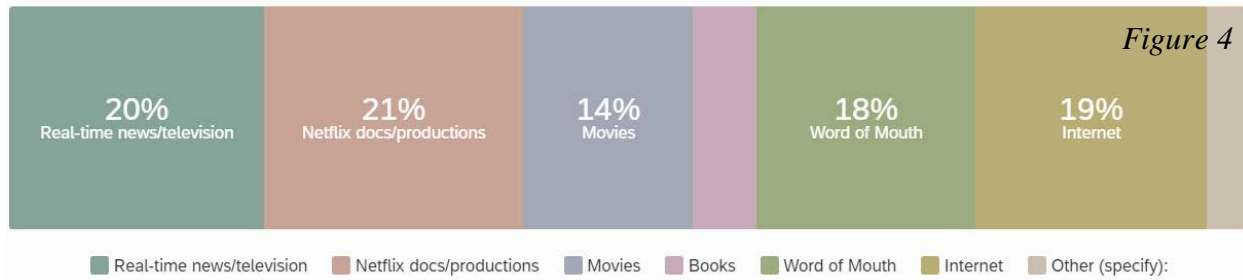


Question 3: Do you know Ted Bundy confessed to committing 30 murders in seven states between 1974 and 1978?



Impacts of a Serial Killer
Honors Thesis for Natalie Terranova

Question 4: Through which means have you heard about the case of Ted Bundy? (select all that apply)

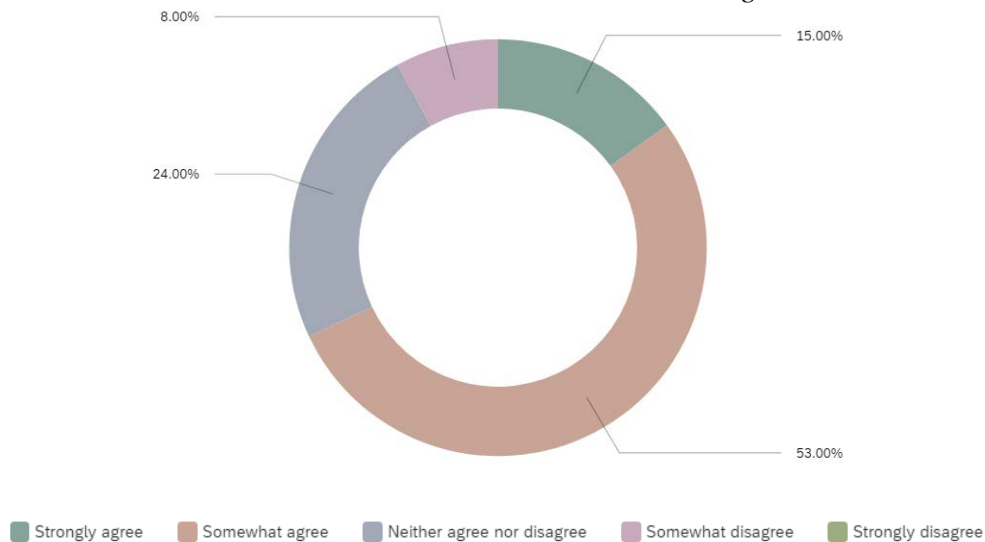


Question 5: Do you think that movies and documentaries released on Ted Bundy accurately portray a serial killer?

Figure 5a

Strongly agree	13.54%	26
Somewhat agree	42.71%	82
Neither agree nor disagree	35.94%	69
Somewhat disagree	7.29%	14
Strongly disagree	0.52%	1
Total:		192

Figure 5b



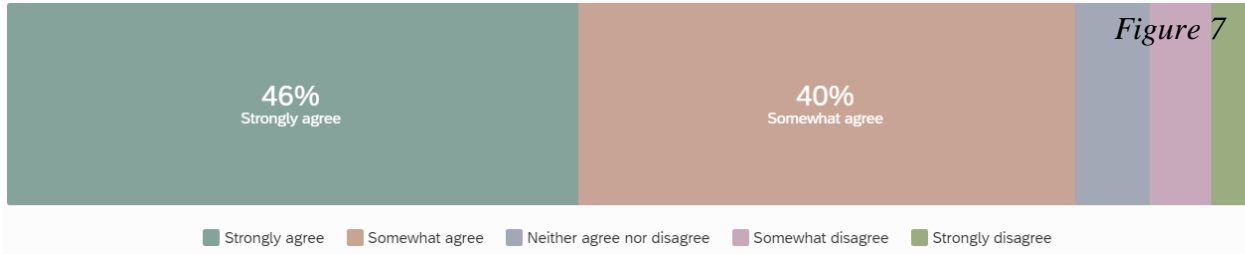
Question 6: Bundy has received increased attention, particularly in 2019 with Netflix's films released about him. What has been the outcome of this and related attention Bundy received? (In your opinion, select all that apply.)

