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The Influence of Eyewitnesses and Police Tip Line Reports: An Exploratory Case Study

of a 2005 Homicide

by

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A thesis submitted in partial fulfillment of the
requirements for the degree of

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Thesis Committee:
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Abstract

Public tip lines provide the public to provide information to the police when there is an ongoing investigation. These public tip lines could increase investigations where the public is being made aware of the investigation, increasing the amount of information being brought forward. Research focuses on how tips reporting is similar to eyewitnesses in that individuals recall information. The literature illustrates how the media can influence the tips. The study is an exploratory content analysis looking at potential themes or patterns that emerged from analyzing the tips and patterns of the tip line and media files related to an Illinois homicide case from 2005. The results identified eight primary themes, five themes in the media files, and three regarding themes that were among the tip line. The results from the analysis ranged from racial bias to the media's ability to create a narrative and how the influence of memories can be distorted. The discussion focuses on how the media can shape tips being reported. Limitations and implications are further discussed.

Dedication

I want to dedicate my thesis to Olamide Adeyooye along with her family and friends. Thank you for providing the information to be used as an educational tool to further my education. It is my hope that I treated this case with the utmost respect and explained it to the best of my ability. I want to thank my family, Ramon, Deb, and Naomi, who have showed me everlasting, unconditional love throughout this journey. To all my friends in my cohort who have helped me achieve things I never thought possible, to the constant Facetime calls pushing me to strive for greatness. To Bree, thank you for letting me airplane hop to destress, and taking several breaks and vacations with me. To Bailey, who never questions my worth and always sees the best in me since the beginning. Thanks to the baristas at Rose City Coffee Co. for letting me sit for 12 hours a day sitting in my booth, fueling me with lattes and turkey sandwiches, who got to know me on a personal level. Thank you all for showing me how much potential I have and for continuing to push me to my limits. I will be forever grateful.

Acknowledgments

I want to acknowledge Dr. Mark Leymon for providing me with this case and Dr. Chris Carey and Dr. Kelsey Henderson for providing me with knowledge of how to write this thesis. To all the professors in the CCJ department, it was a pleasure getting to know all of you, and I appreciate all the insights and acknowledgments I have gained from this program.

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Introduction

In 2005, the Illinois State University campus was shocked to hear that 21-year-old student Olamide Adeyooye was missing from her off-campus apartment and was later found deceased. Olamide was finishing her senior year of college studying biology, wishing to work in the future in genetics and return to Chicago. Olamide graduated from Provost High School after she and her family moved to the United States from Nigeria when she was 8. Her friends and family characterized her as a beautiful and kind woman with a supportive community around her. She was known throughout the university and was commonly known as someone who would "light up the room as soon as she walked in" (Clarion Ledger, October 24, 2005).

Olamide disappeared on October 13, 2005, and she was reported missing to the Normal Police Department (NPD) just two days later, on October 15, 2005. Olamide was last seen at a Family Video Store on College Ave around 9:08 p.m. The Normal Police Department (NPD) set up an anonymous tip line during her disappearance to solicit information from the public and aid in the investigation. The first press statement was released on October 17, 2005, giving a physical description of Olamide, her 1996 Green Toyota Corolla that was missing, as well as her last seen location (Normal Illinois Police Department, 2005a). The case gained regional media coverage but not national-level coverage. Several media outlets covered and published updates on the case, especially after each press statement was released.

The NPD investigated her disappearance by collecting evidence from her off-campus apartment, and they concluded that foul play was involved; this changed the investigation from a missing persons case to a criminal investigation on October 19, 2005. The NPD did not have any primary suspects until they were made aware of Maurice Wallace, who was later reported as a person of interest in the case. It was found out that Wallace lived on the same block as Olamide and that friends had reported they knew each other before her disappearance. Wallace had an extensive criminal record, spanning from theft to burglary. People reported that Wallace was "creepy" and "made women uncomfortable" and that he may have been involved in the case. NPD then discovered that he was missing, too, disappearing around the same time as Olamide (Normal Police Department, 2005h).

A pivotal part of the investigation was Wallace's movements after October 20, 2005, since Olamide was deceased. The State Police, FBI, and U.S. Marshals Service obtained a warrant for tracking Wallace through his cell phone. Wallace made several stops at Exxon Mobile gas stations and made several cash bank withdrawals. He was found stealing credit cards, and he was taken into custody at the Lenox Square Mall in Atlanta, Georgia, at 4:00 p.m. on felony financial charges (Normal Police Department, 2005a). Wallace's car, a 2005 Mercury Grand Marquis, was secured and processed by the FBI's Evidence Recovery Team. Material on the wheel wells matched organic material from near the fire scene in Meridian, Mississippi. Furthermore, evidence such as the gas

used to ignite the fire in Mississippi can be matched to a gas can found in Wallace's car. Furthermore, his car included the keys to Olamide's Toyota Corolla, apartment keys, her mother's house keys, and a Kroger card in her name (Normal Police Department, 2005a).
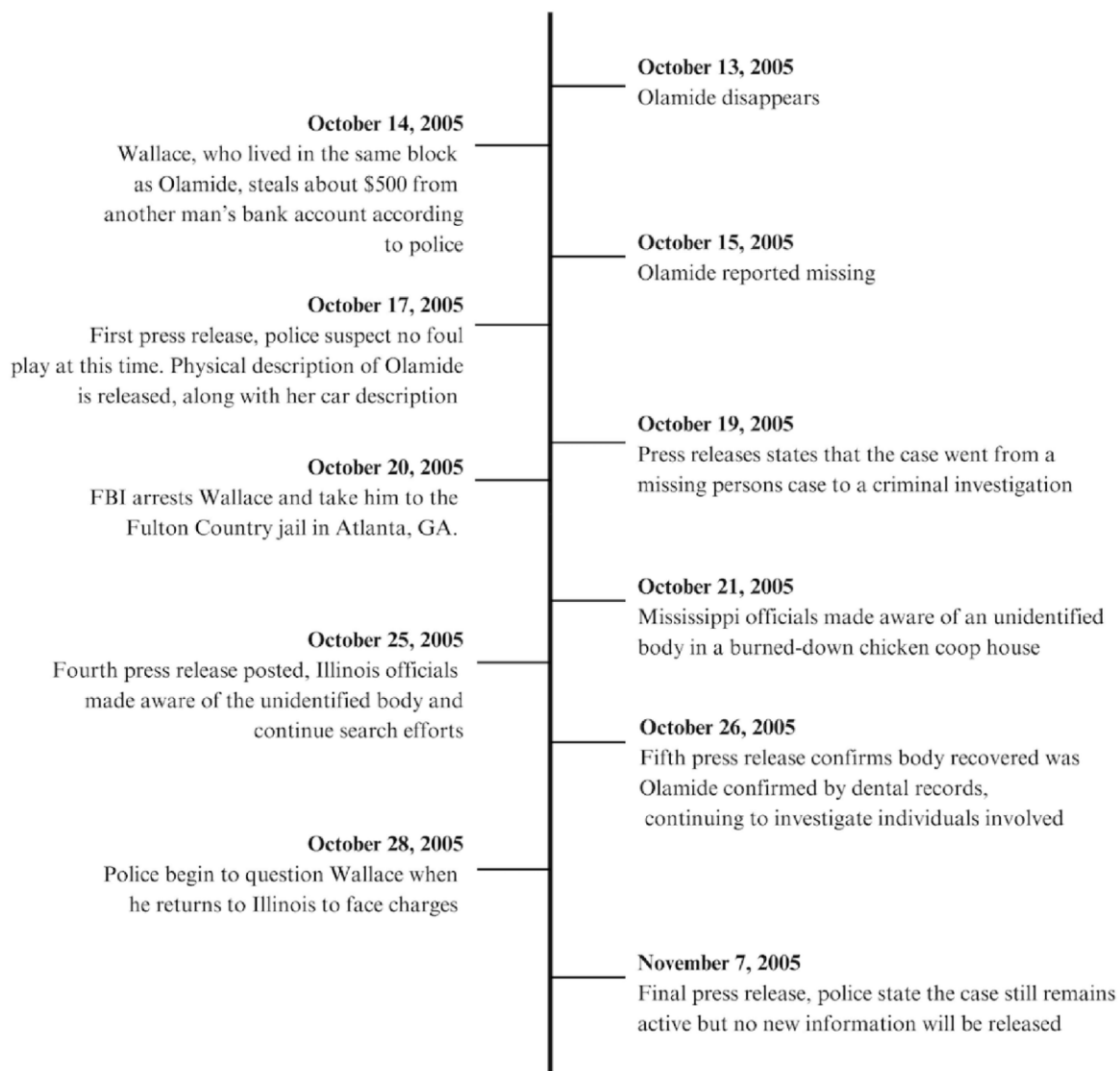
On October 21, 2005, at 8:38 a.m., the Mississippi Highway Patrol recovered an unidentified body at a large chicken coop building off Highway 80 in Meridian, Mississippi. During this time, the NPD worked closely with the Mississippi Highway Patrol, FBI, Illinois State Police, and U.S. Marshals. Regional and national agencies were made aware of Olamide's disappearance. On October 26, 2005, a week after discovering the body, the medical examiners confirmed it was the body of Olamide Adeyooye. The medical examiner reported that the body was severely burned and decomposed; the only reliable identification was by dental records. According to a forensic anthropologist, there was no evidence of sexual assault and no indicators as to the cause or manner of death. The report further stated that she most likely died due to a sharp edge weapon that penetrated the abdomen.

On October 30, 2005, Olamide's car was found in Atlanta, Georgia, off Oglethorpe Ave SW, where Wallace's prints were in the rearview mirror. The trunk of Olamide's car provided further evidence of blood, which linked Wallace to the death of Olamide (Normal Police Department, 2005a). In total, the evidence overwhelmingly points to Wallace as the person who caused Olamide's death.

The investigation into Olamide's death was complex, spanning three states and evolving quickly. The last press release about the case was on November 7, 2005, when no further information was made public. It was later known that the Meridian, Mississippi, fire was called in on October 17, 2005. The body of Olamide was not discovered until four days later, on October 21, 2005. Although it was unknown at the time of the investigation, Olamide was deceased before the tip line was up and running and information was being called in.

By analyzing this tip line, we can gain a further understanding of the type of information being provided. Furthermore, including media publications can help expand upon the case, and how the media can increase criminal investigations. The NPD collected 300 tips, but only 62 tips could be coded. The lack of tips resulted from blank documents in the initial file or files with scribbles and drawings from the officers who wrote the tips. Additionally, NPD collected 144 media files. These files were also analyzed in this study, resulting in 206 total documents for the analysis. This study is an exploratory content analysis looking at the possible benefit of this case's tip line and understanding how the media frames criminal investigations. To date, no studies have examined a single case and analyzed the police tips to find potential trends and patterns. Reviewing this tip line and media files could contribute to criminal investigations, how tip lines could be beneficial in the future.

