Table 5.1 *Self-enhancement strategies*

- **Self-serving attributions** (e.g., Miller & Ross, 1975)
  People create attributions that allow them to take credit for success ('I passed the exam because I worked hard') and to deny responsibility for failure ('I failed because the teacher is incompetent').

- **Self-handicapping** (e.g., Berglas & Jones, 1978)
  Sometimes when people anticipate future failure, they actively sabotage their own performance in order to have an excuse (e.g., by partying all night before an exam).

- **Self-affirmation** (Steele, 1988)
  When experiencing a threat to one particular self-aspect, people emphasize other positive self-aspects and thus restore the integrity of their overall self ('I may not be a very good student, but I am a reliable friend').

- **Downward social comparison** (e.g., Wills, 1981)
  People compare themselves with others who are worse off or inferior on a particular comparison dimension ('I may not have done that well in the exam, but look at him, he is an absolute disaster').