# AchievementMetrics
### D a t a - D r i v e n  C h o i c e s,  G r e a t e r  S u c c e s s
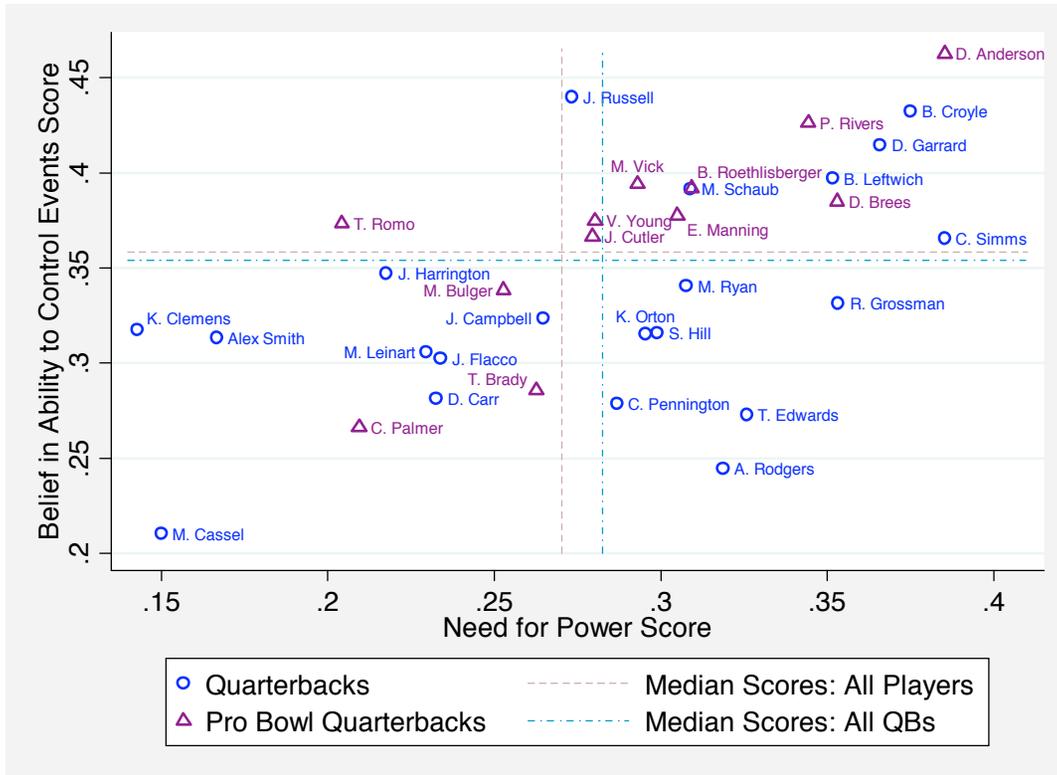
## Quarterback Comparison: Need for Power and Belief in Ability to Control Events



The graph at the left plots 33 NFL quarterbacks' **Need for Power** and **Belief in Ability to Control Events** scores. The Need for Power indicator measures the degree to which the player desires to control, influence, or have an impact on other persons or groups. Higher Need for Power scores indicate an increased desire for such control or influence. The Belief in Ability to Control Events (BACE) indicator measures the degree to which the player believes he has control over the situations in which he finds himself. Higher BACE scores indicate a greater belief in one's ability to control events.

As can be seen, only three of the 18 players (17 percent) whose BACE scores fall below the median BACE score have been to the Pro Bowl during their NFL careers, while nine of the 15 players (60 percent) whose BACE scores are higher than the median have had at least one Pro Bowl season.

Eight of the 14 players (57 percent) in the upper right-hand quadrant of the graph have been to the Pro Bowl. The players in this quadrant have both Need for Power and BACE scores that are higher than the median score for all players. Three of 11 players (27 percent) in the lower left-hand quadrant of the graph have had at least one Pro Bowl season. These players have both Need for Power and BACE scores that fall below the median for all players.

None of the seven players in the bottom right-hand corner of the graph have yet to be selected to the Pro Bowl. These players have Need for Power scores that are higher than the median but BACE scores that fall below the median. The speech of these players indicates that they desire influence but are unsure of their ability to affect change.

Note: Quarterbacks included in the comparison have started at least eight games in the NFL and at least half of the games in which they have appeared.

# AchievementMetrics
D a t a - D r i v e n   C h o i c e s ,   G r e a t e r   S u c c e s s

## About Achievement Metrics, LLC

Achievement Metrics, LLC provides risk prediction services to the sports and entertainment industries. Headed by Dr. Roger Hall, Achievement Metrics advises sports teams, league officials, sponsors and insurers about the relative off-field risks of athletes. Achievement Metrics can work with customers to develop specialty assessments and predictions for athletes, teams, actors, musicians, celebrities, and others involved in the sports and entertainment fields. Dr. Hall has over twenty years of behavioral assessment experience and maintains offices near Columbus, Ohio, and Cincinnati, Ohio. Achievement Metrics is a partner of Social Science Automation, Inc.

## About Social Science Automation, Inc.

Social Science Automation, Inc. has for more than a decade focused on providing state-of-the-art automated text analysis products and services to government, business, and academic clients. Founded by Dr. Michael Young and Dr. Margaret Hermann in 1997, Social Science Automation identified a need within government organizations for automated text analysis services and corresponding expert consultation. Since then, the company has diversified its offerings to include solutions for media analysis, athlete achievement, profiling, and forensic psycholinguistics. Our breadth of offerings in various vertical markets offer a wide range of expertise, all rooted in our core competency of automated text analysis.

Social Science Automation employs an outstanding local staff near Columbus, Ohio, and has access to a network of experts throughout the United States, Canada, and the United Kingdom. Our international network offers clients unmatched expertise from the best people in the business – all contributing a unique and sophisticated perspective that allows us to deliver high-quality products and services.

## Legal Notice

Achievement Metrics, LLC provides this comparison of NFL quarterbacks on two variables: (1) Need for Power and (2) Belief in Ability to Control Events. The results are based on our standardized objective criteria and analysis. The data are derived from the automated text analysis of publicly available transcripts of interviews given by the athletes *before* the beginning of their careers in the NFL. These transcripts are primarily from pre- and post-game interviews and other media events during the players' time in college. These comparisons do not extend beyond these two variables or beyond our data set.

This report is designed for informational purposes only. The information presented in this report should not be construed to guarantee a player's future performance or behavior and is not a comprehensive statement, evaluation, or judgment of any player's character or future performance. Achievement Metrics, LLC expressly disclaims all liability in connection with the information contained herein.