Figure 1. Timeline of the Homicide Investigation

October 13, 2005
Olamide disappears

October 14, 2005
Wallace, who lived in the same block as Olamide, steals about $500 from another man's bank account according to police

October 15, 2005
Olamide reported missing

October 17, 2005
First press release, police suspect no foul play at this time. Physical description of Olamide is released, along with her car description

October 19, 2005
Press releases states that the case went from a missing persons case to a criminal investigation

October 20, 2005
FBI arrests Wallace and take him to the Fulton Country jail in Atlanta, GA.

October 21, 2005
Mississippi officials made aware of an unidentified body in a burned-down chicken coop house

October 25, 2005
Fourth press release posted, Illinois officials made aware of the unidentified body and continue search efforts

October 26, 2005
Fifth press release confirms body recovered was Olamide confirmed by dental records, continuing to investigate individuals involved

October 28, 2005
Police begin to question Wallace when he returns to Illinois to face charges

November 7, 2005
Final press release, police state the case still remains active but no new information will be released

Review of Literature

Tip Line Research

Police tip lines have benefited many cases. Tip lines can provide information from the public to aid in a criminal investigation. Tip lines offer a secure and confident channel that is readily accessible to the public; these are used for various purposes, such as information locating a suspect, physical descriptions, and providing information about criminal activity, among other things. Most commonly, they are used to report suspicious behavior and missing persons or help maintain public safety. With the increase in school shootings in the past decade, research has increasingly focused on anonymous tip-line reporting in primary and secondary schools. The FBI's system has been used to collect anonymous tips for various crimes, including civil rights violations, counterintelligence, crimes against children, federal election crimes, fugitives, corruption, counterterrorism, cybercrime, financial/economic crimes, fraud, and violent crimes. Many public tips from federal departments like the FBI are passed to country or city police departments (MoyerGusé & Nabi, 2009).

A 2021 study by Stein-Seroussi et al. expanded upon some of the earlier research by conducting a randomized trial. The researchers discuss that minimizing harm involving students, staff, and families can assist in reporting instances of self-harm, suicide, and substance abuse. These tip lines have reduced shootings in the past few years to enhance school safety. The study's findings focused on tips that can be reported on the school page and have been helpful,

including possible events, times, and the number of people involved in the potential engagement. The anonymous reports about school instances have been shown to be beneficial in numerous additional studies (Hendrix et al., 2022; Stein-Seroussi et al., 2021), but some studies they did not decrease offenses (Planty et al., 2022; Ujifusa, 2022). The usage of school tip lines has mixed results; some express that these tip lines are an overstep of politics and law enforcement (Ujifusa, 2022). However, many of the recent studies have positive results, specifically among cities and counties that have a higher minority group or are a part of the lower-income bracket (Hendrix et al., 2022).

A study by Carter and Carter (2016) explores the use of tip lines in homicide investigations and investigates best practices for investigative purposes. This is one of the only studies that examines homicide cases and resources available. The researchers interviewed homicide and law enforcement personnel to conceptualize preferred methods for assisting in investigations. The benefit of this qualitative study is that in-depth interviews can provide insight into investigations. The findings suggest that tip lines had little value if there was a lack of foundation for investigations and little information was known. These findings can hold more strength because qualitative studies provide more insight than quantitative studies. Furthermore, the study concluded that agencies agree that citizens' tips help aid the investigation and can increase support and trust for law enforcement.

The National Institute of Justice elaborated on the benefits of tip lines, conducting several case studies that illustrated how tip lines have been beneficial in several well-known cases. Lum (2005) reported that these three case studies had tip lines that needed to be more utilized and developed. One of the primary findings was the difficulty law enforcement officers had in analyzing these tips. The studies explained that there needs to be a more systematic approach to collecting and analyzing the data from tips, especially with high-volume cases. Although the utilization of tip lines is not uncommon, there are limited studies investigating the specific tips that get called in.

One of the few cases investigating the utility of tip lines involved the Boston Marathon Bombing that occurred on April 15, 2013. Two homemade were detonated near the finish line, resulting in three deaths and hundreds of injuries. Investigators within the FBI received over 50,000 tips 48 hours after the bombing occurred. These tips aided in capturing Tamerlan and Dzhokhar Tsarnaev, two brothers who were the perpetrators of the bombing (Department of Justice Office of the Inspector General, 2014). Due to the national coverage, these tips were quickly analyzed due to the widespread fear and how the crime occurred. Thousands of individuals were witnesses and cell phones had evidence, which was investigated by numerous law enforcement agencies (Department of Justice Office of the Inspector General, 2014). While tip lines have proven instrumental in convicting numerous criminals and resolving cases, this is not universally applicable.

A poignant example of a tip line not aiding an investigation is the 1996 murder of JonBenét Ramsey, a 6-year-old pageant queen found dead in Boulder, Colorado. Despite decades, this case remains unsolved and open. The tip line established for this case remains active, but to date, no substantial information has been raised (City of Boulder, 2024).

Researchers have suggested that there is limited research examining police tip lines due to a need for more data and anonymity concerns (Vallano et al., 2019; Wilsen & Hugenberg, 2013). However, a tremendous amount of research looks at eyewitness accounts, memory recollection, media influence, and narrative writing (Andersen et al., 2019; Ardent, 2013; Barnier & McConkey, 1992; Brainerd, 2013; Brainerd & Reyna, 2005, 2015, 2019; Christianson & Loftus, 1991; Loftus, 1975, 2005; Muschalla & Schbönborn, 2021; Oschatz et al., 2021; Shapiro, 2003; Valentino, 1999). Research in these areas can help explore the concepts of this study further. This research will be discussed in further detail in the results section.

Media Research

The media plays a significant role in how crime is portrayed. Research on the media has grown significantly, especially in how media is presented and written (Muschalla & Schbönborn, 2021). The goal of media is to present information to the public through news articles that allow each reader to interpret through their understanding of the article's content. Two aspects that can help interpret the process are media priming and framing. Media priming focuses on

how an individual interprets information and events, such as criminal incidents. Priming focuses on exposure and how repeat exposure can change judgments and the overall thoughts of a racial group, neighborhood, or behavior. A study by Hoewe (2020) on priming examined the power of the media and how it is possible to influence social perceptions and the ability to process information in a way that can change perceptions.

Similarly, media framing has the potential to influence judgments but in a way that changes the overall tone of the story. Media framing can evoke feelings that change based on how information is presented. The information given by the media can influence readers' thoughts on a particular criminal case and change public perception and overall crime. The wording, language, and images published by the media can change the frame of a story (Busselle & Bilandzic, 2008; Callanan, 2012; Chadee & Ditton, 2003; De Silva, 2023; Dixon & Azocar, 2007; Dixon & Linz, 2000a, 200b; Lindgren et al., 2022). Studies regarding media framing have primarily focused on political, economic, and war conflicts (Morgan et al., 2009; Moyer-Gusé & Nabi, 2010). However, expanding the research on media framing to include crime is crucial because crime-related news often sparks a sense of emotion and sadness.

Lindgren et al.'s 2022 study examined media framing, specifically the importance of the method used to clear and investigate crimes. The study focused on the types of framing that occur in the media in which people are motivated to accept information that confirms their beliefs and reject beliefs that contradict

their own. The study found that negatively framed statements were perceived as more accurate than positive statements, which may explain why crime rates are traditionally phrased 0000 negatively (Lindgren et al., 2022). Furthermore, Giles and Shaw (2009) concluded that writing crime-related news stories narratively can increase reader engagement, contributing to media influence in general.

It is crucial to determine how crime affects what is featured in the media and often relies on and amplifies stereotypes when discussing crime, especially violent crimes like homicide. It is commonly known that the media plays a distinct role in how information is fed, and situations are portrayed (Roberts et al., 2003l Surette, 2013). There is a fascinating dynamic with how the media can portray and shape the media and crime news. Most commonly, the media portrays a story that determines how the case information is shared with the public and how the story is thought of and depicted. Research understands this can result in misinformation and bias against a particular race. This is often the challenge with the media and how they can influence criminal cases. The case being discussed is often sensitive in the fact that it involved a university student and a female who was part of a minority group. Research focuses on the fact that Black females are portrayed in a particular manner, and the media shows a sense of criminality when it comes to individuals of certain racial groups (De Silva, 2023; Gruenewald et al., 2013).

Most research on media consumption focuses on the fear of crime (Burt et al., 2012; Busselle & Bilandzic, 2008; Callanan, 2012; Chadee & Ditton, 2003; Cho et al.,

2012; De Silva, 2023; Gilens, 1996; Greer, 2010; Gruenewald et al., 2013; Hale, 1996; Johnson et al., 1997). While the media can exacerbate fear of crime, it can also change societal bias and perceptions. There has been conflicting research on whether the media significantly affects crimes and how it can influence them. Silva (2023) researched that understanding the effect of the media is a crucial aspect of explaining the distorted view of crime in society. The study primarily focused on individuals who consume more social media and can have an increased viewpoint and perception about how often crimes occur. Media consumption is at its peak with the technological increase in the past few decades (Silva, 2023). A study by Gruenewald et al. (2013) found that because female victims are overrepresented in news stories involving crime, there is an increased fear of crime for females. It is essential to understand how increased fear of crime can increase the likelihood of being victimized, particularly among females. In addition to female fear, the media can increase fear of victimization among all university students with the increase in criminal incidents in the past decade (Callanan, 2012).

Research on media framing related explicitly to homicide cases has increased within the past few years, resulting in studies that further examine the role that the media plays in shaping societal perceptions of violent crime (Hoewe, 2020; Succar et al., 2024). This has to do with how the media plays a significant role in framing criminal cases. Research has shown that the media often exaggerates events of criminal activity, illustrating that there is a high rate of

victimization (Succar et al., 2024), which can increase the perceived occurrence of violence (Peelo, 2006). It is crucial to examine the role of the media and how phrasing can change one's beliefs and perceptions is crucial to examine. The phrasing used by the media to describe a crime can create a sense of fear for the person consuming the media.

The concern with mass media is that it is plausible that this method of receiving information can obscure the readers' minds, resulting in stereotypes being reinforced when information is framed and written in specific ways. Consistent exposure to mass media can be harmful because perceptions and behaviors can change based on media stereotypes, especially racial stereotypes. Misconceptions about minority groups are prominent (Mastro, 2003), with a focus on drugs, poverty, and photos of Black individuals (Entman, 1994; Martingale, 1996; Bird, 1996). These stereotypes can cause immense harm and can foster a widespread fear of minorities. These stereotypes are not only harmful because they portray certain racial groups as deviant, but they also create tremendous bias and can harm the racial group in everyday life.

