

Natural Language Processing Trait Analysis Report



Player Code 5409874

Position: Withheld

College: Withheld

Date of Birth: Withheld

Player 5409874 Trait Indicator Score Summary

All of Player 5409874's Natural Language Processing trait indicator scores fall into a range associated with an increased likelihood of engaging in off-the-field behavior that could result in arrest or suspension.

Player 5409874's trait indicator scores place him in the 99th percentile for Indecisiveness, Negative Self Confidence, and Self-Centeredness. Player 5409874's External Locus of Control and Expressions of Feeling scores both place him above the 90th percentile of players, and his Internal Locus of Control and Impulsivity scores both fall in the top quartile. Player 5409874's In-Group Affiliation score places him in the 1st percentile of players.

Natural Language Processing Trait Analysis Overview

The trait indicators discussed in this report are derived from automated Natural Language Processing (NLP) schemes developed by Social Science Automation, Inc. These NLP schemes search for and code words and phrases held by social science researchers to be indicative of underlying personality traits and behavioral tendencies. The results discussed in this report were generated by analyzing college players' football-related speech using these NLP schemes.

Each of the NLP trait indicators listed to the right and described in more detail below are characterized by a statistically significant difference in the measures of central tendency (i.e., the mean scores and median scores) of two distinct groups of players: those who have been arrested or suspended while in the NFL for the stated behavior and those who have not been arrested or suspended.

Player 5409874		
NLP Trait Indicator Scores		
	Player's Score	Percentile Rank
External Locus of Control	5.052	97th
In-Group Affiliation	0.087	1st
Indecisiveness	2.526	99th
Negative Self Confidence	8.014	99th
Self-Centeredness	8.624	99th
Expressions of Feeling	1.045	94th
Impulsivity	0.586	77th
Internal Locus of Control	2.526	81st

Natural Language Processing Trait Indicators	
Alcohol- or Drug-Related Behavior	
Self-Centeredness	
Negative Self Confidence	
External Locus of Control	
Indecisiveness	
In-Group Affiliation	
Personal Misconduct	
Self-Centeredness	
Negative Self Confidence	
Internal Locus of Control	
Impulsivity	
Expressions of Feeling	

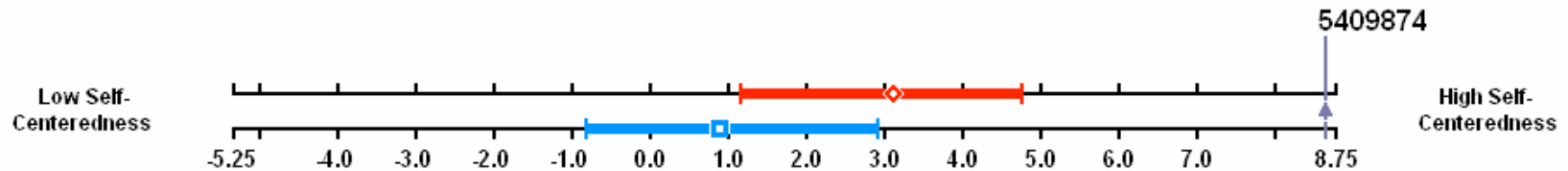
Natural Language Processing Trait Indicator Scores

Alcohol- or Drug-Related Arrests and Suspensions

Natural Language Processing Trait Indicators Key: Alcohol and Drugs	
Indicators: <ul style="list-style-type: none"> • Self-Centeredness • Negative Self Confidence • External Locus of Control • Indecisiveness • In-Group Affiliation 	<ul style="list-style-type: none"> ◊ Median score of players arrested and/or suspended while in the NFL for alcohol or drugs — Middle 50 percent of scores for arrested and/or suspended players □ Median score of players <i>not</i> arrested or suspended for alcohol or drugs — Middle 50 percent of scores for players <i>not</i> arrested or suspended ▲ Score of individual player (player code is listed above the arrow)

