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(modesty; humility)

“ ” “ ” (, 2017)

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Driver (2001) “ ”
(The Virtues of Ignorance)
(egocentrism)
(self-enhancement) (narcissism)
(excessive self-preoccupation)

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2008),

(Colvin & Griffo,

(impression management strategy; Cialdini & de Nicholas, 1989)

(Gao & Ting-Toomey, 1998),

(Ashton & Lee, 2007; Costa & McCrea, 1992)

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(character strength; Peterson & Seligman, 2004)

(Zheng & Wu, 2020),

(Peterson & Seligman, 2004)

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(Chancellor & Lyubomirsky, 2013; Tangney, 2000)

(Van Tongeren et al., 2019)

(Cojuharenco & Karelaia, 2020; Porter & Schumann, 2018)

(Cai et al., 2012)

(Shimai et al., 2006)

(Morris et al., 2005)

(under-presentation; Cialdini & de Nicholas, 1989)

(Honesty-Humility, Emotionality, Extraversion, Agreeableness, Conscientiousness, Openness to Experience, HEXACO)

(Honesty-Humility)

(fairness)

(modesty)

(sincerity)

(greed-avoidance)

(facet),

(Ashton & Lee, 2007; Lee & Ashton, 2004)

(Afghani & Vernon, 2016)

(low self-focuses)

(unassuming)

(Ashton & Lee, 2007)

(moderate self-views),

(sense of entitlement)

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(intrapersonal features) (interpersonal features)

(self-positivity bias)

(nonself-serving attribution bias; Wosinska et al., 1996)

(Owens et al., 2013) Woodcock (2008)

(Sedikides et al., 2007)

(Crocker et al., 2008)

(2009) “ ” (Krause et al., 2016), (Jankowski et al., 2013) Kesebir (2014)

3 “ ” () ()

3.1 (self-enhancement bias) Zheng Wu (2020)

(better-than-average effect) “ ” (self-serving bias) (self-enhancer) (over-compensation) (Means et al., 1990)

3.2 (Alicke & Govorun, 2005), (Dunning, 2005)

(Ashton & Lee, 2007; Peterson & Seligman, 2004; Sedikides et al., 2007)

(Baumeister et al., 1993; Sedikides et al., 2007) Shi (2017)

(Davis et al., 2013) Banerjee (2000), 8 (Genyue et al., 2010) Ma

(2018) , 7~11
 ()
 (Bond et al., 1982; Cialdini
 & de Nicholas, 1989; Diekmann et al., 2015;
 Wosinska et al., 1996)

(Ou et al., 2014)
 (Rego et al., 2019), Ridge Ingram (2017)
 ,

(Tal Or,
 2008)
 (Heatherington et al., 1993)
 “ ”
 (Arroyo & Zigler, 1995)

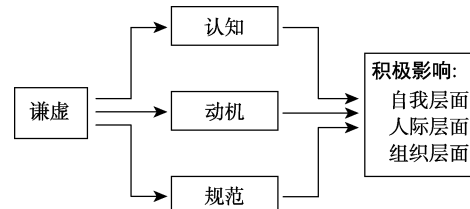
(Owens et al., 2015)
 (Owens et al., 2013) (Owens et al.,
 2013) (, 2017)
 (, 2018) ,
 (Vera & Rodriguez-Lopez, 2004)

3.3

(Hareli & Weiner, 2000;
 Tetlock, 1980)
 (Davis et al., 2013; Diekmann et al.,
 2015; Wosinska et al., 1996)

4 “ ”
 ,
 “ ” (self-
 knowledge) “ ” (social oil)
 “ ” (traditional virtue)
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Blickle (2012)
 (Sheldon & Bettencourt,
 2001)

4.1 “ ”
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 (Taylor & Brown, 1988),

(Twenge et al., 2008) “ – (Campbell et al., 2004)
 ” (Dunning-Kruger effect)
 Kruger Dunning (1999)
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 , Stellar
 (2018)
 , “ ”
 , Brennan (2007) , “ ”
 (Flavell, 1976) ” , “
 , (, 2015) “
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 (Whitcomb et al., 2015), , ”
 ,
 1(intellectual 4.2 “ ”
 humility; McElroy et al., 2014) , “ ”
 (general humility) ,
 (Davis et al., 2015), (McElroy et al., 2014)
 (Bond et al., 1982; Wosinska et al., 1996),
 , (Porter & (Woodcock, 2008)
 Schumann, 2018) , ,
 “ ” (, 2012; Chen et al., 2009; Han, 2011)
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(agency) (communion)
(Locke, 2015; , 2017)
(competence),
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(Cai et al., 2011)

(Tice et al., 1995;

Yamagishi et al., 2012),

“ ”

(insider),

Gregg (2008)

(prototype analysis)

(, 2012)

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(Yamagishi et al., 2012)

Weidman (2018)

(Kim et al., 2010)

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(appreciative humility)

(self-abasing humility)

(Banerjee, 2000; Genyue et al., 2010)

(Quintanilla & Giménez-Dasí, 2017)

(Genyue et al., 2010)

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Modesty brings gains: The mechanisms of individual psychology and social culture

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Abstract: The concept of modesty as a virtue is treasured by both Eastern and Western culture. Previous studies have showed that modesty, as an important psychological attribute, has a wide range of positive effects on individuals' life and work. This research examined the mechanisms and positive functions of modesty in three perspectives: the cognitive hypothesis of “self-knowledge”, the motivation hypothesis of “social oil”, and the normative hypothesis of “traditional virtue”. Future research is encouraged to explore the connotation and psychological structure, the potential boundary conditions and neural basis of modesty.

Key words: modesty/humility, haughtiness invites ruin, modesty/humility receives benefits, self-knowledge, social oil, traditional virtue