Gruenewald's (2009; 2013; 2019) research has significantly impacted how society views crime, particularly homicide cases. The studies explain the lack of minority victim representation, which includes factors that could determine the likelihood of being "newsworthy." Gruenewald's studies have significantly impacted how society views crime with homicide cases. In general, violence involving female victims is considered more newsworthy compared to

males, while homicides of racial minorities are less represented than Whites (Gruenewald et al., 2013; White et al., 2021). Crimes against Black women only receive media attention when the circumstances of the crime are extraordinary. Black women are often framed negatively because the media frequently blames them for their victimization (Meyers, 1997; 2004). The research shows that if the victim is White and a violent crime was committed against them, they have a higher likelihood of being written about (Weiss & Chermak, 1998l; White et al., 2021).

Gruenewald et al.'s 2013 research also found that actors such as gender and race/ethnicity play serve as indicators of media representation (Gruenewald et al., 2013). Crimes that had a victim and a perpetrator of the same race were still reported on, but they did not receive as much overall media attention (White et al., 2021). Gruenewald et al. (2009) found that homicide cases involving Black females were rare and considered less newsworthy compared to stories involving Black males. This has been seen in recent years with an increase of Black youth being murdered and crimes that escalated the BLM movement in 2020, along with reports of police brutality (Byrd & Gilbert, 2017; Succar et al., 2024).

It is known that criminal incidents involving racial minorities as the perpetrators are overrepresented in the media. Studies have shown that homicides have underrepresented victim groups, particularly minorities, despite them having the highest amount of homicide victim rates (Bjornstrom et al., 2010; Lundman, 2003; Gruenewald et al., 2009; 2013). Regarding age, research shows

that youth and older adults receive more coverage, along with females (Gruenewald et al., 2013). The research further expands upon the viewpoint of societal deviances that spark emotion and could increase media attention. The study by Pritchard & Hughes (1997) elaborated that if a crime were committed that was out of the ordinary, such as the murder of a child or an older adult, this would receive more media attention.

By looking through the media lens, the study hopes to find explanations for the tip line and the information provided to assist the investigation. Building off prior research, the study examines the potential trends and patterns that emerge among the data using the 2005 homicide case.

Present Study

Utilizing completed leads from a tip line and media files from the 2005 homicide case, this study employs qualitative content analysis to uncover patterns and themes among the data. As previously mentioned, tip lines have been beneficial in many cases. While many high-profile national cases have generated thousands of tips, in this case, less than 300 tips were called in. This case does supply a rare circumstance where the victim was already deceased by the time the tip line was up and running, but the investigators were unaware of this fact and, at first, ran it as a missing person case. Additionally, the case received significant local media attention. The press coverage can potentially influence the case and the tips. This research is important because while media framing and narrative writing have been studied, there is a lack of in-depth

individual analysis looking at it in the context of a singular homicide case. This research is crucial to examine the patterns and themes of tip lines and media representations to deepen our understanding of the utility of tip lines and other public information gathering in criminal investigations.

The research question is "What patterns or trends emerge in the data?"

Methods

Sample

The data that will be analyzed is derived from a significant 2005 homicide case involving a university student at Illinois State University in Normal, Illinois. Two parts of the overall file were analyzed – the completed leads from a tip line and the collection of media files compiled by the Normal Police Department. The tips were handwritten, and the police recorded information from individuals who called about the case. The media files were video and news articles. The tip line file originally included 300 tips (referred to as completed leads in the police file). Only 62 contained substantive information and were coded. The remaining 238 leads included no substantive information beyond the time of call if offered by the caller, demographic, and contact information. The media files included 144 total files, four videos, and 140 printed media. In total, 206 documents were analyzed.

Procedure

Through Atlas.ti - a qualitative software program used for research methods, each document was imported and manually coded based on the information relevant to the case and underlying themes. The first round of coding solely consisted of manifest coding – this type focuses on specific words that were repeated in both the tips and the media files. These codes ranged from location seen, if "Male" was mentioned, and the make and color of cars that

could have been seen for the tips. A code-document analysis was used, where the program categorizes and calculates each document to determine each code's frequency, resulting in 33 codes for the tip lines and 20 codes for the media files. The codes were then grouped into similar themes, resulting in 15 final manifest codes, the repeat words and phrases that were found throughout the documents.

The second coding round focused on latent coding - explicitly looking for emerging themes and trends, resulting in 20 latent codes. The latent codes were combined with the 15 manifest codes and analyzed for themes. This resulted in eight primary themes. Five of the themes corresponded with the media files. They included: (1) police investigation (see Table 1), (2) relevant information (see Table 2), (3) media framing of Maurice Wallace (see Table 3), (4) Olamide's life through the viewpoint of her friends and family (see Table 4), and (5) irrelevant media contributions (see Table 5). Three themes were found in the tip line analysis, which was labeled: (1) lack of consistency (see Table 6), (2) race and gender bias (see Table 7), and (3) accurate reports of Maurice Wallace (see Table 8).

Results

Media Themes

An important aspect to understand is how the media framed the overall case. When a homicide occurs, there is often an immense amount of media coverage to inform the public of the investigation. Five primary media themes were identified, which included 15 latent codes and three manifest codes (see Tables 1-5). The five media themes are outlined below.

The Police Investigation

Table 1. The Police Investigation

Code Descriptions	# of Mentions
Framing investigation in a neutral manner	29
Lieutenant Kotte additional statements	40

Source: Normal Police Department Media Files

The first theme, police investigation, incorporated two codes, as seen in Table 1. These two latent codes included framing the criminal investigation neutrally, and Lieutenant Kotte, the NPD media correspondent, who added statements about the case.

How press releases are phrased is essential to framing the media coverage. Research has shown that how the police communicate a crime through official and unofficial means is highly influential (Elphnick et al., 2021; Jayasinghe & Perera, 2021). When publishing press releases, the Normal Police Department appeared to remain consistent with the information provided and

report on things with a factual foundation. This case is critical because it changes

from a missing person's case to a criminal investigation. As new information

about the case became available, press releases were issued. Early on, as it was

still considered a missing person's case, the press releases showed a sense of

urgency. Below are the seven press releases that covered the entirety of the

investigation.

October 17, 2005

The Normal Police Department is investigating the disappearance of a 21-year-old female resident, Olamide Adeyooye. She was reported missing on Saturday, October 15th, by her family. Adeyooye lives in an apartment in the 900 Block of Market Street in Normal and attends Illinois State University. At this time, foul play is not suspected. The Normal Police Department is seeking out individuals who have had any contact with Adeyooye after Thursday, October 13th, or know the location of Adeyooye's car, a Green 1996 Toyota Corolla 4-door Illinois License LBG927 (Normal Illinois Police Department, 2005b).

October 19, 2005

Assets from the Illinois State Police and the Federal Bureau of Investigation have been deployed to assist in this investigation. Police canines and aircraft have been utilized in the search. State and National law enforcement networks have been notified of Olamide's disappearance. This morning, an extended foot search, utilizing members from McLean County Emergency Services Disaster Agency Search and Rescuer Team, located personal items belonging to Olamide near her apartment. Based on the information and evidence obtained, we are not considering this a criminal investigation. We are meeting with Olamide's family regularly and will continue to provide them with as much information as possible. Staff from Illinois State University have been assisting the family with their daily needs, including lodging, transportation, and counseling services (Normal Illinois Police Department, 2005c).

October 24, 2005

This afternoon, we received information from the Mississippi Highway Patrol, who recovered an unidentified body. We are working with this

agency to determine its identity. We are continuing our search efforts locally and have received many tips from the public. We are still actively searching for Adeyooye's Toyota Corolla (Normal Illinois Police Department, 2005d)

October 25, 2005

A fire was reported on the morning of October 17th at a chicken coop off Highway 80 in Newton County, Mississippi. While the property owner was cleaning debris, the body of an unknown black female was discovered on October 21st. Until we receive confirmation of the body's identity in Mississippi, we are continuing our search efforts locally and have received many tips from the public (Normal Illinois Police Department, 2005e)

October 26, 2005

On October 21st persons cleaning up the debris discovered the body of an unidentified black female. The Newton County Sheriff's Office was contacted to investigate along with the Mississippi Highway Patrol, who processed the scene. On today's date, we did receive confirmation that the body recovered in Newton County, Mississippi, is that of Olamide Adeyooye. We continue to investigate individuals that may have been involved or have information regarding this case (Normal Illinois Police Department, 2005f).

October 27, 2005

We would like to express our deepest sympathy to the family of Olamide Adeyooye during this very difficult time. Yesterday, Chief Kent Crutcher informed the family of the identification results and met individually with family members. Chief Crutcher has met daily with the family since the investigation began to answer their questions and offer support. We continue to investigate individuals that may have been involved or have information regarding this case. To say we have a suspect implies we have narrowed our focus in this investigation. We have and will continue to search for any and all information which will bring the responsible parties to justice. We understand our community's interest in the process of this investigation. We want to remind everyone, we can only release information that will not impair this investigation or damage future criminal proceedings. This tragedy has caused an understandable shadow of uncertainty. We want to assure the community that the Normal Police Department is doing everything in our authority to preserve our town's character and our citizens' safety. We would like to emphasize that we

continue to actively search for Olamide Adeyooye's vehicle at the local, state, and national levels (Normal Illinois Police Department, 2005g).

October 28, 2005

We are not prepared to release any information regarding specific persons or evidence in this case as it may harm the continuing investigation or damage future criminal proceedings. We are pleased to announce that our investigation is moving forward and that we are satisfied with its process. Every day, our focus narrows to the person or persons responsible. We have completed many tasks but there is still more work to be done. We are diligently working to bring this investigation to a successful completion. Our detectives have returned from Mississippi, and we are compiling and analyzing the information they gathered. We are communicating with Mississippi state and local law enforcement, monitoring their assistance in this investigation. The Newton County Medical Examiner has yet to provide a cause of death. Their determination is still under investigation. Olamide's vehicle has not yet been located. We urge anyone with information on its location to contact the Normal Police Department (Normal Illinois Police Department, 2005h).

November 7, 2005

Our investigation into Olamide Adeyooye's death remains active. We are aware of the importance of updating the community on the progress of this case; however, we do not foresee the ability to release any new information. Effective today, we feel it appropriate to discontinue the daily briefings. When new facts are released, a media conference will be scheduled (Normal Illinois Police Department, 2005i).

The press releases above demonstrate pertinent information about the investigation and stay factual, such as "based on information and evidence obtained (Press Release, October 19, 2005). Chief Kent D. Crutcher was the officer in charge, and the police media contact and Normal PD spokesperson was Lieutenant Mark Kotte. When the media wrote about this case, they included much more information than the press releases. Lieutenant Kotte would express additional information that the media would then publish. While the press

releases in the early stages showed a sense of urgency, they also showed a sense of reserve, with short statements encouraging caution. After the case shifted to a criminal investigation and likely homicide, the police continued to release statements, but the sense of urgency intensified.

