

## Abstract

The purpose of this study was to establish the nomological network of modesty by decomposing its behavioral manifestations and relating them to values, social axioms and other relevant constructs, such as self-efficacy and individuation. We administered the Revised Modest Behavior Scale to university students in Vancouver, Canada to tap the behavioral aspects of modest self-presentations. Four dimensions were identified, namely self-restraining, avoiding social approbation, accepting criticism and fulfilling personal responsibility. Each behavioral component of modesty was predicted by a different set of variables. The conceptualization of modesty as a self-presentation tactic and the contribution of values and social axioms as predictors are discussed.