Romanticized a killer	18.87%	36
Drawn more attention to serial killers	21.81%	89
Increased awareness about the psychological study of killers	25.49%	104
Provided more information on how to identify and catch a killer	6.37%	26
Helped the entertainment industry	23.53%	96
None of these	3.92%	16

Impacts of a Serial Killer
Honors Thesis for Natalie Terranova



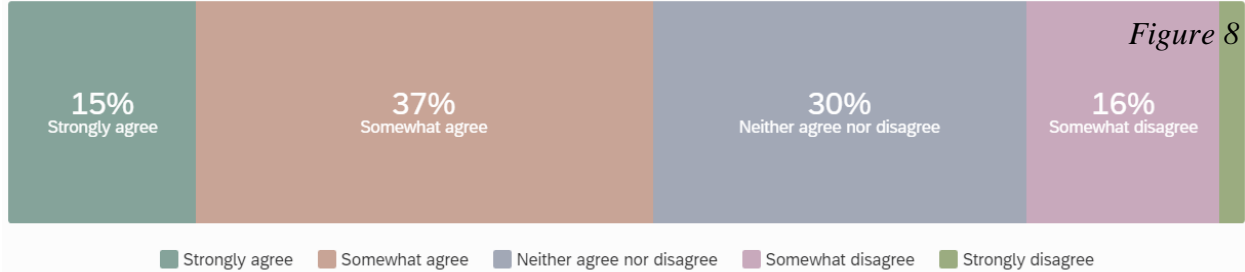
Question 7: To what extent do you agree with this statement: It is important to learn more about serial killers.



Question 7b: Explain why or why not:

- 32 mention "understand," 30 mention "learn," 28 mention "know" in some form, and 28 mention "important"

Question 8: Do you think that Ted Bundy was a rare type of serial killer?



Strongly agree	15.10%	29
Somewhat agree	36.98%	71
Neither agree nor disagree	30.21%	58
Somewhat disagree	15.63%	30
Strongly disagree	2.08%	4
Total:		192

Question 9: How closely do you feel each adjective describes Ted Bundy?

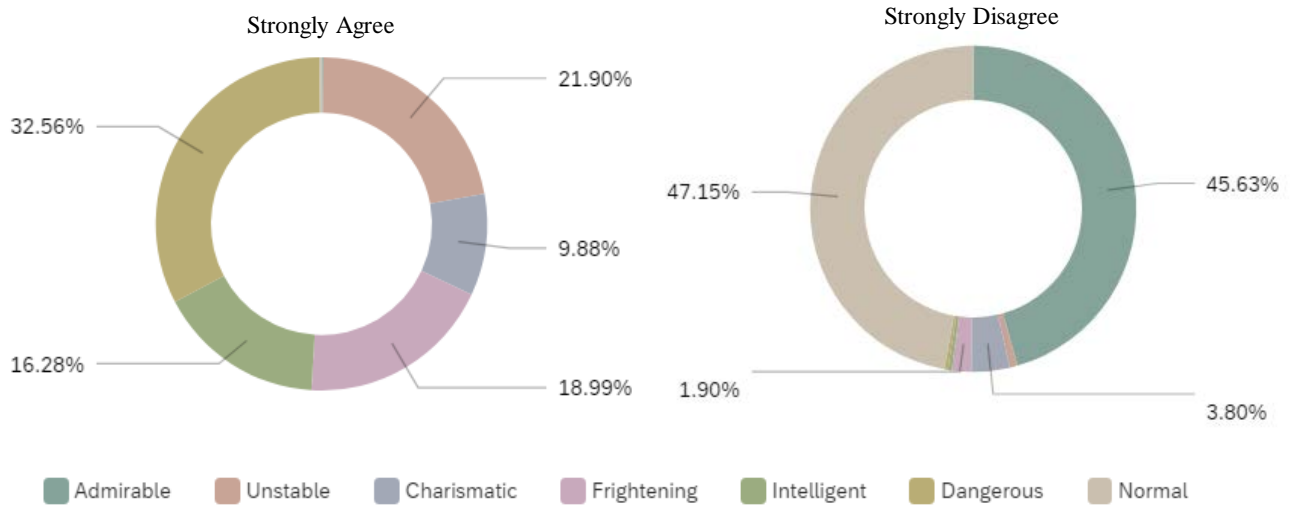
Impacts of a Serial Killer
Honors Thesis for Natalie Terranova