> We have no reason to assume differently. Students miss class. Students miss work. People do that all the time (Chicago Tribune, October 21, 2005).

> This is a sporadic incident in our community,' Kotte said; police believe this is not a case of someone prying on college students" (Journal Star, October 27, 2005).

Lieutenant Kotte does not alarm the rest of the university by reiterating that this case was "rare" and that students should not be afraid. When the case was officially changed to a criminal investigation, the reports from Lieutenant Kotte's reports were more urgent and descriptive. As the case progressed, the statements by Lieutenant Kotte provided more indepth information about the ongoing case and the steps the police were taking to resolve it. Depending on what Kotte had said, the media had more information to write about.

> We are convicted that some sort of criminal activity has occurred, he said [We do not know] what it is and who is involved, that is why it is still open for us right no" (Daily Vidette, October 24, 2005).

> This is not the kind of thing you want to be wrong on. We are not trying to jump to conclusions or speculate on who it is. We are waiting like everyone else (Chicago Sun Times, October 26, 2005).

> Normal police entered Adeyooye's locked apartment Saturday and found the television, lights, and a fan on with food in the microwave. Adeyooye's cell phone was on the couch (Chicago Tribune, October 21, 2005).

> We still have a list of persons of interest, and that has not changed. We still have quite a few people we need to talk to, but also people know that we have been reinterviewing Kotte, said (The Meridian Star, October 27, 2005).

> Police have identified six to eight 'persons of interest' and are tracking them down and interviewing them (Chicago Tribune, October 21, 2005).

Previous research has analyzed media coverage. Scholars have described two primary ways that information is portrayed: media priming and framing. The press releases were largely factual, but when published in the media, they did not contain enough emotion for readers to continue reading.

The Lindgren et al. (2022) study demonstrates that people are motivated to accept information confirming beliefs. This homicide case can be highly emotional to readers because it was the death of a young female who was a university student. The media elaborates on the fact that the police statements created this sense of fear by using phrases such as "criminal activity" and "persons of interest." It is known that statements such as those can increase the sense of fear in the community. Research on public trust in law enforcement has been negative recently, primarily among the Black community (Byrdm & Gilbert; Callanan, 2012). However, updating the public and reiterating that it is an active search and all resources are being put toward finding Olamide could possibly increase the public's belief in law enforcement. Research from Lindgren et al. (2022) expresses that the wording and language used have immense strength in how a case is perceived. It is unclear in the analysis whether there was a fluctuation in tips due to this sense of fear. If an individual's beliefs are shown

in the media, it can increase readers and demonstrate a narrative (Lindgren et al., 2022). There is a lack of research to understand how the influence of press releases can change the overall investigation. If press releases create this sense of emotion, the media can change the narrative by incorporating quotes and sayings that could contradict the press releases.

Relevant Information

Once the press releases were made public, the media published information pertinent to the investigation, such as Olamide's physical description, her last seen location, and her missing car (see Table 2). This second theme focused on what relevant information to the case appeared in the media files. Three primary investigative relevant information appeared and included Olamide's physical description, which was mentioned in all the media files; her last location, which was referenced 54 times; and her missing car, which was mentioned 49 times (See Table 2).

Table 2. Relevant Information

Code Descriptions	# of Mentions
Physical description of Olamide	62
Last seen location at Family Video store	54
Toyota Corolla mentioned	49

Source: Normal Police Department Media Files

Olamide was often framed in a positive and youthful way. When the media reported information about her disappearance before it became a criminal

case, basic information was reported to the public to keep an eye out for her. This was the foundation of many kidnapping or missing persons cases. Most often, there was a photo, a description of the individual, and the last known address or location they were seen at. Olamide was last seen renting a movie at the Family Video store and talking to her boyfriend. The NPD reported that Olamide's car was missing from her apartment, and the NPD asked the public to look out for the car if it was seen (Normal Police Department 2005b, 2005c, 2005d, 2005e, 2005f, 2005g, 2005h).

> Olamide had been missing since Oct. 13, when she was last seen at Family Video. She was 21 years old (Daily Vidette, October 27, 2005).
>
> The senior from the Chicago suburb of Berkeley was last seen renting a movie at a Normal video store around 9 Thursday night. Her green 1996 Toyota Corolla is also missing (Fox et al., October 19, 2005).
>
> Olamide Adeyooye, an ISU senior last seen two weeks ago renting a movie at a video store near her off-campus apartment in Normal, IL (SLT Today, October 27, 2005).
>
> Olamide, who was to graduate in December with a degree in criminal laboratory sciences, has been described as about 5 foot 2 inches tall and weighing 110 pounds of Nigerian descent with dark eyes and hair (Journal Star, October 26, 2005).
>
> A native from Nigeria who moved to suburban Chicago when she was at, Olamide was last seen Oct. 13 at a video store near her off-campus apartment in Normal. Her green 1996 Toyota Corolla car was still missing (Philly Burbs, October 27, 2005).

While some of the media files had shorter explanations of her description, some files elaborated on where she could have been, such as her job at Ruby Tuesday, where she was last seen with her boyfriend, her studies, and other pertinent information that could have improved tips that were being called in.

> Adeyooye, a Proviso West High School graduate and a senior majoring in science at Illinois State University, Normal, has not been heard since a telephone conversation Thursday night with her boyfriend, Andy Wildrick (Chicago Tribune, October 19, 2005).

> Police in Downtown Normal said Monday that they do not yet suspect foul play in last week's disappearance of a 21-year-old Illinois State University student from west suburban Berkeley, but her close friends fear otherwise. Olamide Adeyooye – "Ola" to her friends – is a good student completing her studies for a degree in laboratory sciences. Until this weekend, she reliably showed up for her shifts at a Ruby Tuesday restaurant, her friend said (Chicago Tribune, October 18, 2005).

The media's representation of homicide victims has been heavily researched. One aspect uncovered by scholars is that there is often a lack of focus on victims from racial and ethnic minority groups. Research has shown that violence, including female victims, has the highest likelihood of receiving media attention (Gruenewald et al., 2013; White et al., 2021).

Past literature has often focused on Black victims, noting that they are often portrayed in a negative light or that they had it "coming to them." Much of the past literature focused on how the media frames Black women were situated as defensive, with a lack of charisma (Burt et al., 2012; Dixton & Azocar, 2007; Hurley et al., 2015; Oliver, 1999; Quilian, 2001). However, this was not the case with Olamide, in which she was portrayed in a very positive light, contrary to the literature. Olamide was posed as a woman of kindness and empathy, focusing on her family, job, and boyfriend. She was also an intelligent woman who focused on her degree in clinical sciences and wanted to pursue a career in genetics. Many aspects of this case are not generalizable, and this study only analyzes one

case. The media files did not align with studies from Arnold (1990) that described the disadvantage of Black women and that they are "structurally dislocated" from others in society. He further explained that Black women most often had little education and periodic employment in the labor force, which could increase their sense of criminality. Additionally, Arnold (1990) states that Black women have a higher rate of chronic disabilities, physical abuse, and poverty.

The extent of coverage of the police investigation varied across different media outlets, leading to differences in the length of news articles; some depicted were updates from the police investigation that the media wrote, but some files only wrote a small section depicting who Olamide was with minimal information about her life. Studies have expressed that the media tells the story, and if there is a sense of emotion, it is possible to have more callers report to the tip line. Explaining that Olamide "planned to return to the Chicago area," as published by The Chicago-Sun Times (October 20, 2005), shows that she had a vision that optimistically frames her future. This is consistent with research from Giles & Shaw (2009), which demonstrates the media's ability to frame stories in a positive light. While consistent with some studies, other researchers focus on the fact that the media will frame those in the minority group to concentrate on drugs and poverty, which was not evident in this case (Bird, 1996; Entman, 1994; Martingale, 1996; Mastro, 2003).

This analysis provides insight into how the media dependency theory can change the scope of how an individual sees Black victims. Researchers theorize that the media can spread information. In this case, it is known that the way Olamide was written was contrary to how the media frames Black victims. This could be influential in that there is a change in bias and stereotypes, which can positively influence those of the minority group (Byrd et al., 2017; Dixon & Linz, 2000b).

Media Framing of Maurice Wallace

This third theme focuses on understanding how the media framed Wallace. When the media described him, he was often acknowledged as a man who was seen as threatening and had a criminal record. Three latent codes contributed to this theme (See Table 3).

Table 3. Media Framing of Maurice Wallace

Code Descriptions	# of Mentions
Threatening individual/violent past	28
Criminal record	18
Connection between Olamide and Wallace	12

Source: Normal Police Department Media Files

It was unknown whether Wallace was the perpetrator at the time of Olamide's disappearance. After the investigation changed from a missing person case to a criminal investigation, friends said, "Olamide and the man knew each other, and he had been to her off-campus apartment." Police eventually learned

that Wallace lived on the same block and had a criminal record. Some tips even mentioned Wallace by name. However, when the investigation first began, it was unclear whether the information in these tips was pertinent. The media often framed Wallace in a light consistent with past literature. Literature expressed that Black perpetrators are frequently portrayed in a darker, more violent manner than their White counterparts. The analysis demonstrated that the media files reported a photo of Wallace in 98% of the files. Additionally, information about his criminal record was released, such as his past crimes, and he would often be described as a man with a violent past.

> Court documents indicate Wallace was charged with theft and disorderly conduct two days before Adeyooye disappeared. He previously pleaded guilty to a trespassing charge and was convicted of vehicular invasion, but the latter charge was later reduced to trespass to a vehicle, a misdemeanor (The Pantagraph, November 4, 2005).

Before Wallace was named the primary suspect, the police were less descriptive about who he was or his past criminal record. Once the police department stated Wallace as the primary suspect, the media reports included information and his picture in nearly all media files. He was consistently described as a violent man, and the media phrased him solely based on his criminal record, often mentioning drug possession, stolen money, criminal trespassing, vehicular invasion, vehicle hijacking, and damaging property (Daily Vidette; November 1, 2005).

> A 27-year-old Normal man arrested last week in Atlanta by the FBI on charges of felony theft is a possible person of interest to police investigating the disappearance and death of Illinois State University student Olamide E. Adeyooye (The Journal Star, October 24, 2005).

Wallace was soon talking again about his sex life and asking her to go with Chicago to get a couple of pounds of marijuana (The Journal Star, November 1, 2005).

In May 2001, Wallace was arrested in Normal for unlawful vehicular invasion and criminal trespass. He was convicted of the trespassing charge and served time in the Illinois Department of Corrections (The Journal Star, October 24, 2005).

It was later reported that Olamide knew Wallace and had multiple interactions with him. Reports from friends stated that "the man knew each other and that he had been to her off-campus apartment." This was a crucial part of understanding this homicide because there is a belief that victims and perpetrators are often strangers, but research has focused on debunking this because victims are much more likely to be known by their perpetrators (Pecino-Latorre et al., 2019). Only 20% of homicide cases are random. The victim usually knew the perpetrator as a family member, spouse, or intimate relationship (Pecino-Latorre et al., 2019). In this case, it was unknown the genuine relationship between Olamide and Wallace was that they had known each other previously. It is unknown whether Olamide and Wallace had a romantic relationship or were involved in any way, but they were not strangers and were not among the 20% of cases that are truly "random."

