AchievementMetrics
Data - Driven Choices, Greater Success

First Round Defense Performance Comparison — High Conceptual Complexity Score vs. Expressions of Feeling Score

Legend:
- ○ First Round Underachievers
- □ First Round Pro Bowlers
- △ First Round Contributors
- ------ Medians: All First Round Def. Picks

Players plotted: T. Brayton, H. Ngata, L. Castillo, T. Newman, M. Rumph, Derr. Johnson (LB), A. Haynesworth, S. Merriman, D. Morgan, J. Peppers, Dunta Robinson, D. Freeney, C. Matthews, E. Reed, A. Rolle, J. Joseph, M. Huff, A.J. Hawk, T. Polamalu, M. Tubbs, M. Griffin, Will Smith (DE), L. Hall, F. Washington, Kevin Williams, B. Bunkley, D. Pollack, Q. Jammer, Travis Johnson, Marlin Jackson, Erasmus James, J. Vilma, K. Wimbley, A. Spencer, T. Hali, R. Sims, J. Fletcher, E. Sims, B. Carpenter, Adam Jones, A. Ross, A. Cromartie, J. Babin, W. Bryant, M. Haynes, J. Henderson, M. Patterson, B. Urlacher, J. Kennedy, Thomas Davis, M. Spears

About the Graph

The graph on the previous page plots the **High Conceptual Complexity** and **Expressions of Feeling** scores of 51 defensive players selected in the first round of the NFL Draft between 2000 and 2009; players drafted after 2007 are included only if they have made the Pro Bowl. The High Conceptual Complexity (HCC) indicator measures the degree to which the player uses terms that are indicative of the ability to see nuance in his environment. Higher HCC scores indicate a greater usage of such speech. The Expressions of Feeling (ExF) indicator measures the degree to which the player uses terms and expressions dealing with emotions. Higher scores reflect a greater use of speech with emotional content. Defensive players denoted by green squares have been selected to at least one Pro Bowl during their NFL careers. Those denoted by blue diamonds have been solid contributors to their teams, but have not been selected to the Pro Bowl. Defensive players denoted by red circles are generally considered to have underachieved while in the NFL.

Nine of the 15 defensive players (60 percent) located in the graph's upper-left quadrant have been to the Pro Bowl. The players in this quadrant have HCC scores that are at or above the median score for first round defensive draft picks in our sample, but ExF scores that are lower than the median. **Conversely, nine of the 15 defensive players (60 percent) located in the lower-right quadrant are generally considered to have underachieved during their NFL careers.** These players have HCC scores that fall below the median, but ExF scores at or above the median. **In total, only three of the 26 first round defensive draft picks (12 percent) whose HCC scores fall at or above the median are considered to have underachieved during their professional careers. Similarly, only four of the 25 first round defensive picks (16 percent) whose ExF scores fall below the median are typically viewed as underachievers.**

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 defensive players on two variables: (1) High Conceptual Complexity and (2) Expressions of Feeling. 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.