Figure 9a

#	Field	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total
1	Admirable	0.54% 1	9.14% 17	11.83% 22	13.98% 26	64.52% 120	186
2	Unstable	59.79% 113	24.87% 47	7.41% 14	6.88% 13	1.06% 2	189
3	Charismatic	27.13% 51	37.77% 71	23.40% 44	6.38% 12	5.32% 10	188
4	Frightening	51.85% 98	28.57% 54	10.05% 19	6.88% 13	2.65% 5	189
5	Intelligent	44.44% 84	39.68% 75	13.76% 26	1.59% 3	0.53% 1	189
	Dangerous	88.89% 168	7.94% 15	2.65% 5	0.00% 0	0.53% 1	189
	Normal	0.53% 1	3.74% 7	11.76% 22	17.65% 33	66.31% 124	187

Figure 9b

Figure 9c



Note: Table displays adjective responses based off of responses to Question 8.

Figure 9d

Positives	strongly or somewhat agree			Negatives	strongly or somewhat agree		
	agrees	in between	disagrees		agrees	in between	disagrees
admirable	11.34%	9.26%	5.88%	unstable	84.69%	82.14%	88.24%
charismatic	70.11%	48.21%	76.47%	frightening	79.59%	82.14%	79.41%
intelligent	90.81%	73.21%	82.36%	dangerous	97.96%	96.43%	94.12%

Figure 9e

Mutual	strongly or somewhat agree		
	agrees	in between	disagrees
normal	5.15%	1.82%	5.88%
	strongly or somewhat disagree		
	84.54%	80.00%	88.24%

*18.18% neither

Figure 9f

Charismatic	strongly/somewhat agree
Females	66.09%
Males	61.76%
Rare Killer	strongly/somewhat agree
Females	52.86%
Males	51.30%
18-24	51.94%
all other ages	50.47%

Impacts of a Serial Killer
Honors Thesis for Natalie Terranova

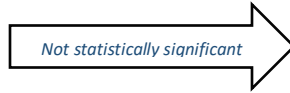
Figure 9g

CHARISMATIC

	Females	Males
Mean	3.75	3.73
Variance	1.30	0.96
Observations	114	67
P(T<=t) two-tail	0.886	

Statistical Significance Levels:

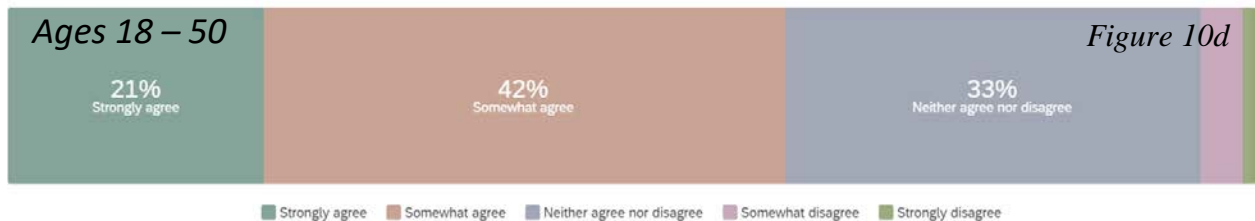
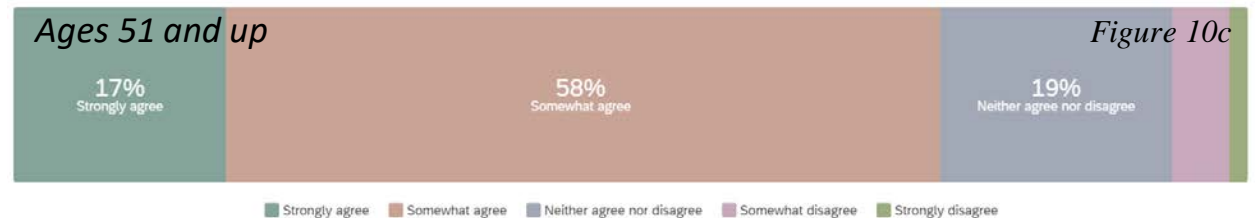
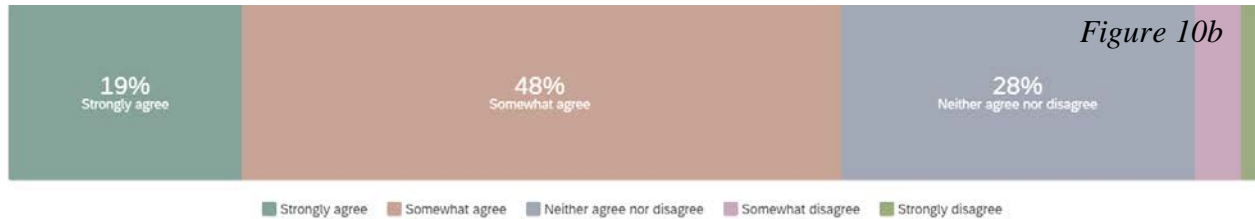
0.1, 0.05, 0.01



Question 10: To what extent do you agree with this statement: Ted Bundy’s trial had a large impact on society in 1979.

Figure 10a

#	Field	18-24	25-39	40-50	51-60	61 or older	Total	
1	Strongly agree	42.86% 15	8.57% 3	17.14% 6	22.86% 8	8.57% 3	35	19.34%
2	Somewhat agree	43.02% 37	5.81% 5	8.14% 7	26.74% 23	16.28% 14	86	47.51%
3	Neither agree nor disagree	41.18% 21	21.57% 11	13.73% 7	17.65% 9	5.88% 3	51	28.18%
4	Somewhat disagree	57.14% 4	0.00% 0	0.00% 0	14.29% 1	28.57% 2	7	3.87%
5	Strongly disagree	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	2	1.10%



Impacts of a Serial Killer
Honors Thesis for Natalie Terranova

Figure 10e

	Ages 51+	Ages 18-50
Mean	3.64	3.77
Variance	0.73	0.70
Observations	53	116
P(T<=t) two-tail	0.375	

Not statistically significant
 Statistical Significance Levels:
 0.1, 0.05, 0.01

Question 11: The trial of Ted Bundy affected society in the late 1900s by:

Strongly or somewhat agree

Figure 11a

Increasing awareness about serial killing.	86.74%
Causing people to be more paranoid.	74.30%
Bringing people together.	28.25%
Scaring people.	82.58%
Drawing attention to law enforcement needs.	68.18%

Figure 11b

#	Field	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total
1	Increasing awareness about serial killing	34.76% 65	51.87% 97	12.30% 23	1.07% 2	0.00% 0	187
2	Causing people to be more paranoid	21.62% 40	52.43% 97	21.62% 40	3.78% 7	0.54% 1	185
3	Bringing people together	5.46% 10	22.95% 42	46.45% 85	22.40% 41	2.73% 5	183
4	Scaring people	26.09% 48	56.52% 104	13.04% 24	3.80% 7	0.54% 1	184
5	Drawing attention to law enforcement needs	18.68% 34	50.00% 91	24.18% 44	6.59% 12	0.55% 1	182

Note: Left shows ages 52 and older, right shows ages 18-50.