When Wallace was named as the primary suspect, the information that was provided changed. Initially, the media did not mention Wallace by name or elaborate on his criminal record. After naming him as a primary suspect, the media revealed information about his criminal record and his connection with

Olamide. This information is particularly interesting to see how the media framed him as the perpetrator. Nearly all the news articles included his picture. This picture included what could be described as an angry expression. This pushed forward a narrative that he should feared, increasing the stereotype of "dangerous" Black men. Additionally, the media emphasized his criminal record and the numerous charges that were held against him. Research has demonstrated that including Wallace's criminal record is an aspect of priming, which the media can consist of information such as his past crimes and phrasing it in a particular way. Although it was not necessary to include his entire criminal history, a variety of media files elaborated on how much money he stole or the types of drugs he had. While this extra information is not pertinent to the current crime or was likely to aid in apprehending him, this continues to frame him as a dangerous man, further pushing the stereotype that Black men are seen to be more violent (Kleider-Offman & Bond (2017). When media articles did not include his picture or criminal record, he was phrased as someone acquainted with Olamide and lived on the same block. This version of Wallace would not framed as detrimental, but highlighted that Olamide knew him before her death.

When police departments release press statements, the media can change the overall narrative by incorporating quotes that have been seen with the caller examples. Theorists Ball-Rokeach and DeFleur (1976) express this idea that people depend on the media for information, resulting in narratives that can produce stereotypes and biases. These narratives can spread quickly and have the

ability to shape beliefs, and they can even have behavioral and perspective shifts. This additional information is seen when the media characterizes Olamide and how her family and friends see her.

Olamide's Personality: Characterized Through Friends & Family

The fourth evident theme involved how the individuals who knew Olamide framed her. Many individuals who spoke of Olamide in the media positively praised her. The media often included quotes and phrases that showed her personality, as seen in the quote below in the Western Courier (October 26, 2005). The media often described her as having a supportive family and that nobody saw this crime coming. Table 4 includes the three latent codes that make up this theme. The table further includes information such as her degree in biology and her plans for the future.

Table 4. Olamide's Personality: Characterized Through Friends and Family

Code Descriptions	# of Mentions
Positive manner	38
Friends surprised by her disappearance	30
Description of her boyfriend	12
Graduating degree	20
Post-graduate life/moving to Chicago suburbs	17

Source: Normal Police Department Media Files

The media added many quotes from friends at the university to describe who she was and let her personality shine. One caller described the situation as "Even if she did leave suddenly, she would not leave her phone" (Caller #4).

Many of the students at the university described Olamide as pursuing goals, a very hard worker, and a fun-loving person. To feed into the reader's emotions, many quotes included the caller's name and how many years they knew Olamide.

> 'She was interested in anything medical', said Samantha Troha of Chicago, who had attended school with her since fourth grade. 'She was very outgoing, loving, and caring. Every person who met her immediately fell in love with her. She is pretty much the best person you could ever meet' (Clarion-Ledger, October 24, 2005).
>
> 'She is just honestly…,' said Troha, a 21-year-old computer programmer who grew up with Adeyooye in the Chicago suburb of Berkeley. 'You cannot help but fall in love with her when you meet her. We kind of complete one another' (Meridian Star, October 26, 2005).
>
> 'She did not deserve this, not one single bit. She did not deserve this at all. She just has such a kind heart. She would not have done anything for anybody' (Western Courier, October 26, 2005).
>
> 'She introduced herself to me before I had even had a chance to introduce myself to her – with a big smile on her face,' Paterala said (The Pantagraph, October 27, 2005).
>
> 'She had a normal college stressful life, but nothing out of her personality would make her run away. I talked to her every single day.' Troha said" (Journal Star, October 20, 2005).

The quotes above were from her friends. All the quotes positively showed how the caller or friend knew Olamide. The media further added aspects to have a sense of reliability, such as how long the friend knew Olamide, which is seen in the quote from Clarion-Ledger (October 24, 2005) mentioning attending "school with her since fourth grade." Research from Giles & Shaw (2009) explains this portrayal as how the media contributes to the overall narrative and can increase the reader's engagement, rather than just police quotes or updates from the press releases. The research adds to the narrative persuasion theory, in which the media

can engage the audience by emotionally connecting them. This was seen in these media quotes from friends expressed in the Clarion Ledger (October 24, 2005) and the Western Courier (October 26, 2005), framing her as "outgoing, loving, and caring," elaborating that she had a "kind heart." Using these sentence structures and specific words, the media adds to the emotion, conveying a message of positive light for Olamide. If these words and sentences were not included in the media publications, the reader would not have the whole story and could create their version of who Olamide was.

An important aspect is how much her boyfriend, Andy Wildrick, was mentioned. When there is a homicide or missing person case, it is common for the significant other to be looked at or brought by the police. This is often the case because victims frequently know their perpetrator or the crime was committed by a family member or spouse (Pecino-Latorre et al., 2019). In the media files, her boyfriend was usually mentioned since he was the last one to have contact with Olamide. They had been dating for three years, and the media often combined her last location, at the family video, "where she talked to her boyfriend on her cell phone Thursday." Adding information about the boyfriend can show that Olamide was loved and in a committed relationship, showing readers relatability. The analysis revealed no reports of her boyfriend in the tip lines, but this information was made public after her disappearance and explained in depth in the media files.

Her boyfriend of three years, Andy Wildrick, 21, of Downstate Jacksonville, said that he called everyone and looked everywhere he could think of but now thinks the manner is out of his control. Wildrick, a guitarist for a rock band who was on tour at the time of Adeyooye's disappearance, said Normal police interviewed him for about 15 minutes but did not return his phone calls (Chicago Tribune, October 20, 2005).

The last known contact with Olamide was on the evening of Oct. 13 when her boyfriend, who plays guitar for an indie rock band, was out of state at a concert, spoke with her on the phone as she browsed for movies at a Family Video. She told him she planned to stay that night. However, when Olamide failed to attend her classes on Friday or her job waiting tables, her friends and family became concerned. (Chicago Tribune, October 21, 2005).

Her boyfriend, Andy Wildrick, posted messages on several websites with contact information to spread the word that Olamide was missing (Pioneer Local, October 20, 2005).

She had no serious problems, loved her boyfriend very much, and was planning a Thanksgiving trip to North Carolina, her friends said (The Pantagraph, October 18, 2005).

The media further added that the boyfriend was not a suspect. This is an essential consideration because the literature noted that in 30% of cases, the victims were in a relationship with the perpetrator (Pecino-Latorre et al., 2019). However, her boyfriend could not have committed the crime because he was on tour with his band at the time of her disappearance. The media optimistically framed her boyfriend and elaborated on who he was. Although this was not crucial to the investigation, it showed a sense of who she was in a relationship with and continued the positive narrative of Olamide. The media elaborates further by adding quotes from friends who knew both her and her boyfriend, which is illustrated in the quote from The Pantagraph (October 18, 2005).

Olamide's life was projected through the quotes from her friends and family that demonstrated her personality. Although helpful in framing who she was, the information and quotes added were unnecessary for the investigation. Research has focused on the media narrative format and writing a story that engages readers (Andersen et al., 2019; Ardent, 2013; Muschalla & Schbönborn, 2021; Oschatz et al., 2021). This further engagement could have increased the tips, but it was not helpful information to find out what happened with her death and its causes.

Olamide's Life: Irrelevant Media Contributions

The media often added information not pertinent to the investigation, such as her descent, family, faith, and post-graduation life. Although much of the media reporting presented information pertinent to the case, certain aspects were unnecessary and added irrelevant and contradictory information. This fifth theme was based on seven latent codes, which included unnecessary information contains information from the latent coding such as moving to the States when she was 8, elaborating on the family staying and having support at the university, and things that were not necessary to the investigation, such as her faith and that she was a graduate from Provost High School, her degree, and her life post-graduation. Each of these codes and the number of occurrences is shown in Table 5.

Table 5. Olamide's Life: Irrelevant Media Contributions

Code Descriptions	# of Mentions
Moving at 8 years old to the United States	14
Nigerian descent	23
Catholic faith	2
High school graduate	6
Family staying at university housing	4

Source: Normal Police Department Media Files

When mentioning her degree, it was mainly phrased as "studies for a degree in laboratory sciences" with having a wish of "working in genetics." The media focused on her education, and she was a successful senior who wanted to return to the Chicago suburbs to do clinical laboratory work. The media created a storyline to portray the victim.

> Adeyooye was to graduate in December with a degree in criminal laboratory sciences and planned to return to the Chicago area to work at a hospital lab, said a spokeswoman for Adeyooye's family (Chicago Sun-Times, October 20, 2005).

The information presented in the previous quote was not necessary for the police investigation but framed the university in a proactive and supportive manner. The media often framed this story with photos of crying students and individuals gathered around and praying. The media furthermore included elaborate details to describe how others were coping. The goal is to frame stories in a particular light, and this quote from the media expresses this heavily.

> The disappearance of Adeyooye, a Provost West High School graduate, has provoked anguish among her family, friends, and the university community. Adeyooye's parents, who drove down from the Chicago area last weekend and are staying in university-sponsored housing, met Wednesday with Illinois State Present Al Bowman (Chicago Tribune, October 20, 2005).

This information was not necessary for the police investigation but framed the university in a proactive and supportive manner. The media often framed this story with photos of crying students and individuals gathered around and praying. The media furthermore included elaborate details to describe how others were coping. The goal is to frame stories in a particular light, and this quote from the media expresses this heavily.

> The scene outside her apartment Monday evening included somber family and friends. With a tear-streaked face, the missing woman's mother prayed in English and a Nigerian language with her hands outstretched in beseeching gestures to the sky (The Pantagraph, October 18, 2005).

Previous literature focuses on how media framing often happens, which can change the scope of what is written in the media. Information that was not necessary to the case can be further explained due to media framing. Literature has focused on that, especially in homicide cases. The media sometimes portrays stories to bring in more readers or have more views. In addition to media, stories are often exaggerated, such as a "tear-streaked face" and "hands outreached," as reported by the Pantagraph (October 18, 2005). Furthermore, the media added quotes from friends to speak about who Olamide was as a person, the past things

she would do to help her community, her religious background, and how students

felt that a homicide would occur so close to home.

> She was strong in her Catholic faith. Two years ago, while other students partied in Florida beaches, Adeyooye spent her spring break volunteering at a homeless shelter in Miami instead of partying with her friends in L.A.," recalled her close friend Samantha Troha, 21, of Hillsdale (Journal Star, October 20, 2005).