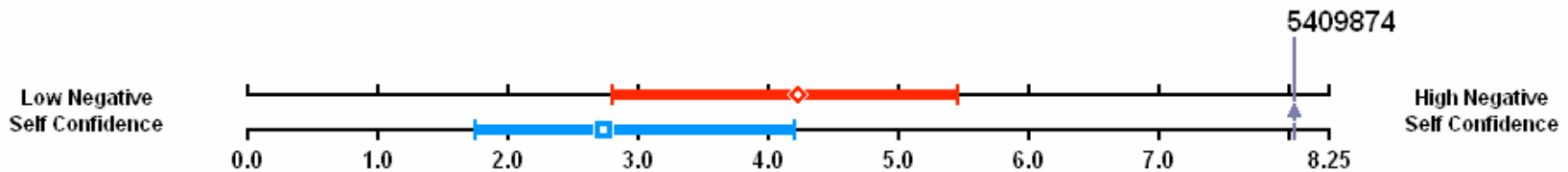
Self-Centeredness

Higher scores reflect a greater use of speech indicating the speaker tends to focus more on himself than on a broader group of individuals



Negative Self Confidence

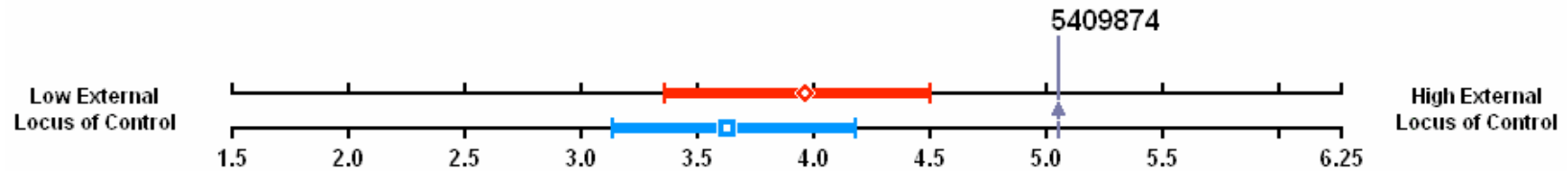
Higher scores reflect a greater use of speech indicating the speaker lacks self confidence



Alcohol- or Drug-Related Arrests and Suspensions (Continued)

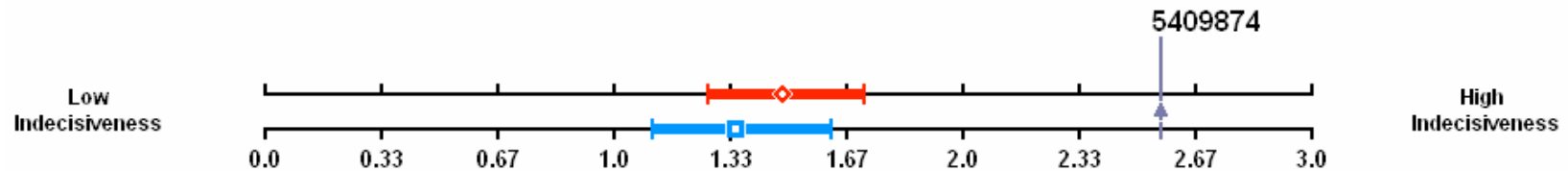
External Locus of Control

Higher scores reflect a greater use of speech indicating the speaker believes his behavior is guided by external circumstances such as fate or luck



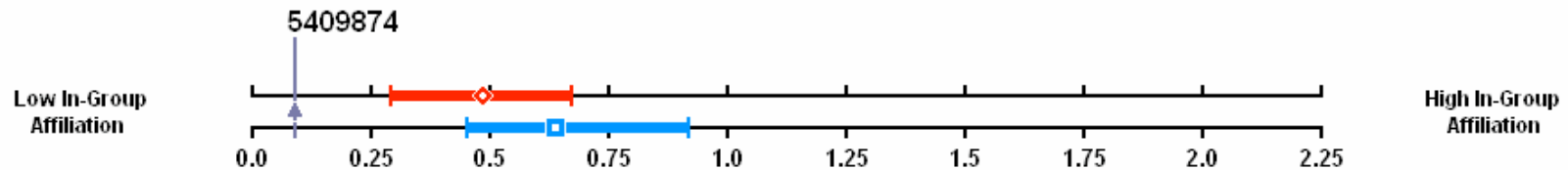
Indecisiveness

Higher scores reflect a greater use of speech indicating the speaker has difficulty coming to a decision when presented with an option



In-Group Affiliation

Higher scores reflect a greater use of speech indicating the speaker identifies positively with a group or groups

