**Chapter 15: AN OVERVIEW OF THE IDEA OF PEER PRESSURE**

According to Anifowose. (1999),pressure group is described “interest groups”, lobby group or even protest groups. Pressure group came into existence to complement, enhancer even to protect the interest of their members or group(Oyeleye 1998). Pressure group and political parties activities may sometimes appear but they are different from each other. The first distinction is that political parties seek to gain government power while on the other hand. Pressure group do not seek to gain power rather their aim is to influence political decisions. Second, political parties have a wide range of polices whereas pressure groups narrow their goals. Also pressure groups are not actually accountable for any of their actions, while political parties do account for their actions

Pressure group’s existence is to checkmate and make democracy better, to compensate for the tyranny of majority of people in the society. Also, to treat the gap in the democratic process, infirm debates among ourselves, encourage participation, and to enhance accountability in our daily society.

We have different type of pressure group which includes insider groups and outsiders group , associational group and non associational group, interest groups, cause groups and anomic group. There are as well different functions of pressure groups and they include

1. Influencing the legislation
2. Promote participation in government
3. Promotion of interest of the minority
4. Serving as source of information to government
5. Curtailing of dictatorial tendencies

Pressure group have their various strategies to achieve their goal including media advocacy, direct political actions(organized protest) and lobbying elected officials.The degree to which such groups are able to achieve their goals may depend on their ability to be recognized as legitimate by the population, media and by those in power. Pressure group lobby in so many ways. They lobby with government officials directly. For example, they lobby minsters, legislator and her government machineries. They might sometimes lobby this government officials through friends, children, spouses ,and other relatives.