About the Graph

The graph on the previous page plots the **Negative Self Confidence** and **Self-Centeredness** scores of 751 NFL players whose professional careers began between 2000 and 2010 and who have appeared in at least one regular or postseason game. The Negative Self Confidence (NSC) indicator measures the degree to which the player uses terms and expressions associated with low self confidence. Higher NSC scores reflect a greater use of speech indicating low self confidence. The Self-Centeredness indicator measures the degree to which the player speaks about himself in relation to broader groups to which he belongs (e.g., his team). Higher Self-Centeredness scores reflect a greater preoccupation with the self over such groups.

Players who have been arrested or suspended while in the NFL for any reason (e.g., DUI, domestic violence, resisting arrest, assault, public intoxication, violation of team rules, etc) from April 2000 through January 2011 are denoted on the graph with dark red circles, and players who have not been arrested or suspended with green dots. **As can be seen, the percentage of players who have been arrested or suspended increases as both Negative Self Confidence and Self-Centeredness scores increase. Only 37 of the 411 players (9.0 percent) in Area 1 have been arrested or suspended** while in the NFL; players in Area 1 have at least one indicator score (either Negative Self Confidence or Self-Centeredness) that falls below the median score for all players in our sample. **Twenty-six of the 179 players (14.5 percent) in Area 2 have been arrested or suspended**; the indicator scores of players in Area 2 are both at or above the median score with at least one score falling between the median and 75th percentile. **Twenty-eight of the 131 players (21.4 percent) in Area 3 have been arrested or suspended** during their NFL careers; the indicator scores of players in Area 3 are both at or above the 75th percentile of scores for all players in our sample, with at least one of the scores falling between the 75th and 95th percentiles. Finally, **nine of 30 players (30.0 percent) in Area 4 have been arrested or suspended** while in the NFL; players in Area 4 have both Negative Self Confidence and Self-Centeredness scores that are in the top 95 percent of scores for all players in our sample. **Overall, 100 of the 751 players (13.3 percent) in our database have been arrested and/or suspended while in the NFL.**

About Achievement Metrics, LLC

Achievement Metrics, LLC provides achievement and 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 predicted on-field performance and relative off-field risks of athletes. Achievement Metrics can work with customers to develop specialty assessments and predictions for athletes, teams and others involved in the sports and entertainment fields. Dr. Hall has over twenty years of behavioral assessment experience and maintains offices near Cincinnati and Columbus, 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 players on two variables: (1) Negative Self Confidence and (2) Self-Centeredness. 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.