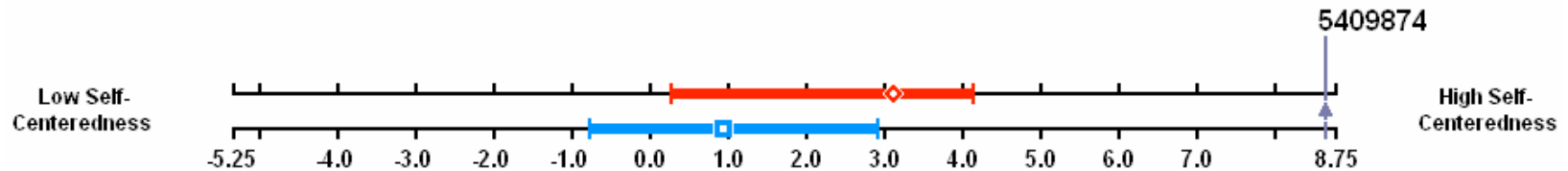


Natural Language Processing Trait Indicator Scores
Personal Misconduct-Related Arrests and Suspensions

Natural Language Processing Trait Indicators Key: Personal Misconduct	
Indicators: <ul style="list-style-type: none"> • Self-Centeredness • Negative Self Confidence • Internal Locus of Control • Impulsivity • Expressions of Feeling 	<ul style="list-style-type: none"> ◊ Median score of players arrested and/or suspended while in the NFL for personal misconduct — Middle 50 percent of scores for arrested and/or suspended players □ Median score of players <i>not</i> arrested or suspended for personal misconduct — Middle 50 percent of scores for players <i>not</i> arrested or suspended ▲ Score of individual player (player code is listed above the arrow)

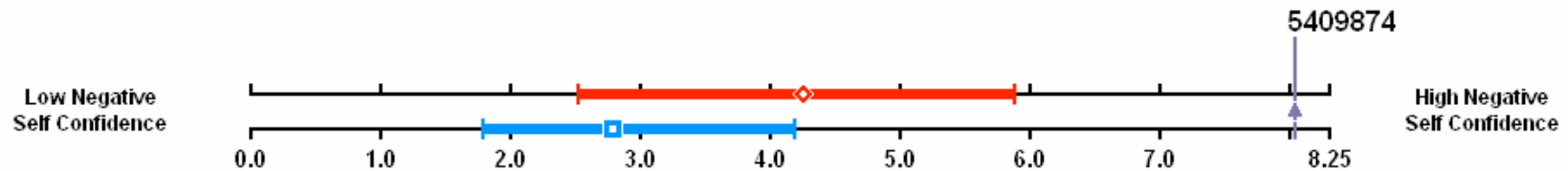
Self-Centeredness

Higher scores reflect a greater use of speech indicating the speaker tends to focus more on himself than on a broader group of individuals



Negative Self Confidence

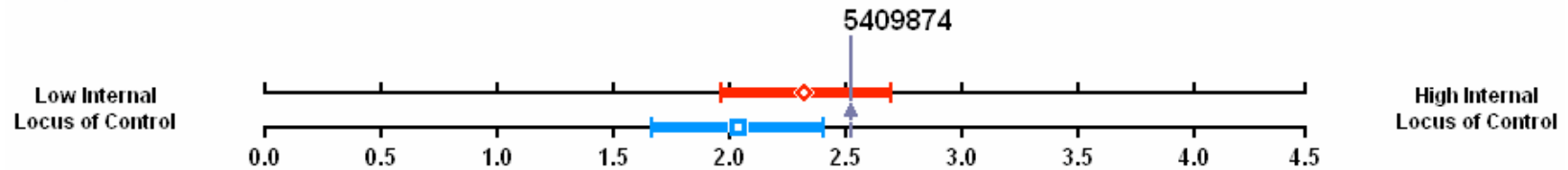
Higher scores reflect a greater use of speech indicating the speaker lacks self confidence



Personal Misconduct-Related Arrests and Suspensions (Continued)

