



## About the Graph

The graph on the previous page plots the **Negative Self Confidence** and **Ingroup Affiliation** scores of 18 NFL running backs selected in the first round of the NFL Draft between 2000 and 2007. 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 Ingroup 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. Running backs denoted by green squares have been selected to at least one Pro Bowl. Those denoted by blue diamonds have not been selected to the Pro Bowl, but have been solid contributors to their teams. Running backs denoted by red circles are generally considered to have underachieved while in the NFL.

**All six (100 percent) of the running backs located in the graph's upper-left quadrant have been to the Pro Bowl.** The players in this quadrant have NSC scores that are at or above the median score for first round running backs in our sample, but IGA scores that fall below the median. **Similarly, two of the three running backs (67 percent) located in the lower-left quadrant have been to the Pro Bowl.** These running backs have NSC and IGA scores that both fall below the median.

**In total, eight of the nine running backs (89 percent) whose IGA scores fall below the median score for first round running backs have been to the Pro Bowl, while only two of the nine running backs (22 percent) whose IGA scores are at or above the median have had at least one Pro Bowl season. In fact, six of the nine running backs (67 percent) with IGA scores at or above the median are generally considered to have underachieved during their NFL careers. Seven of the nine running backs (78 percent) with NSC scores at or above the median have been to at least one Pro Bowl during their NFL career.**

## 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 running backs on two variables: (1) Negative Self Confidence and (2) Ingroup 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.

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