Figure 11c

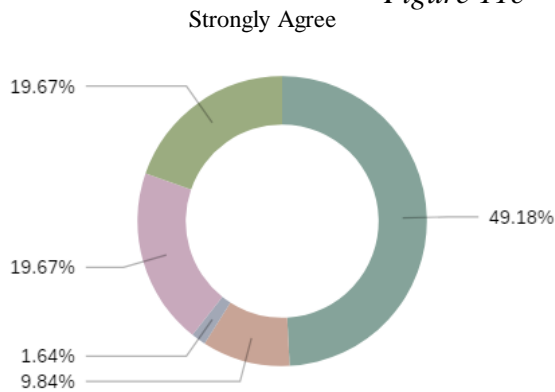
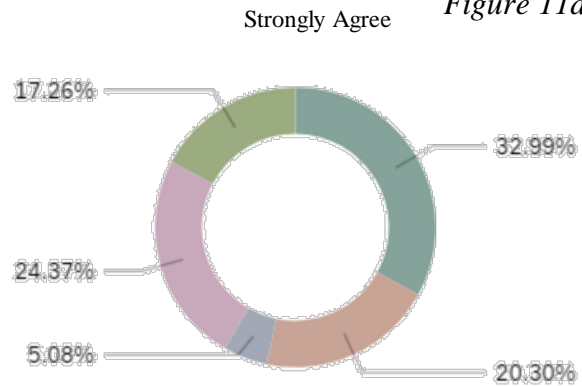


Figure 11d

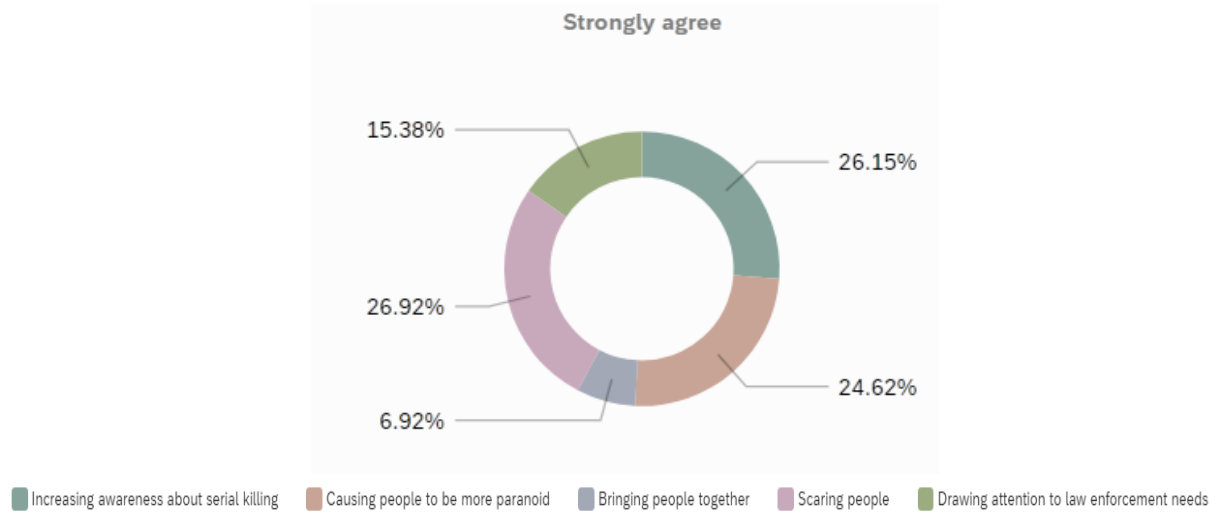


■ Increasing awareness about serial killing
 ■ Causing people to be more paranoid
 ■ Bringing people together
 ■ Scaring people
 ■ Drawing attention to law enforcement needs

Impacts of a Serial Killer
Honors Thesis for Natalie Terranova

Note: Shows all ages combined.

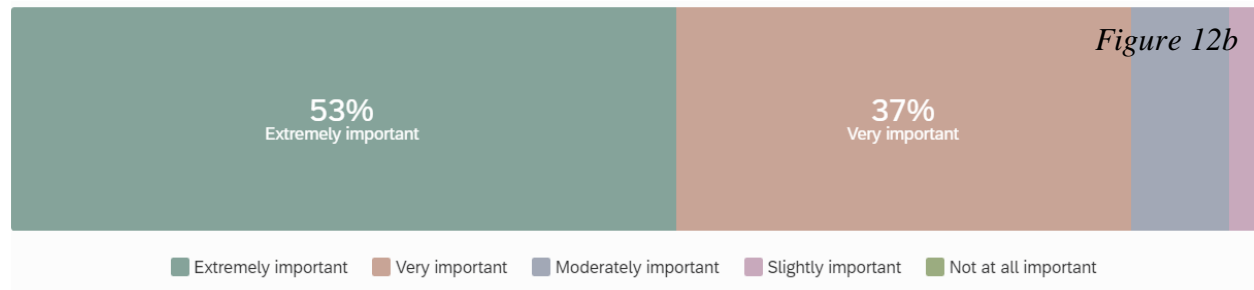
Figure 11e



Question 12: Technology was much less advanced at the time of Bundy’s murders in the 1970s than today. How important do you feel that technological advancements have been in making law enforcement more effective since then?

