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CHAPTER 15: OVERVIEW OF THE IDEA OF PEER PRESSURE.

 Pressure is to persuade someone into doing something. A pressure group is a formal body with a common interest whose fundamental aim is to put pressure on any government institution with a goal of influencing government policies and laws to its own advantage. They are referred to as the functional representative like the Nigerian Bar association.

 Peer pressure according to Anifowose , is described as interest groups, lobby groups or protest groups. These groups came into existence to complement ,enhance and protect the interest of their members or groups they could be either educational, religious, ethnic oriented etc example of such are Academic Staff Union of Universities (ASUU), Nigerian Bar Association(NBA) and Nigeria labour congress(NLC). Pressure groups and political parties’ activities differ. Firstly, political parties’ gains government power but pressure groups don’t seem to gain power but influence political decision. Secondly, political parties have a wide range of polices but peer pressure narrow their goals and peer pressure does not account for their actions but political groups do. The existence of pressure groups is to checkmate and make democracy better and compensate for majority of people in the society to treat the gaps in the democratic process, to inform debates among ourselves, encourage participation and to enhance good accountability in the daily society. Pressure groups also have their downside due to selfish interest; pressure is mounted to alter the direction of government decision.

 Types of pressure groups include interest groups, cause groups, insider and outsider groups, anomic groups, associated and non associated groups. Interest groups also known as sectional groups are in charge of representing the people in the society example, confederation of British industry. Cause groups are promotion groups which promote particular causes like the charity and environmental groups. Insider groups have no access to the government. They are radical in nature. Anomic groups have an unpredictable actions and behaviours as the work based on the moment and situation in the society. Associated groups are usually registered with appropriate authorities in a state or country. While non- associated groups are without a formal organisation they are based on gathering by virtue of kinsman.

 Functions of pressure groups include linking government to the people, promote participation in government, serving as sources of information to government, curtailing of doctorial tendencies, promotion of the interest of the minority and influencing legislation. Pressure groups also lobby elected officials, media advocacy and direct political action. The degree to which they are able to achieve this depends on their ability to be recognized as legitimate by the population, media and those in power.