

APPENDIX A Rank-Order Logic Model of Football Teams' AP Ranks (Week_t)^{ab}

Variables	Model 1
Performance (win-loss) influence	
Focal team average winning percentage (Year _{t-4} – Year _{t-1}) ^d	1.909** (0.133)
Focal team winning percentage (Week ₁ – Week _{t-1}) ^d	1.569** (0.066)
Focal team win/loss dummy (win = 1) (Week _t)	0.016 (0.029)
Other signal influence	
Focal team average rank (Year _{t-4} – Year _{t-1}) ^c	-0.0001 (0.003)
Opponent winning percentage (Week ₁ – Week _t)	-0.061 (0.059)
Focal team rank (Week ₁ – Week _{t-1})	0.71** (0.006)
Opponent rank (Week ₁ – Week _t)	0.024** (0.002)
Log-likelihood	-44595.203

^a The data for this analysis contain the weekly rankings by each sportswriter for the 12 weeks during the 2008–2009 regular season. Each sportswriter ranks 120 Division A football teams for 12 weeks. Owing to missing data and the one-week lag, $N = 74,685$ sportswriter-team-week observation

^b $+ p < 0.10$; $* p < 0.05$; $** p < 0.01$. Robust standard errors are estimated by clustering observations for each sportswriter.

^c The effect of focal team average rank (Year_{t-4} – Year_{t-1}) is positive when entered without focal team rank (Week₁ – Week_{t-1}), but this positive effect disappears when entered with focal team rank (Week₁ – Week_{t-1}). This essentially means that the effect of focal team average rank (Year_{t-4} – Year_{t-1}) is mediated by focal team rank (Week₁ – Week_{t-1}).

APPENDIX B Models Controlling for Two Contest Teams' Winning Percentage ($N = 865$)^a

Variables	Unweighted (t)	Weighted (t)	Unweighted ($t-3$ to t)	Weighted ($t-3$ to t)
Constant	6.845** (0.786)	7.509** (0.797)	7.059** (0.761)	7.653** (0.791)
GDP growth	-0.091 (0.337)	-0.002 (0.348)	-0.147 (0.339)	-0.096 (0.345)
NCAA regulation	0.069 (0.054)	0.052 (0.053)	0.078 (0.054)	0.031 (0.055)
World War II	-0.078 (0.077)	-0.068 (0.073)	-0.089 (0.077)	-0.099 (0.076)
Household cable TV subscription	-5.835** (2.036)	-4.743* (2.246)	-5.548** (2.036)	-7.263** (2.617)
Bowl Championship Series (BCS)	-0.180** (0.059)	-0.249** (0.067)	-0.189** (0.059)	-0.322** (0.060)
Bowl population density	0.017** (0.006)	0.018** (0.007)	0.017** (0.006)	0.024** (0.008)
Bowl local density	-0.017 (0.017)	-0.010 (0.018)	-0.015 (0.017)	-0.012 (0.018)
Bowl schedule density	0.008 (0.006)	0.005 (0.006)	0.008 (0.006)	0.008 (0.006)
Bowl location	0.532** (0.185)	0.501** (0.186)	0.483** (0.174)	0.491** (0.184)
State population	0.040 (0.042)	0.073+ (0.042)	0.030 (0.041)	0.063 (0.042)
State income per capita (/million)	0.000 (0.000)	0.000 (0.000)	0.000 (0.000)	0.000 (0.000)
Title sponsorship	0.148** (0.035)	0.125** (0.037)	0.154** (0.035)	0.148** (0.036)
Conference affiliation	0.049 (0.032)	0.093** (0.033)	0.060+ (0.033)	0.102** (0.034)
BCS affiliation	0.001 (0.047)	0.174** (0.059)	0.047 (0.046)	0.144** (0.054)
Name change counts	-0.020+ (0.012)	-0.026* (0.013)	-0.020+ (0.011)	-0.024+ (0.013)
Contest school enrollment	0.051 (0.038)	0.031 (0.037)	0.047 (0.038)	0.023 (0.037)
Bowl age	0.034** (0.010)	0.026* (0.010)	0.035** (0.010)	0.028** (0.010)
Bowl status	0.080** (0.022)	0.053* (0.022)	0.079** (0.022)	0.051* (0.022)
Bowl status inequality 1 (\leq middle)	2.080** (0.719)	0.964 (0.714)	2.145** (0.726)	1.077 (0.702)
Bowl status inequality 2 ($>$ middle)	-2.070** (0.450)	-2.128** (0.448)	-2.216** (0.452)	-2.263** (0.454)
Bowl status inequality 1 \times bowl status	-0.131** (0.047)	-0.074 (0.048)	-0.131** (0.047)	-0.072 (0.047)
Bowl status inequality 2 \times bowl status	0.142** (0.027)	0.168** (0.028)	0.153** (0.028)	0.157** (0.029)
Bowl status \times bowl age	-0.002** (0.001)	-0.001* (0.001)	-0.002** (0.001)	-0.001* (0.001)
Bowl status inequality 1 \times bowl age	-0.048* (0.021)	-0.034 (0.022)	-0.052* (0.021)	-0.039+ (0.021)
Bowl status inequality 2 \times bowl age	0.064** (0.019)	0.064** (0.019)	0.071** (0.019)	0.061** (0.020)
Bowl status inequality 1 \times bowl status \times bowl age	0.003* (0.001)	0.002 (0.001)	0.003* (0.001)	0.002 (0.001)
Bowl status inequality 2 \times bowl status \times bowl age	-0.003** (0.001)	-0.004** (0.001)	-0.004** (0.001)	-0.003** (0.001)
Controlling for Contest Team Winning Percentage				
Contest team 1's winning percentage	0.445* (0.183)	0.026** (0.006)	0.675** (0.203)	0.033** (0.007)
Contest team 2's winning percentage	0.504** (0.181)	0.015** (0.005)	0.717** (0.190)	0.025** (0.006)
Contest team 1 \times contest team 2	-0.245 (0.290)	-0.002** (0.000)	-0.833* (0.364)	-0.003** (0.000)
R ²	0.62	0.60	0.61	0.61
χ^2	922.55	834.80	952.52	800.56

^a + $p < 0.10$; * $p < 0.05$; ** $p < 0.01$. Robust standard errors are in parentheses. Two-tailed tests for all variables. $N = 865$.