> 'All the names of the people on her phone were people I recognized as her best friends,' Petrey said, adding there were 65 missed calls on her phone (Daily Vidette, October 18, 2005).

> At a vigil on campus, fellow senior Clarence Evans remembered Adeyooye as a 'sister who walked this campus strong.' He says she would be pleased that the gathering of hundreds of campus officials brought people from so many backgrounds together. (Meridian Star, October 26, 2005).

> 'Knowing Ola, we cannot see how she would [run away]. She is a good person.
> She would not do something like that,' said her friend Laura Braun, 19, of Norridge. 'We cannot help but suspect there might have been foul play' (Chicago Tribune, October 18, 2005).

> 'She just worked very hard and loved her family and loved her close friends and would have never, ever, ever done something like this knowing we would be here, freaking out about it - never have ever gone off by herself without her cellphone, with her TV on, not letting anyone know where she went,' Petrey said (The Pantagraph, October 19, 2005).

This theme of publishing unnecessary information heavily relies upon the

narrative persuasion theory. The media files contain a straightforward narrative

about Olamide and her past. This specific section can be further explained by the

concepts of media priming and framing. The aspect of media priming is shown in

a quote from the Daily Vidette (October 18, 2005), which includes the "65

missed calls on her phone."

Media priming and framing can further explain these aspects of this criminal case. The media creates stories and narratives to captivate readers. In this case, information can be added for various reasons, such as finding relatability with the readers and showing emotion. Past literature has focused on how media priming can influence what is shown in each publication. Priming and framing can further understand stereotypes and bias.

Contrary to the literature, the media discussed how Olamide showed a promising future with support from her friends, family, and boyfriend. The media phrased Olamide successfully, unlike much of the literature. Past research found that Black victims were often seen as putting themselves in harmful situations (Dixton, 2006; Dixon & Azocar, 2007; Dixon & Linz, 2000a, 2000b), but this was not the case with Olamide. It was heavily focused on the literature that expresses that minorities did not have as many opportunities as the majority population, but that Olamide had goals and a successful college life.

Tip Line Analysis

Along with the five themes discussed in the media, three additional themes within the tip line were analyzed which were a lack of consistency, race and gender bias, and accurate reports of Maurice Wallace. The analysis was pertinent in expanding upon the themes that resulted from callers reporting about the investigation. The themes prior focused on the media reports, but by analyzing the tip lines, information can be gathered by looking at how what type of information is shared.

Lack of Consistency

The analysis showed differences in reporting that could create challenges in a police investigation. These inconsistencies in tips can be harmful to the investigation because the NPD has to look into each tip that is being recorded. This can often take an immense amount of time, elongating the investigation since it was unknown whether the information in the tips was accurate. Table 6 demonstrates the different ways in which the inconsistency was present. The analysis showed that three different vehicle models and three different colors were mentioned. Inconsistency in the locations reported was also present and included, for example, restaurants, train stations, and banks.

Table 6. Inconsistencies Among Tips

Code Descriptions	# of Mentions
Vehicle Make	
Ford	4
Nissan	1
Toyota	1
Vehicle Color	
Red	4
Blue	3
White	2
Location Seen	
Restaurant/cafe	5
Train station	4
Bank	4

Source: Normal Police Department Tips

Reporting information to the tip line is the same process as eyewitness reporting, in which an individual recalls memory. Past literature has expressed the inconsistencies of reporting and how memory can be challenged. It is known that these tip lines are thoughts and memories that are being reported. These inconsistencies were evident in the analysis, specifically when looking at the make and color of a car and locations where Olamide was seen. When analyzing the tips, there was a flood of inconsistencies in terms of the make of the color. (see Figure 3).

Thought she saw Olamide in the back of a red Nissan truck – Illinois plates 3143 (Caller #1).

Subject said she saw the head pop out of the back of the truck. She said further the female subject was wearing a shirt with a white collar (Caller #2)

They [Olamide and man] walked over to the gas pumps and got into a late 50's model blue Chevrolet. Said that the female got into the driver's seat and the male into the passengers (Caller #3).

Grad student science lab – Ford Ranger? Blue truck sees daily – checking out girls slow to stop and watch females. Lab mate on Sunday saw a blue truck man at ATM who seemed creepy (Caller #4).

Caller reported seeing a dark green Toyota out in half sitting on a trailer in Peoriab(Caller #5).

Car slowed down, circled the block, slowed down again, older white male. The next day, the guy stopped and asked Olamide if she wanted a ride. She was a Black female; white Buick 1st was "JY" or "A7" (Caller #6).

Both callers #2 and #5 reported seeing a truck. However, only some information included was on the make, color, and type of the car. As seen with callers #3 and #4, only the vehicle model was reported. Figure 3 depicts the frequency of how often this color is seen, which was frequently minimal. While there are inconsistencies in the tip lines, the two instances were analyzed together, one at a train station and the other at a restaurant. A detail that happened twice in the tip line was at the Chicago LaSalle & VanBuren train station.

Stated that on Tuesday, October 18, 2005, at approximately 2:45 pm, he left work and walked to the Rock Island Train station at LaSalle & VanBuren Street, Chicago, Illinois. He entered the train station on the west side of the building. Before entering the station, he stated she saw Olamide sitting on the ground and asking for money. He said Olamide was soft-spoken and mumbled something to him, possibly something

religious. He also said Olamide would not look him in the eyes. He said she did not seem like someone who would be begging for $$. She looked clean, and her clothes were clean. He said he later saw a picture on TV of Olamide and said he was 90% sure it was her (Caller #7).

Saw Adeyooye outside LaSalle & VanBuren train station around 3 pm October 18, 2005. West side of the train stop dressed nice – asking for money, dark dress pants, white sweatshirt, and a white bag (Caller #8).

These tips reported seeing Olamide on October 18, 2005, around 3 p.m. and provided in-depth descriptions of what they had witnessed. It is unknown whether or not these callers knew each other and reported separately or if these two instances were unaware of each other. Tips from October 18th and 19th all mentioned a restaurant or cafe, but specific details needed to be more consistent. The tips provided information about seeing Olamide with a male, but the location and times differed.

Tuesday, October 18, 2005, he was at the St. Josephs truck stop located on I-29, exit #44 in St. Josephs, Missouri, and saw Olamide and a Black male subject exiting the restaurant at the truck stop. Caller said this occurred at approximately 7:00 p.m. (Caller #9).

A woman resembling Olamide was reported by several people who have been seen at a restaurant in Oshkosh, Wisconsin (Caller #10).

A woman that many people say looks like Adeyoyye was seen at a restaurant in our city on 10/14/05 and again at 2 pm on 10/19/05, with a white male, light brown hair, similar age, medium build, no vehicle description (Caller #11).

Oshkosh, WI – A couple came into a restaurant with a white male who kept moving around the booth so no one could see the female. They had a long yellow sleeve shirt on with brown hair late-20's -early 30's female (Caller # 12).

The reporting person, who wishes to remain anonymous, stated that she was eating at Lasure's Cafe, 1570 Ripon Lane in Oshkosh, at

approximately 2:00 p.m. on 10-19-05 when a black male came into the restaurant accompanied by a white male. The reporting person states she was watching the morning news on television and saw a picture of a missing female from Illinois. She felt this picture looked considerably like the person who had walked into Laure's Cafe the previous day. The reporting person described the white male that this woman was with as medium build, possibly in his mid-20s, having light brown colored hair. The reporting person could only remember a nice-looking red truck in the parking lot when she left the restaurant (Caller # 13).

These inconsistencies can be further understood by understanding how memory impacts the mind. Although trends were found within the analysis, many inconsistencies were not pertinent in this criminal case. The published media files have heavily focused on the aspect that Olamide was of Black and Nicaraguan descent. Elizabeth Loftus theorizes that it is possible to recognize others of the out-group with a vague recollection of what the individual looks like. Loftus further expands that individuals of a similar racial group will have apparent facial features, but out-groups are more stereotyped and generalized. A crucial aspect to focus on is external factors that can alter memory and how information is reported, such as stress, attention, and emotional impact (Andersen et al., 2017; Bookbinder & Brainerd, 2018). Since this homicide occurred with a student, she was known by many university students. If students recalled seeing her on campus, this could have been skewed by the stress and emotional impact of knowing she was a student of similar age and possibly knowing her personally. This could have heavily impacted what the person remembered and reported to the tip line. Reports could have been exaggerated, or information could have been lost due to stress.

These inconsistent reports can be explained by fuzzy-trace theory, which explains how memories can be lost, exaggerated, or changed based on circumstances. When the brain is storing memories, there are often gaps where not all aspects of the memory are stored. The media can fill these gaps, resulting in inconsistencies (Brainerd & Reyna, 2019). This is further explored as Loftus describes how memories can be planted. It is known that the media heavily influences how information is gathered. However, this can result in implanted memories that skew the original memories. Furthermore, it is known that recalling memories can be harmful, which harms the retrieval process. This stage is particularly susceptible to change, in which media influence can play a prominent role.

Theorists have focused on fuzzy trace theory, which analyzes how memories can be distorted, resulting in skewed memories. FFT discusses the aspects of misinformation and how it is expected under certain circumstances. When discussing tips that get reported, this theory can help further explain why there are inconsistencies in the line. At the time of these reports, the callers believed they could have seen Olamide and had pertinent information to provide to the police. However, it is known that most callers reported information that was not accurate because she was already deceased. With police reporting, the brain attempts to recall memories, but FFT research theorizes that the brain can translate memories differently and have multiple representations of events. When reporting, the brain attempts to fill in gaps that were unclear in the initial

memory, which can result in multiple inaccurate results for the case, as seen with these inconsistent reports (Brainerd & Reyna, 2002, 2015, 2019; Loftus, 1975; 2005).

Inconsistencies can be further understood by theorists who support FFT. Every media file follows Olamide's description, including her age, race, height, and build. When this imagery is put into memory, there is an increased awareness of looking for a young Black female who matches Olamide's description and reporting about it. The literature further expresses the theory, which can explain the depth to which these tips were being reported. Brainerd and Reyna (2019) elaborate on how others are more susceptible to having false information depending on how data is stored. Furthermore, it is known that the brain can produce a strong sense of reality, resulting in phantom thoughts and recall. This is detrimental for tip lines, which can provide very in-depth information but are unreliable.

When the investigation was ongoing, it was unknown the time that she was deceased. However, it was later known that Olamide died before the tip line was up and running. These sightings of Olamide were all false, and she could not have been seen in any of the locations. It is important to understand these inconsistencies, how media can influence the tips being reported, and the fallibility of memory.