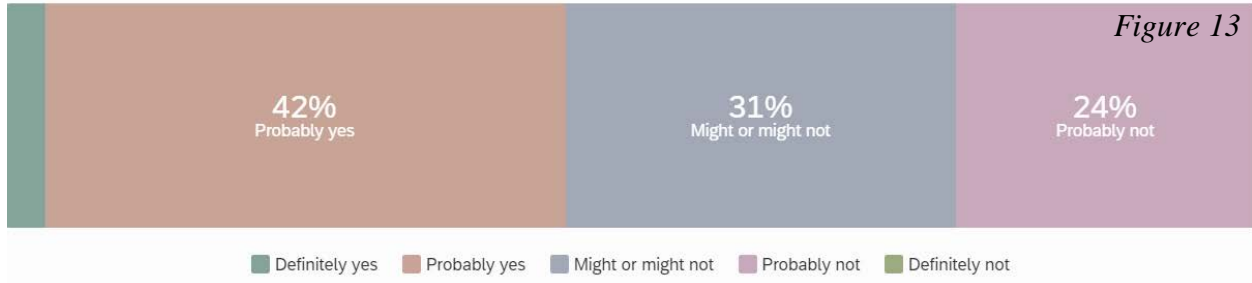
Figure 12a

Extremely important	53.44%
Very important	36.51%
Moderately important	7.94%
Slightly important	2.12%
Not at all important	0.00%
Total:	100%



Question 13: Overall, do you think Bundy's trial had a positive impact in 1979, the year it was televised?

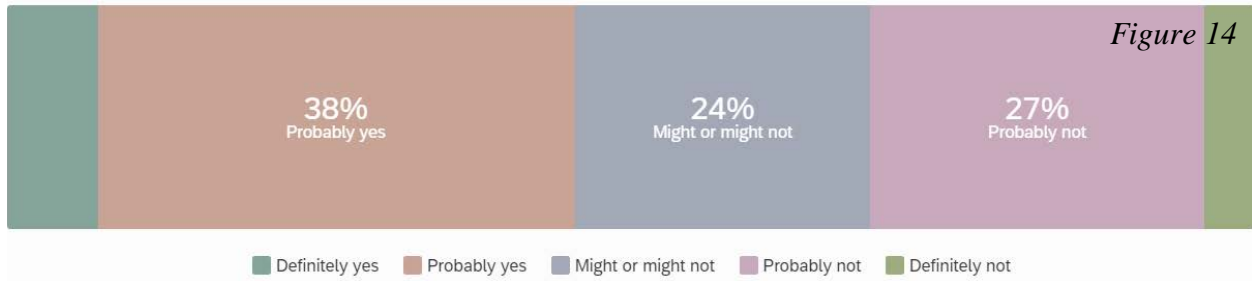
Impacts of a Serial Killer
Honors Thesis for Natalie Terranova



Question 13b: Please briefly explain why or why not.

- 40 mention "aware," 7 mention "don't know," and 6 mention "not sure"

Question 14: Overall, do you think the remembrance of Bundy's trial has a positive impact today?



Question 14b: Please briefly explain why or why not.

- 14 mention "aware," 6 mention "learn," 6 mention "entertain," 6 mention "don't know"

Note: Breakdown by age groups for Questions 13 and 14, followed by test outputs for statistical significance.

