important to develop a reputation for toughness—as someone who shouldn’t be messed with, because retributive violence would ensue. Although the economic conditions that gave rise to these norms are no longer prevalent, the attitudes they spawned are still part of the southern legacy. For example, southern regions of the U.S. have higher homicide rates than do those of the North, but only for homicides committed during an argument or quarrel, where reputations are at stake (D. Cohen, 1998). Moreover, although they do not express greater approval than Northerners for violence in general, Southerners are more apt than Northerners to endorse violence for protecting oneself from insults and threats to self, family, or property and