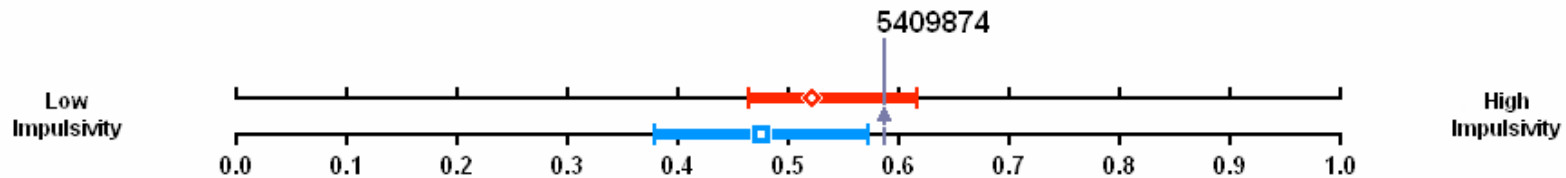
Internal Locus of Control

Higher scores reflect a greater use of speech indicating the speaker believes his behavior is guided by his own decisions and efforts



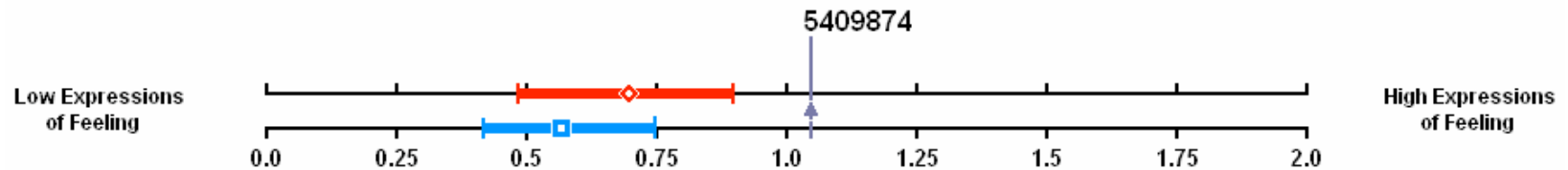
Impulsivity

Higher scores reflect a greater use of speech indicating the speaker is likely to act on snap judgments that he later regrets

