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***I'm Incredible!: Consequences of Violating the Modesty Norm***

Past research examined whether women's tendency to feel uncomfortable with self-promotion (which violates modesty norms) can be offset via misattribution. Results showed when provided with an external source for discomfort, the quality and quantity of promotion increased as did women's subjective experience. The current project examines whether women suffer consequences when self-promoting compared to men. Results showed that when essay quality is ambiguous judges rate the same essay detailing personal accomplishments more positively when it is thought to be authored by a man compared to when it is thought to be authored by a woman. The findings suggest that women suffer consequences for violating modesty norms. Career implications associated with women's self-promotion are discussed.