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humblebrag

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Definition of humblebrag

to make a seemingly modest, self-critical, or casual statement or reference that is meant to draw attention to one's admirable or impressive qualities or achievements

- *People make themselves look smart, humble-bragging about reading what's billed as one of the 20th century's most difficult books. —Mark Chiusano*
- *In the study, college students were asked to write down how they'd answer a question about their biggest weakness in a job interview. Results showed that more than three-quarters of participants humblebragged, usually about being a perfectionist or working too hard. —Shana Leibowitz*

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Humble Brag

When you, usually consciously, try to get away with bragging about yourself by couching it in a phony show of humility.

“Your inflatable inner-tube is way cooler than my 80-foot yacht. You get to be so much closer to the water and to nature. I envy you, I really do”

by [drjeffreys](#) December 14, 2011

Subtly letting others know about how fantastic your life is while undercutting it with a bit of self-effacing humor or “woe is me” gloss.

“Uggggh just ate about fifteen piece of chocolate gotta learn to control myself when flying first class or they’ll cancel my modeling contract LOL #humblebrag”

by [jakejakejakejakejakejake](#) May 02, 2011

[A] form of self promotion, often delivered in a terse one or two fragmented sentences on social networking sites. A typical and popular approach is to use a disingenuous complaint about something, a self-deprecating statement or a comment on something completely innocuous, as a vehicle to deliver the real message, which invariably shows the person in a favourable light.

“Just stepped in gum. Who spits gum on the red carpet?”

by [loathing-this](#) May 31, 2011