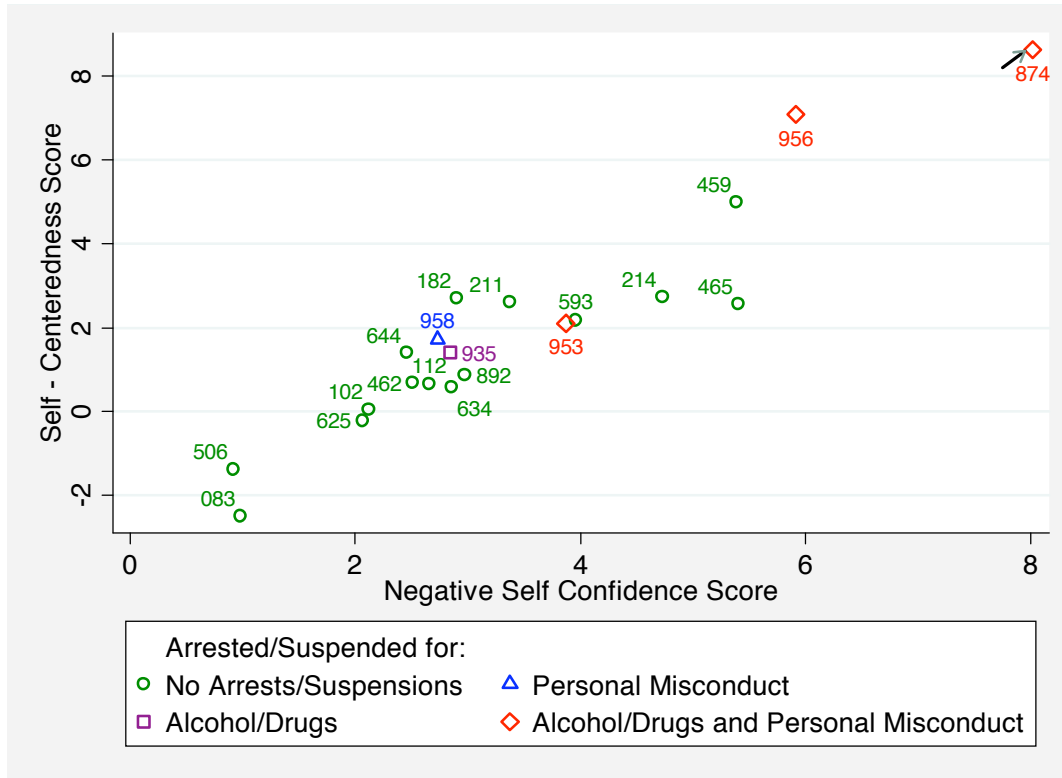


Expressions of Feeling

Higher scores reflect a greater use of speech with emotional content



Team Comparison: Negative Self Confidence and Self-Centeredness

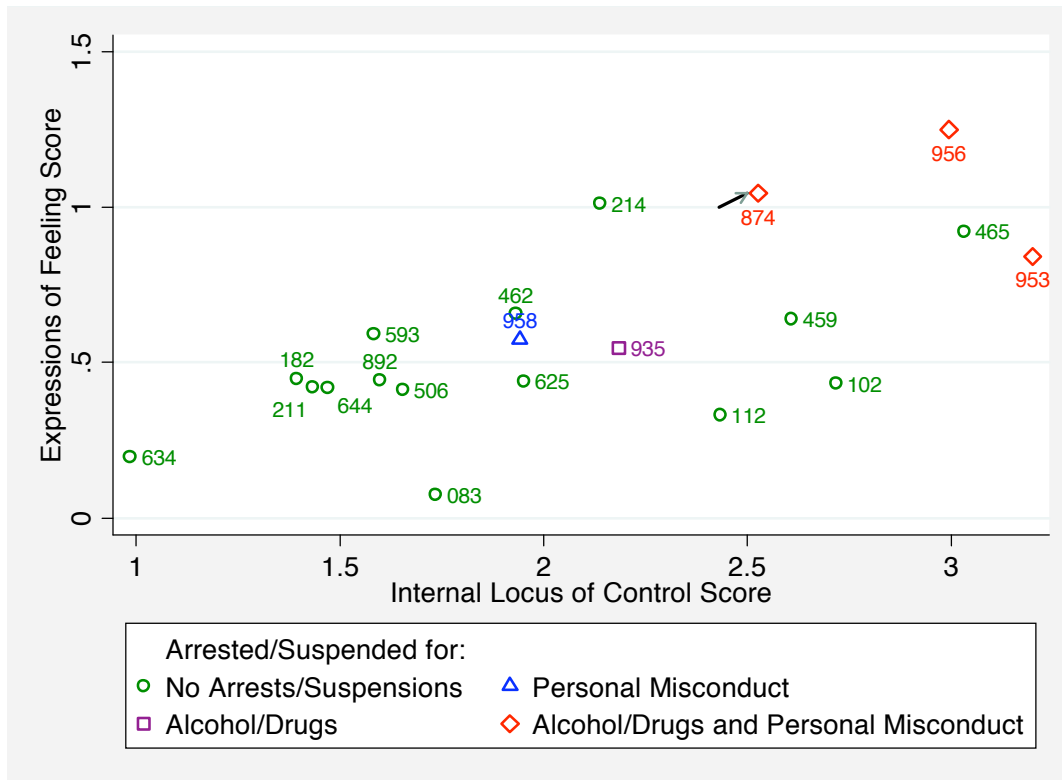


The graph at the left plots Player 5409874's **Negative Self Confidence** and **Self-Centeredness** scores with 19 of his current and former teammates. For both of these NLP indicators, the measures of central tendency (i.e., mean and median scores) of arrested and suspended players differ at a statistically significant level from those of players who have not been arrested or suspended. This is true for arrests and suspensions related to both alcohol- or drug-related behavior and personal misconduct.

As can be seen, the Negative Self Confidence and Self-Centeredness scores of the players who have been arrested or suspended while in the NFL are, in general, higher than those players who have not been arrested or suspended. (Note that players are identified on the graph by the last three digits of their player codes.)

Player 5409874 (who has been arrested while in the NFL for both alcohol- or drug-related behavior and personal misconduct) has a Negative Self Confidence score (8.014) and a Self-Centeredness score (8.624) that place him in the far right corner of the graph. His position on the graph is noted with an arrow.

