

MODESTY BIAS IN SELF-RATINGS IN TAIWAN: IMPACT OF ITEM WORDING, MODESTY VALUE, AND SELF-ESTEEM

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Two studies were conducted to examine modesty bias in self-ratings in Taiwan. Study 1 employed 176 executive-subordinate dyads from a variety of companies in Taiwan. Results of the study indicated: a. modesty bias in self-ratings occurred on positively worded rating items; b. positively and negatively worded self-rating items emerged as two separate factors in factor analysis. Study 2 employed 638 supervisor-salesperson dyads from a large life insurance company in Taiwan. In addition to confirming findings from Study 1, we found: a. both positively and negatively worded self-rating items contributed uniquely to the criterion related validity of the self-rating scale; b. modesty value was unrelated to modesty bias in self-ratings; c. self-esteem correlated negatively with modesty bias in self-ratings. Results of the two studies were discussed in terms of their implications for performance appraisal and future research.

Keywords: Modesty bias, Modesty value, Self-esteem, Performance appraisal, Self-rating, Positive-statement items, Negative-statement items