Race and Gender Bias

The tips revealed a seventh theme regarding both race and gender bias. Commonly, in criminal cases, there is a bias as to what gender committed these crimes and who is reported as suspicious (Brainerd & Reyna, 2015; 2019). This theme elaborated on that there is a clear gender bias, with no reports of females, and that mostly older ages were seen as suspicious. Table 7 demonstrates the latent coding that was funneled into this theme. Many of these codes looked at which races were reported, where the analysis showed nine reports of a Black male and ten reports of a White male. A crucial aspect to focus on is that the tips reported no suspicious females, but there were 19 reports of suspicious males.

Table 7. Race and Gender Bias Among Tips

Code Descriptions	# of Mentions
White male	10
Black male	9
Suspicious male	19
Suspicious females	0
Caller mentioned older age (>40)	6
Caller mentioned younger/college age	4

Source: Normal Police Department Tips

Past literature has emphasized that there can be racial and gender biases when it comes to crime reporting. The tips provided valuable insight into who society views as potentially violent in terms of gender and race. Studies have

focused on showing Blacks as more "newsworthy," and they are often framed in a negative light. The media furthermore frames Blacks as being perpetrators and having increased risk-taking tendencies (Dixon, 2006; Dixon & Linz, 2000b). The tips provided clarity to the fact that most often, men are seen as the perpetrators, which can heavily be depicted due to media framing of criminals and the socialization of males. From the final report of this homicide, it is evident that the suspect was a Black male. However, nearly half of the tips were males who called in and reported seeing a suspicious White male. This is mainly seen in how television and the media have reported crime and how crime is portrayed. The crime television shows have depicted White males as often suspects, with a lack of people of color or women shown as the victims (Tucker, 2018). The influence of the media could sway opinions as to who is stereotypically "creepy" and shown to be suspicious. In everyday life, one can be exposed to misleading information such as conversations, media integration, and things we witness daily.

> Saw Olamide and a Black male subject exiting the restaurant at this truck stop (Caller #14).
>
> A gathering of friends occurred at Lewis Park Apartments in Carbondale. At approx. 9:00 p.m., an unknown Black male is observed walking up to the back porch of the apartment from the parking lot (Caller #15).

Regarding the racial breakdown of the tips, it was indicated that Black and White males were predominately mentioned. There were ten mentions of White individuals, nine mentions of Black individuals, and one mention of an

individual whom the caller identified as of "Polynesian descent." The tips varied

in the amount of information that was present. Some had extensive information

about the potential perpetrator, and others reported more simple visual

descriptions such as "unknown Black male" or "White male."

> The incident occurred approximately two weeks ago. The subject is a white male in his early 60s with a newer model car. The subject was out at approximately 7:45 am while taking the children to school (Caller #16).

> There was a white male in his late 50s, early 60s, heavy set 5/10 or 5 11 hanging at the exit doors of Bergners around 6:30 p.m. (Caller #17).

> All semester, he and several other students have seen a white male, approximately 35 years old, 'cruising campus' as they see him daily and observe him—he seems almost predatory. He seemed to ogle the black female college students…. He would drive back and forth down North Street probably ten times that hour and play music loudly to get people to notice him. He is also seen over the downtown/campus area all day/night (Caller #18).

While some tips were similar to caller #18 in that they had extensive

demographic descriptions, only some of the tips were consistent with mentioning

more than the age or specific race they witnessed. Many of the tips reported both

seeing suspicious White and Black males, but there were no reports of suspicious

females. This has the potential to be harmful to the tips and the cases in general.

When the tips were being called in, the gender, race, and age of the suspect were

unknown. However, if there is a stereotype that females are not seen as

suspicious and can commit these crimes, it can result in gender bias about who

commits crimes. The analysis revealed the range of potential ages for the suspect,

with four callers describing him as "male 19-20s" or "similar" age to the victim, and others reporting a "White male in his early 60s" and "mid-40s and 50s."

This can then influence tips that are called in and what is being reported by the public. Although obtaining information from the public is crucial, it comes with bias and stereotypes from what the media has portrayed crime as. At the time of her disappearance, the gender of the suspect was unknown. However, literature explains that it is common for males to become the primary suspects based on gender bias of who most commonly commits crimes. The study from Bjonsten et al. 2010 focused on the fact that there is an overrepresentation of victimization of certain groups (ex, females, Whites, etc) that can result in bias regarding who the victims of crimes are. Additionally, it is known that minorities, in particular African Americans, are overrepresented as perpetrators of violent crimes (Bjornstrom et al., 2010). This lack of representation can lead to bias, in which males are looked at with a more criminological viewpoint.

The analysis further expanded upon the idea that Blacks are seen as more dangerous, having this sense of criminality. Studies have discussed that Blacks are more commonly reported as suspicious, but research has elaborated on the influx of crime TV. With this increase in crime TV shows, it is crucial to understand how this could influence the types of tips that get called in and who society views as suspicious. The analysis showed that reports of Black and White individuals were similar but that the ages of the White individuals reported were older, ranging from 40s to 60s. In contrast, reports of Black individuals ranged on

the younger side. Theorists focus on the fact that impact bias when it comes to race and certain ages could explain the differences in reporting. A crucial point that could cause harm in the future is the lack of reporting for female perpetrators. Researchers have found that violent crimes are most commonly a male perpetrator and a female victim (Belfrage & Rying, 2004; Brainerd, 2013; Dixon & Linz, 2000a; Gonçalves et al., 2024; Quilian & Pager, 2001). Many of the well-known homicides or serial killer cases have resulted in a male perpetrator with multiple female victims. This has only escalated through crime TV shows and documentaries, which have steadily increased in the past few years. However, when the gender of the perpetrator is unknown, there is a bias that the perpetrator is male, which results in the lack of suspicious females.

Accurate Reports of Maurice Wallace

The analysis for the final theme centers on Wallace's accurate reports, which are divided into three categories, as shown in Table 8. This part of the analysis is crucial because previous sightings of Olamide were inaccurate, whereas these reports are accurate. These reports are distinct because Olamide was alive at the time. There were a total of six accurate reports, but each provided extensive detail about Wallace and his actions.

Table 8. Accurate Reports of Maurice Wallace

Code Descriptions	# of Mentions
Party at apartment	8
Unwanted/uninvited guest	5
Sexual nature/obscene	13

Source: Normal Police Department Tips

The analysis revealed that some tips mentioned Wallace by name before they were released to the public, and his information could be pertinent to the case. Examples are included below.

> Referenced letting Maurice Wallace use his phone. Bechtold stated that he allowed Maurice to use his phone to make one phone call. Bechtold said he saw Maurice the next day, and Maurice said he was waiting for a ride. Bechtold said Maurice looked like he had sprinkled baby powder on his chest (Caller #19).

These tips were different than prior sections that referenced Olamide, but she was deceased when the calls were reported. These tips were reported before October 20, 2005, and held more valuable information. The results prior discussed the tips that were called in before Olamide's disappearance. However, tips were provided regarding her steps prior to disappearing. These tips were shown to have more detail, such as specific location and mentioning Wallace by name, and had continuity of coherent observations that added to the reporting.

> A friend of hers made a party announcement – a party @ his house later that night. She went to 908 or 909 Market Street, Apt. 8, thinking her friend still lived there. When she got there, she could hear the music

coming from apartment #8, so she thought she was at the right place. She realized she was not when three unknown Black guys left the apartment. The music was playing, and it was completely dark inside. They told her to come inside, but she said no and left (Caller #20).

Attended a party at the Lewis Apartments in Carbondale, IL., when Maurice Wallace became an uninvited guest (Caller #21).
The daughter was introduced to 'Maurice' – a young black male who was in a

vehicle with Georgia plates (older model tan/white) and lived on Market Street (Caller #22).

2-3 weeks ago, while drinking at her apartment, a guy named Maurice came. They seemed "creepy" and tried to get three girls in attendance inside, and Maurice followed them. Got obscene, saying things of a sexual nature. Maurice was told to leave at that point" (Caller #23).

Jason was at a party at 809 Franklin Ave in Normal about 2-3 weeks from 10/29/05. An unknown black male, who Jason later realized was Maurice after seeing Maurice on the local news, walked by their party on the sidewalk (Caller #24).

The first tip line came in on October 18, 2005, 3 days after she was reported missing. Although only six tips mentioned Wallace by name, he was described similarly, often describing him as *"creepy"* and an unwanted individual at a party. Caller #20 illustrated that "three unknown Black guys walked out of the apartment." However, these tips referenced Maurice Wallace, the convicted perpetrator. This is a crucial part of this story because the tip lines that reported Olamide at specific locations were false. This was the most pertinent information for the police investigation, where there were eyewitnesses who had clarity about the perpetrator. The descriptions of Maurice were consistent with how police described him when they mentioned him in the media. The university students described him as a young Black male who would have

sexual encounters with women. The callers frequently described Wallace as an uninvited guest who made women uncomfortable. Descriptions of Maurice consist of a creepy individual where one caller describes his friend's encounters with him.

> When they went inside, Maurice just invited himself in. Jason said Maurice seemed "creepy" but did not want to be rude and tell him to leave. Maurice left shortly after that, but some of Jason's female friends said that Maurice had made advances on them and said things of a sexual/obscene nature. (Caller #25).

It was unknown whether Wallace was the perpetrator at the time of the disappearance. When the information and story were concluded, friends said, "Olamide and the man knew each other, and he had been to her off-campus apartment." Police eventually learned that Wallace lived on the same block and had a criminal record. The tips that mentioned Wallace by name had the information that was needed. However, when the investigation was ongoing, it was unclear whether it was pertinent. The media often framed Wallace in a light consistent with past literature. Kleider-Offman & Bond (2017) express the importance of race, specifically among the Black community. They discussed the aspect of association based on stereotypical features and criminality. Additionally, information about his criminal record was released, such as his past crimes, and he would often be described as a man with a violent past.

Past literature has expressed that Black perpetrators are frequently portrayed in a darker, more violent manner than their White counterparts. Bias

can be seen in the criminal justice system, particularly when discussing racial disparities. Personally mediated bias arises from individual attitudes and beliefs, manifesting in various forms such as prejudice, discrimination, and stereotyping. These beliefs may originate from conscious and unconscious thoughts and can be influenced by multiple factors. Such biases often stem from cultural upbringing, socialization, personal experiences, and media influences that shape one's perspectives and opinions (Andersen et al., 2017; Ardent, 2013; Callanan, 2012; Cho et al., 2012; Clore & Hutsinger, 2007).

The reports of Wallace can be explained for various reasons, particularly looking at the party's recollection. While in university, parties at off-campus apartments are not unusual, and many are similar. However, the callers who reported information about Wallace had emotional memories due to the obscurity of how Wallace and his friends presented themselves. It was known that Wallace would have sexual encounters with women, making them feel uncomfortable, which is seen with caller #28. These men were very distinct and not of the norm. If something is very out of the ordinary, it can be possible that the brain recalls memories based on a sense of fear. This emotion is often traumatic, and people frequently remember themselves and the events surrounding that scene or time.