Team Comparison: Internal Locus of Control and Expressions of Feeling

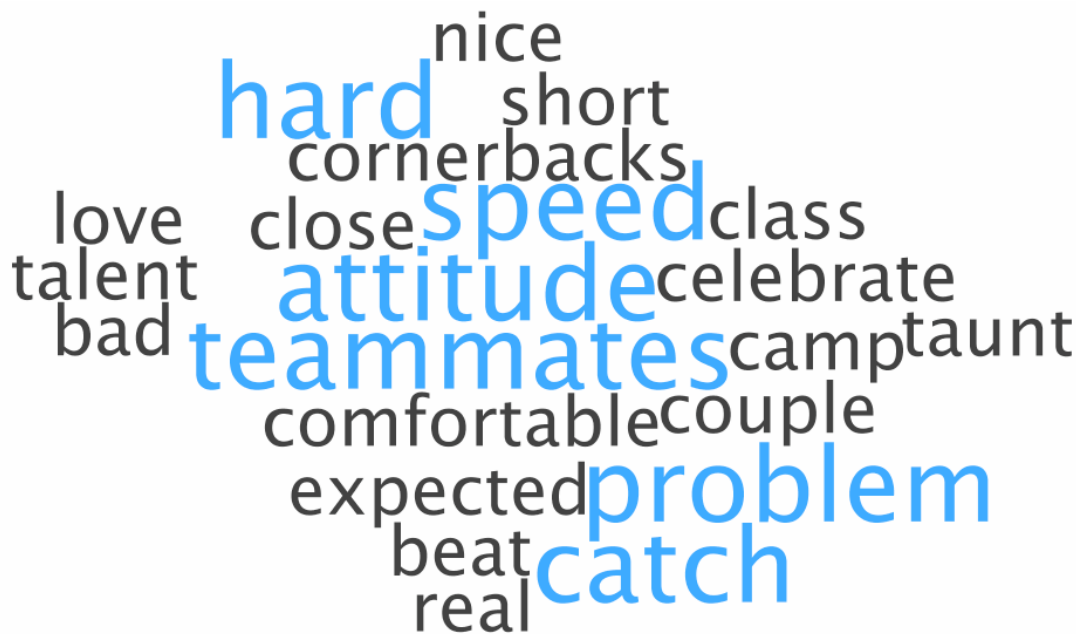


The graph at the left plots Player 5409874's **Internal Locus of Control** and **Expressions of Feeling** scores with 19 of his current and former teammates. For these two indicators, the measures of central tendency of players arrested and/or suspended for personal misconduct-related behavior while in the NFL differ at a statistically significant level from those players who have not been arrested or suspended.

As can be seen, the Internal Locus of Control and Expressions of Feeling scores of the players who have been arrested or suspended for personal misconduct-related behavior while in the NFL are, in general, higher than those players who have not been arrested or suspended. (Note that players are identified on the graph by the last three digits of their player codes.)

Player 5409874 (who has been arrested while in the NFL for both alcohol- or drug-related behavior and personal misconduct) has an Internal Locus of Control score (2.526) and an Expressions of Feeling score (1.045) that place him in the upper right quadrant of the graph. His position on the graph is noted with an arrow.

Player 5409874's most frequently used words



The words used most frequently by **Player 5409874** are listed at the left. All of the speech collected for Player 5409874 was spoken prior to the beginning of his professional career. The words listed to the left come from our speech database for the player.

Speech sample sources include interview transcripts, press conference transcripts, and news stories with a sufficient number of quotes.

Very common words such as articles, prepositions, pronouns, etc, have been omitted from the list.

Natural Language Processing Trait Indicator Details: Player 5409874

Negative Self Confidence and Alcohol- or Drug-Related Arrests and Suspensions

The **Negative Self Confidence** NLP indicator is based on words and expressions connoting that the speaker lacks self confidence. In our 592-player sample, Negative Self Confidence scores range from a low of 0.081 to a high of 8.014, with higher Negative Self Confidence scores reflecting a greater use of speech indicating the speaker lacks self confidence.

Players in the sample who have been arrested or suspended for alcohol- or drug-related behavior have mean and median Negative Self Confidence scores that are higher, at statistically significant levels, than those players who have not been arrested or suspended for such behavior.

Player 5409874's Negative Self Confidence score of 8.014 places him in the 99th percentile of players.

