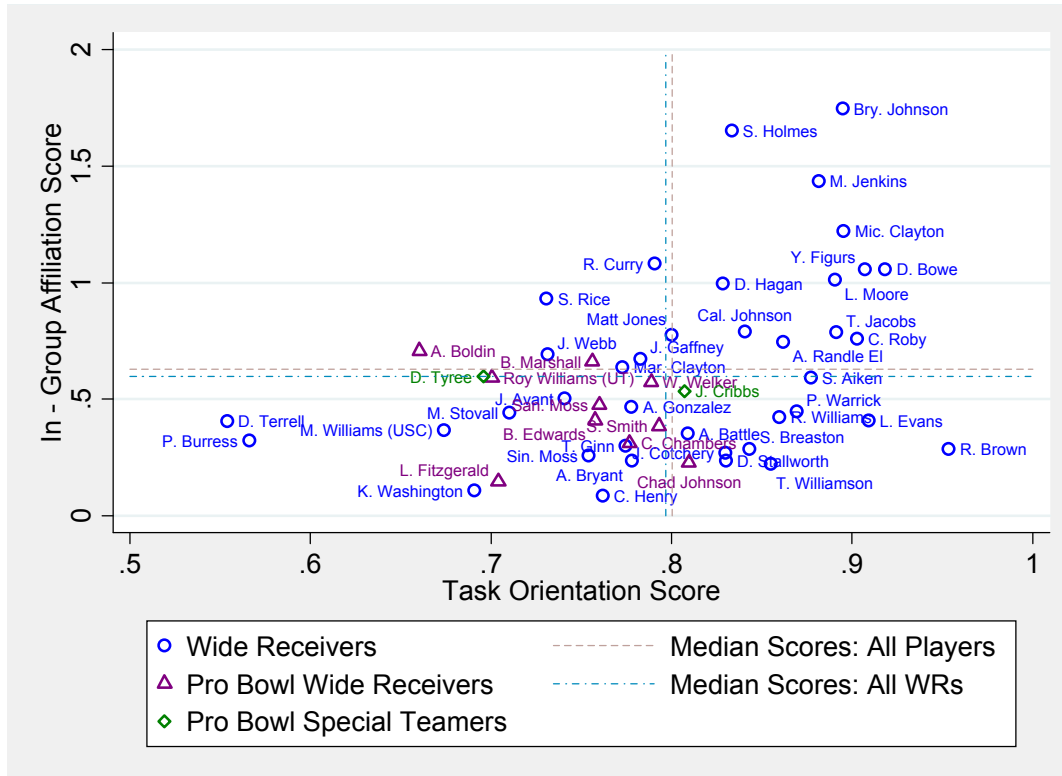


Wide Receiver Comparison: Task Orientation and In-Group Affiliation



The graph at the left plots 51 NFL wide receivers' **Task Orientation** and **In-Group Affiliation** scores. The Task Orientation indicator measures the degree to which the player tends to focus on tasks or goals as opposed to relationships. Higher Task Orientation scores indicate an increased focus on tasks or goals. The In-Group Affiliation (IGA) indicator measures the degree to which the player identifies positively with a group or groups of individuals (e.g., his team). Higher IGA scores reflect a heightened sense of affiliation.

As can be seen, only two of the 25 players (eight percent) whose Task Orientation scores are higher than the median Task Orientation score have been to the Pro Bowl during their NFL careers, while 10 of the 26 players (38 percent) whose Task Orientation scores fall below the median have had at least one Pro Bowl season.

Similarly, only three of 21 players (14 percent) whose IGA scores are at or above the median IGA score have been to the Pro Bowl, while nine of 30 players (30 percent) with scores falling below the median have had at least one Pro Bowl season.

None of the thirteen players in the upper right-hand quadrant of the graph have been to the Pro Bowl. With Task Orientation and IGA scores that are both higher than the median, these players' speech indicates that they are goal-oriented and identify with an in-group.

Seven of 18 players (39 percent) in the lower left-hand quadrant of the graph have had at least one Pro Bowl season. These players have both Task Orientation and IGA scores that fall below the median. In other words, these players' speech indicates that while they are relationship-oriented rather than goal-oriented, they tend not to identify with a broader group.

Note: Wide receivers included in the comparison have appeared in at least 25 games while in the NFL.

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 wide receivers on two variables: (1) Task Orientation and (2) In-Group Affiliation. 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.