Studies by Tang et al. (2017) and Vogel and Schwabe (2016) examined that mild and acute stress can enhance memory performance, but chronic stress is detrimental to one's memory performance. The ability to retain information can

also be determined by the witness's age and time of day, resulting in factors that cannot be changed to increase memory performance. Both experiences are initially stored as acute stress but can lead to chronic stress. However, when recalling information, acute stress can increase recollection. Both studies provide insight into how these tips were more in-depth and, although thought about two to three weeks prior to her disappearance, remained accurate and prevalent in callers' minds.

The received tips were called in on different dates, but all mentioned this party. Initially, when tips are called in, it is unknown whether they are relevant to the case. If the caller saw photos of Wallace or how he was described in the news, this could have sparked the recall process in the caller's mind. Acknowledging the variety of tips that can be called in and when the caller notices information is crucial to many criminal cases.

Discussion

The primary purpose of this study was to find any potential themes and patterns that emerge when examining the media and the tip line. The goal of the analysis was to shed light on how tip line information can be influenced and the type of information that was reported. A total of eight themes were found when conducting the results. The results showed that the media is a significant factor in how information is presented and its possibility to influence the tip line. The press can increase implicit bias while creating a sense of a narrative and focusing on explaining how the media can influence these tips and that there is a sense of suggestibility. However, a crucial aspect to focus on is the possibility of the media framing tip lines.

A surprising theme that I found was the gender theme. When analyzing the tips, there were various mentions of suspicious males but no reports of females. This was particularly surprising because there is a bias as to who commits these violent acts. It is known that there is a racial bias among the "traditional" perpetrators; the tips were consistent with the past literature. Although not surprising, the inconsistencies reported are a theme that became evident throughout the analysis. The media results provided a crucial perspective on the framing of both Olamide and Wallace. The result showed inconsistencies in the reports, which can be explained by studying eyewitnesses and memory's influence. It is possible that individuals were hyper-focused on seeing others because of what they had seen in the media. One of the callers previously stated

that "she saw a picture of a missing female from Illinois." The influence of the media is crucial to understanding where there can be higher awareness of hypersensitive individuals when looking for a particular type of person. The literature focuses on the aspect of blending memories and which there is a sense of suggestibility, which expresses how easily the mind can be changed and altered. This is especially important with how memory is recalled and the factors influencing how memory can be changed. The inconsistencies coincide with Loftus's explanation that the media can create and plant memories, which results in differences in results (Loftus, 1975; 2005). The lack of inconsistencies in the tip line can be explained by theories stemming from memory production.

As the literature mentions, memories are highly fallible and can be altered by various factors (Loftus, 2005). The analysis showed that memories and thoughts can be provoked by what the media publishes. This happened when the case went from a missing person to a criminal incident. The tips reported on that day were the most sporadic and needed a foundation as to where the information was coming from. It is beneficial to understand that fuzzy-trace theory (FTT) focuses on how one's memory can be skewed. In this case, the analysis demonstrated that the media influenced the information that was being called in (Andersen et al., 2017; Ardent, 2013; Ball-Rokeach & DeFleur, 1976; Byrd et al., 2017; Cho et al., 2012). A crucial aspect to understand is that when a caller is reporting information, the information is being recalled. Theorists focus on the fact that recalling memories can result in skewed memories. This can further

explain the inconsistencies, especially with vehicle type and model. Various factors, such as the priming effects, media framing, and blending effect, can influence the thought process of memory recall (Christianson & Loftus, 1991; Conway & Loveday, 2014; De Silva, 2023; Domke et al., 1999; Giles & Shaw, 2009; Green, 2004; Green & Brock, 2000; Hoewe, 2020; Holroyd, 2015; Lindgren et al., 2022; Loftus, 1975, 2005; Oschatz et al., 2001; Reyna et al., 2016). Suppose an individual is hyper-focused on seeing a young Black woman with a suspicious man. In that case, it is possible that one would be more aware and report suspicions – that could or could not be related to the police incident.

The analysis showed various themes in both the tips and the media files. A theme that was not discovered was the possible influence of tips reported when the media published aspects of the case. The analysis did not show any inclines of reports if the media included depth about the investigation or if it was written in a narrative or more factual manner. Furthermore, there was no uptick in tips when the media published them. This could have been influenced by how fast the case was investigated and the overall timeline. The entire case spanned just over two weeks, during which the media and press statements would release information on the daily. This fast-paced investigation could have explained the lack of tips.

The results further showed the influence of the media and how publications can heavily affect the information collected within the tips. Arguably, the most important finding is the media's inclusion of quotes and

information, resulting in a criminal narrative of this investigation. The results clearly show that the media frames criminal cases in relatable ways. The theory that analyses the main factor is narrative persuasion theory, which focuses on the influence of media priming, framing, and how information is illustrated (Green, 2004; Green & Brock, 2000; Hoewe, 2020). By interpreting the aspects of the criminal case, the way the media frames information can create an emotional connection.

In addition to fuzzy-trace theory, media dependency theory and narrative persuasion theories can help expand upon and explain the results. The media dependency theory emphasizes the strength of the media and how it can intersect with many aspects of society, resulting in changes in policy, beliefs, and stereotypes. The media could have influenced the tips that are reported. While no tips were provided to describe suspicious females, this could have been why the media overrepresents males as suspects. Furthermore, the media frames victims in a manner that is of societal beliefs reinforcing the stereotype. The theory focuses on the media's relationship with contributions to other societal factors. The results depict that aspects of the tip line coincide with societal influences, such as racial bias and stereotypes (Bjornstrom et al., 2010; Lundman, 2003; Gruenewald et al., 2009; 2013).

The results clearly show that the media frames criminal cases in relatable ways. The theory that analyses the main factor is narrative persuasion theory, which focuses on the influence of media priming, framing, and how information

is illustrated (Andersen et al., 2019; Ardent, 2013; Barnier & McConkey, 1992;

Brainerd, 2013; Brainerd & Reyna, 2005, 2015, 2019; Christianson & Loftus,

1991; Loftus, 1975, 2005; Muschalla & Schbönborn, 2021; Oschatz et al., 2021;

Shapiro, 2003; Valentino, 1999). By interpreting the aspects of the criminal case,

the way the media frames information can create an emotional connection.

Although many tips were reported, the information in each tip did not

have pertinent information that was helpful to the investigation. After the

investigation, it was known that Olamide died before the tip line was up and

running. The only pertinent information was the callers who witnessed

interactions between Olamide and Wallace or those who saw Wallace before she

died. Although this was found out after she died and the case was closed, it is

beneficial to understand and research one of the primary investigative tools that

police use. Tip lines can assist in investigations, but many closed cases are due to

information that was already known and did not come from the public

themselves. If anything, the tips that proved to be beneficial increased the police

assumptions about who was involved and created a timeline of where individuals

were during the time before her death.

There are several limitations to this study worthy of note. In particular,

the data quality hampered the analysis. The public tip lines can often be

incomplete and inconsistent, and errors can evolve with poor documentation and

entry mistakes within the police departments. Many of these tip lines were called

in and written down so detectives and other police officers could have been given

more information that needed to be documented. Additionally, this case is only generalizable for some tip lines. This study focused on the media files and whether there was any intersection to explain the submitted tip lines. This study can not elaborate on whether or not tip lines should keep being used and was focused on a singular homicide case that was primarily regional. With the analysis process, this study was an exploratory content analysis which can have multiple interpretations. These interpretations can result in bias based on perspectives and the research conducted by the researchers (Kalu, 2019). This study is subjective, and there could be different conclusions based on various types of analysis. Along with this exploratory study, there is potential for misinterpretation where qualitative data is open to interpretation. There is a risk of misrepresenting callers and media perspectives, and the researcher attempted to minimize bias and reduce assumptions among the tip lines (Kalu, 2019).

Several implications of this study can help gain insight into the benefits and usage of police tip lines. The results from this study showed that the reported tips did not benefit the investigation, but this should be thought of only partially. As mentioned previously, there are cases in which a tip line provides valuable information. Community engagement is one of the most crucial implications, as it can foster relationships between law enforcement and the community (Elphnick et al., 2021). This engagement can be beneficial when the public feels welcome and safe to provide information for police investigations. Although there are numerous benefits among tip lines, concerns should be raised when

discussing anonymity and privacy. When individuals report to the tip line, they publicly report what they saw to help investigations. The police could have gathered information about the caller, such as location or phone number, but the caller could have declined to provide further information.

There are many unknowns about this case, such as the reason Wallace committed this heinous crime. Although there are speculations, it was never officially documented as to his reasons for murdering Olamide. It is known that he told acquaintances that "he felt like killing someone" and wanted to "become a martyr and get his name in the news" (Chicago Tribune, 2006).

Conclusion

This exploratory study focused on analyzing a police tip line and aimed to understand the influence of media perceptions and the information within the tip line. It is clear that in this analysis, the tip line was not as beneficial when it was up and running. There were many inconsistent and unclear tips because of the difficulty of this case. This could have been for various reasons explained in the analysis. Furthermore, the influence of the media can shape the information that shapes our stereotypes and beliefs. With the different perspectives and interpretations of crime, it is known that the media has the strength to produce biases against individuals of color and portray crimes in both a positive and negative light. Understanding the influence of the media, the intersection with crime, and the ability to change policy and personal beliefs is crucial to understanding and further study. Research should further examine the use of tip lines and whether they provide significant information to cases. This study only examined the tip line in a singular city but provided insight into how it was not helpful in this case due to the death occurring before it was up and running.

The case of Olamide Adeyooye is extremely complicated and emotional. She was a young, youthful university student who was taken away from her family and friends too early. Olamide's funeral was held at the St. Domitilla Catholic Church, where 300 people attended the mass. Her brother stated, "Olamide, you will always be my heart. I love you, and hopefully, you will rest in peace." Olamide's mother, Oluwayinka Adeyooye, stated, "Olamide, you are

the kind of child every parent should dream of. I am very proud of you" (NBC News, 2006).

Due to the work of the investigators and the criminal justice system, the perpetrator who caused the death of Olamide was brought to justice. On December 1, 2005, Maurice Wallace was charged with first-degree murder; his bail was set at $2 million, and he was held at the McLean County Jail. He pled guilty to all charges and made several outbursts during court, resulting in a three-month sentence for contempt in January 2006. In May of 2006, additional charges were added after he attacked a guard with a knife made from a broom handle and metal blade, leaving her with facial fractures and eye injuries, attempting to escape. To date, he pled guilty to counts including first-degree murder, concealing a homicide, attempted murder, aggravated battery, assault with a deadly weapon, and attempted escape (Chicago Tribune, 2006; NBC News, 2006). Maurice Wallace was sentenced to life in prison.

The investigation of Olamide Adeyooye was challenging, intertwining the university, friends, and family and having an extremely emotional foundation. Various law enforcement agencies assisted in investigating and closing this case, hopefully giving peace to her family and friends.

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