Additional Figures

Respondents ages 18 - 24, 25 - 39, AND 40 - 50:			Respondents ages 51 - 60 AND 61 and older:		
Overall, do you think Bundy's trial had a positive impact in 1979, the year it was televised?					
Definitely yes	5.08%	6	Definitely yes	4.69%	3
Probably yes	29.66%	35	Probably yes	43.75%	28
Might or might not	37.29%	44	Might or might not	35.94%	23
Probably not	27.12%	32	Probably not	14.06%	9
Definitely not	0.85%	1	Definitely not	1.56%	1
Overall, do you think the remembrance of Bundy's trial has a positive impact today?					
Definitely yes	6.84%	8	Definitely yes	4.62%	3
Probably yes	35.90%	42	Probably yes	24.62%	16
Might or might not	33.33%	39	Might or might not	33.85%	22
Probably not	20.51%	24	Probably not	30.77%	20
Definitely not	3.42%	4	Definitely not	6.15%	4

Additional Figures

	<i>Ages 51+</i>	<i>Ages 18-50</i>
Mean	3.36	3.11
Variance	0.71	0.80
Observations	64	118
P(T<=t) two-tail	0.064	

Statistically Significant!

Overall, do you think Bundy's trial had a positive impact in 1979, the year it was televised?

	<i>Ages 51+</i>	<i>Ages 18-50</i>
Mean	2.91	3.22
Variance	0.99	0.93
Observations	65	117
P(T<=t) two-tail	0.041	

Statistically Significant!

Overall, do you think the remembrance of Bundy's trial has a positive impact today?

Statistical Significance Levels:

0.1, 0.05, 0.01

Impacts of a Serial Killer
Honors Thesis for Natalie Terranova

Appendix 6: "The many faces of Ted Bundy" (Fort Myers News-Press)



Works Cited

Berlinger, Joe, director. *Conversations with a Killer: The Ted Bundy Tapes*. Elastic, Gigantic Studios, Outpost Digital, Radical Media, 2019.

Biography.com Editors. "Ted Bundy." *The Biography.com Website*, A&E Networks Television, 28 Aug. 2019, www.biography.com/crime-figure/ted-bundy.

Bonn, Scott. "5 Myths about Serial Killers and Why They Persist [Excerpt]." *Scientific American*, Nature America, Inc., 24 Oct. 2014, www.scientificamerican.com/article/5-myths-about-serial-killers-and-why-they-persist-excerpt/.

Capote, Truman. *In Cold Blood*. Penguin, 2009.

CopsPlus. "10 Events In Criminal Justice History That Changed Law Enforcement Forever." *CopsPlus.com*, CopsPlus.com: Law Enforcement Resources, 28 Mar. 2017, www.copsplus.com/resource-10-important-events-changed-law-enforcement.

Costigan, Chartier, et al. *Extremely Wicked, Shockingly Evil and Vile*. Voltage Pictures, 2019.

FBI Case Records. "Ted Bundy Part 01 of 03." *FBI - The Federal Bureau of Investigation*, U.S. Government, U.S. Department of Justice, 6 Dec. 2010, vault.fbi.gov/Ted%20Bundy%20Ted%20Bundy%20Part%2001%20of%2003/view.

FBI Case Records. "Ted Bundy Part 02 of 03." *FBI - The Federal Bureau of Investigation*, U.S. Government, U.S. Department of Justice, 6 Dec. 2010, <https://vault.fbi.gov/Ted%20Bundy%20Ted%20Bundy%20Part%2002%20of%2003/view>.

FBI Case Records. "Ted Bundy Part 03 of 03." *FBI - The Federal Bureau of Investigation*, U.S. Government, U.S. Department of Justice, 6 Dec. 2010, <file:///C:/Users/student/Downloads/Ted%20Bundy%20Part%2003%20of%2003%20.pdf>.

Impacts of a Serial Killer
Honors Thesis for Natalie Terranova

Fort Myers News-Press. "Bundy - Page 8a, Wednesday, July 4, 1979." *Newspapers.com*, Ancestry, 1 May 2019, <https://www.newspapers.com/clip/31138834/the-many-faces-of-ted-bundy/>.

Goode, Erica. "DNA Profile of Ted Bundy Gives Hope to Old Cases." *The New York Times*, The New York Times, 9 Aug. 2011, www.nytimes.com/2011/08/10/us/10bundy.html.

Gowen, Gwen, and Alexa Valiente. "How Notorious Serial Killer Ted Bundy Was Able to Escape from Custody Not Just Once, but Twice." *ABC News*, ABC News Network, 14 Feb. 2019, abcnews.go.com/US/notorious-serial-killer-ted-bundy-escape-custody/story?id=61032623.

Hammon, E.J. "Raising A Serial Killer: The Childhood of Ted Bundy." *CrimeViral.com*, Grey Street Media, 24 Jan. 2017, crimeviral.com/2017/01/raising-serial-killer-childhood-ted-bundy/.

