

Project Title: **Behavioral Manifestations of Modesty across Cultures**

Project Summary:

The present project examined the social manifestations of independent and interdependent self-construals in individualistic and collectivistic cultures, with those behaviors operationalized as individuating and modest styles of performance. The Modest Behavior Scale has been developed to tap the behavioral manifestations of modesty, and its nomological network has been further validated in three cultural groups: Mainland China, Hong Kong and Canada. Data were collected from university students, their peers and parents in these cultural groups. In addition to modesty trait, a set of measures were used, such as values, social beliefs, and self-construals, to predict modest behavior. Gender and cultural differences in modest behavior were compared.

Past research on modesty has mostly used self-reports, the current project has included parents' ratings in addition to peer ratings to provide external perspectives to assess modest behavior, thus obtaining a comprehensive evaluation of targets' social behavior. The results provide important implications for assessing modesty trait and modest behavior from multiple perspectives across cultures. This project fosters advancement of knowledge in both methodologies and conceptualizations of culture and self-enhancement.