Negative Self Confidence and Alcohol- or Drug-Related Arrests and Suspensions			
Arrested or Suspended	Number in Sample	Mean	Median
Yes	51	4.082	4.219
No	541	3.026	2.727
Player Code	Score	Percentile Rank	
5409874	8.014	99th	

Negative Self Confidence and Personal Misconduct-Related Arrests and Suspensions

Mean and median Negative Self Confidence scores also differentiate players in the sample who have been arrested or suspended for personal misconduct-related behavior from those who have not. Players in the sample who have been arrested or suspended for personal misconduct-related behavior have mean and median Negative Self Confidence scores that are higher, at statistically significant levels, than those players who have not been arrested or suspended for such behavior.

Again, **Player 5409874's** Negative Self Confidence score of 8.014 places him in the 99th percentile of players.

Negative Self Confidence and Personal Misconduct-Related Arrests and Suspensions			
Arrested or Suspended	Number in Sample	Mean	Median
Yes	51	4.160	4.235
No	541	3.019	2.786
Player Code	Score	Percentile Rank	
5409874	8.014	99th	

Self-Centeredness and Alcohol- or Drug-Related Arrests and Suspensions

The **Self-Centeredness** NLP indicator is based on words and expressions connoting that the speaker tends to focus more on himself than on a broader group of individuals. In our 592-player sample, Self-Centeredness scores range from a low of -5.136 to a high of 8.624, with higher Self-Centeredness scores reflecting a greater use of speech indicating self-preoccupation.

Players in the sample who have been arrested or suspended for alcohol- or drug-related behavior have mean and median Self-Centeredness scores that are higher, at statistically significant levels, than those players who have not been arrested or suspended for such behavior.

Player 5409874's Self-Centeredness score of 8.624 places him in the 99th percentile of players.

Self-Centeredness and Alcohol- or Drug-Related Arrests and Suspensions			
Arrested or Suspended	Number in Sample	Mean	Median
Yes	51	2.829	3.090
No	541	1.150	0.895
Player Code	Score	Percentile Rank	
5409874	8.624	99th	

Self-Centeredness and Personal Misconduct-Related Arrests and Suspensions

Mean and median **Self-Centeredness** scores also differentiate players in the sample who have been arrested or suspended for personal misconduct-related behavior from those who have not. Players in the sample who have been arrested or suspended for personal misconduct-related behavior have mean and median Self-Centeredness scores that are higher, at statistically significant levels, than those players who have not been arrested or suspended for such behavior.

Again, **Player 5409874's** Self-Centeredness score of 8.624 places him in the 99th percentile of players.

Self-Centeredness and Personal Misconduct-Related Arrests and Suspensions			
Arrested or Suspended	Number in Sample	Mean	Median
Yes	51	2.653	3.090
No	541	1.167	0.926
Player Code	Score	Percentile Rank	
5409874	8.624	99th	

External Locus of Control and Alcohol- or Drug-Related Arrests and Suspensions

The **External Locus of Control** NLP indicator is based on words and expressions connoting that the speaker believes his behavior and experiences are guided by outside forces such as fate or luck. In our 592-player sample, External Locus of Control scores range from a low of 1.507 to a high of 6.240, with higher External Locus of Control scores reflecting a greater use of speech indicating a belief that external forces primarily shape one's life experiences.

Players in the sample who have been arrested or suspended for alcohol- or drug-related behavior have mean and median External Locus of Control scores that are higher, at statistically significant levels, than those players who have not been arrested or suspended for such behavior.

Player 5409874's External Locus of Control score of 5.052 places him in the 97th percentile of players.

External Locus of Control and Alcohol- or Drug-Related Arrests and Suspensions			
Arrested or Suspended	Number in Sample	Mean	Median
Yes	51	3.966	3.962
No	541	3.672	3.620
Player Code	Score	Percentile Rank	
5409874	5.052	97th	

Internal Locus of Control and Personal Misconduct-Related Arrests and Suspensions

The **Internal Locus of Control** NLP indicator is based on words and expressions connoting that the speaker believes he has primary control over his behavior and experiences. In our 592-player sample, Internal Locus of Control scores range from a low of 0.723 to a high of 4.286, with higher Internal Locus of Control scores reflecting a greater use of speech indicating a belief that destiny is shaped by one's own beliefs and actions.

Players in the sample who have been arrested or suspended for personal misconduct-related behavior have mean and median Internal Locus of Control scores that are higher, at statistically significant levels, than those players who have not been arrested or suspended for such behavior.