Jitchotvisut, Janaki. "How Ted Bundy Got Away with so Many Murders, According to a Forensic Psychologist." *Insider*, Insider Inc., 29 Jan. 2019, www.insider.com/ted-bundy-case-explained-forensic-psychologist-2019-1#investigators-of-the-time-didnt-have-the-powerful-technological-advances-we-have-today-4.

Lauredo, Malcolm. "Serial Killer Ted Bundy Found the Spotlight During His Miami Trial." *Miami New Times*, Miami New Times, LLC, 4 Feb. 2019, www.miaminewtimes.com/arts/ted-bundy-murder-trial-in-miami-foreshadowed-true-crime-fandom-11070191.

Leyton, Elliott. *Hunting Humans*. John Blake, 2003.

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

Lowbrow, Yeoman. "Alarmed and Dangerous: A Look at Crime in 1970s-80s America."

Flashbak, Alum Media Ltd., 5 Nov. 2015, flashbak.com/alarmed-and-dangerous-a-look-at-crime-in-1970s-80s-america-25282/.

O'Toole, James, and Warren Bennis. "A Culture of Candor." *Harvard Business Review*, Harvard Business School Publishing, 1 Aug. 2014, hbr.org/2009/06/a-culture-of-candor.

Ransome, Noel. "Meet the Journalist Who Interviewed Ted Bundy for Months." *Vice*, Vice Entertainment, 4 Feb. 2019, www.vice.com/en_us/article/59x3d3/meet-the-journalist-who-interviewed-ted-bundy-for-months.

Schmid, David. *Natural Born Celebrities: Serial Killers in American Culture*. University of Chicago Press, 2006.

"Serial Killers, Part 1: The FBI's Role Takes Shape." *FBI*, FBI, 10 Sept. 2013, www.fbi.gov/news/stories/serial-killers---part-1-the-fbis-role-takes-shape.

"Serial Killers, Part 2: The Birth of Behavioral Analysis in the FBI." *FBI*, FBI, 10 Sept. 2013, <https://www.fbi.gov/news/stories/serial-killers-part-2-the-birth-of-behavioral-analysis-in-the-fbi>

"Serial Killers, Part 3: Ted Bundy's Campaign of Terror." *FBI*, FBI, 10 Sept. 2013, <https://www.fbi.gov/news/stories/serial-killers-part-3-ted-bundys-campaign-of-terror1>.

Sims, David. "Netflix's Ted Bundy Movie Is a Study in True Crime's Most Troubling Questions." *The Atlantic*, Atlantic Media Company, 3 May 2019, www.theatlantic.com/entertainment/archive/2019/05/extremely-wicked-shockingly-evil-and-vile-review-ted-bundy-zac-efron/588493/.

Impacts of a Serial Killer

Honors Thesis for Natalie Terranova

Smith, Jordan. "White House Report Concludes That Bite-Mark Analysis Is Junk Science." *The Intercept*, First Look Media, 7 Sept. 2016, theintercept.com/2016/09/07/white-house-report-concludes-that-bite-mark-analysis-is-junk-science/.

Staff, Inside Edition. "Tapes Reveal Ted Bundy's Chilling Prison Conversations: 'I'm Just a Normal Individual.'" *Inside Edition*, Inside Edition, 23 Jan. 2019, www.insideedition.com/tapes-reveal-ted-bundys-chilling-prison-conversations-im-just-normal-individual-50174.

Stromberg, Joseph. "The Forgotten Art of Hitchhiking - and Why It Disappeared." *Vox*, Vox Media, 10 June 2015, www.vox.com/2015/6/8/8737623/hitchhiking.

Terranova, Natalie. "The Ted Bundy Trial." *Primary survey research*, February 2020, https://bryant.ca1.qualtrics.com/jfe/preview/SV_3TWO3jm4VMO9XN3?Q_SurveyVersionID=current&Q_CHL=preview.

Tron, Gina. "Did Ted Bundy Ever Confess To His Murders? 'The Truth Is Terrible'." *Oxygen Official Site*, Oxygen Media LLC, 3 May 2019, www.oxygen.com/martinis-murder/did-ted-bundy-ever-confess-to-killing-women-when-why.