

**FIGURE 13.2****Southern and Northern American Men's Reactions to an Insult**

While walking down a narrow hallway, southern and northern men were insulted by a confederate who refused to yield. In comparison with northern men, southern men responded to this insult with increased testosterone (panel A) and more aggression toward a second confederate (panel B). These data are consistent with the claim that the American South is characterized by a culture of honor.

Source: D. Cohen, Nisbett, Bowdle, and Schwarz (1996).