Player 5409874's Internal Locus of Control score of 2.526 places him in the 81st percentile of players.

Internal Locus of Control and Personal Misconduct-Related Arrests and Suspensions			
Arrested or Suspended	Number in Sample	Mean	Median
Yes	51	2.311	2.319
No	541	2.063	2.026
Player Code	Score	Percentile Rank	
5409874	2.526	81st	

Indecisiveness and Alcohol- or Drug-Related Arrests and Suspensions

The **Indecisiveness** NLP indicator is based on words and expressions connoting that the speaker experiences difficulty making a decision when faced with options. In our 592-player sample, Indecisiveness scores range from a low of 0.355 to a high of 2.917, with higher Indecisiveness scores reflecting a greater use of speech indicating difficulty in making decisions.

Players in the sample who have been arrested or suspended for alcohol- or drug-related behavior have mean and median Indecisiveness scores that are higher, at statistically significant levels, than those players who have not been arrested or suspended for such behavior.

Player 5409874's Indecisiveness score of 2.526 places him in the 99th percentile of players.

Indecisiveness and Alcohol- or Drug-Related Arrests and Suspensions			
Arrested or Suspended	Number in Sample	Mean	Median
Yes	51	1.518	1.489
No	541	1.382	1.342
Player Code	Score	Percentile Rank	
5409874	2.526	99th	

Impulsivity and Personal Misconduct-Related Arrests and Suspensions

The **Impulsivity** NLP indicator is based on words and expressions connoting that the speaker is likely to act on snap judgments he later regrets. In our 592-player sample, Impulsivity scores range from a low of 0.115 to a high of 0.923, with higher Impulsivity scores reflecting a greater use of speech indicating a lack of deliberation before acting or reacting and subsequent regret.

Players in the sample who have been arrested or suspended for personal misconduct-related behavior have mean and median Impulsivity scores that are higher, at statistically significant levels, than those players who have not been arrested or suspended for such behavior.

Player 5409874's Impulsivity score of 0.586 places him in the 81st percentile of players.

Impulsivity and Personal Misconduct-Related Arrests and Suspensions			
Arrested or Suspended	Number in Sample	Mean	Median
Yes	51	0.535	0.522
No	541	0.480	0.475
Player Code	Score	Percentile Rank	
5409874	0.586	77th	

In-Group Affiliation and Alcohol- or Drug-Related Arrests and Suspensions

The **In-Group Affiliation** NLP indicator is based on words and expressions connoting that the speaker considers himself a member of a group or groups that he views positively. In our 592-player sample, In-Group Affiliation scores range from a low of 0.082 to a high of 2.037, with higher In-Group Affiliation scores reflecting a greater use of speech indicating positive affiliation with a group or groups.

Players in the sample who have been arrested or suspended for alcohol- or drug-related behavior have mean and median In-Group Affiliation scores that are lower, at statistically significant levels, than those players who have not been arrested or suspended for such behavior.

Player 5409874's In-Group Affiliation score of 0.087 places him in the 1st percentile of players.

In-Group Affiliation and Alcohol- or Drug-Related Arrests and Suspensions			
Arrested or Suspended	Number in Sample	Mean	Median
Yes	51	0.563	0.487
No	541	0.696	0.639
Player Code	Score	Percentile Rank	
5409874	0.087	1st	

Expressions of Feeling and Personal Misconduct-Related Arrests and Suspensions

The **Expressions of Feeling** NLP indicator is based on words and expressions denoting the speaker's emotions. In our 592-player sample, Impulsivity scores range from a low of 0.065 to a high of 1.786, with higher Impulsivity scores reflecting a greater use of speech with emotional content.

Players in the sample who have been arrested or suspended for personal misconduct-related behavior have mean and median Expressions of Feeling scores that are higher, at statistically significant levels, than those players who have not been arrested or suspended for such behavior.

Player 5409874's Expressions of Feeling score of 1.045 places him in the 94th percentile of players.

Expressions of Feeling and Personal Misconduct-Related Arrests and Suspensions			
Arrested or Suspended	Number in Sample	Mean	Median
Yes	51	0.711	0.697
No	541	0.599	0.564
Player Code	Score	Percentile Rank	
5409874	1.045	94th	

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.

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