## Accepted Manuscript

Serial correlation in National Football League play calling and its effects on outcomes

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 PII:
 S2214-8043(17)30007-1

 DOI:
 10.1016/j.socec.2017.01.007

 Reference:
 JBEE 256

To appear in: Journal of Behavioral and Experimental Economics

Received date:	4 October 2014
Revised date:	4 October 2016
Accepted date:	21 January 2017

Please cite this article as: Noha Emara, David Owens, John Smith, Lisa Wilmer, Serial correlation in National Football League play calling and its effects on outcomes, *Journal of Behavioral and Experimental Economics* (2017), doi: 10.1016/j.socec.2017.01.007

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## Highlights

- We examine data from the National Football League (NFL)
- We find that play calling exhibits negative serial correlation
- Play efficacy is affected by previous actions and previous outcomes
- Teams excessively switch play types in order to be perceived as unpredictable

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