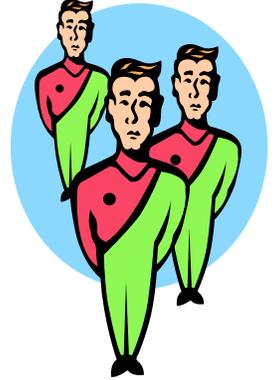


Types of Peer Pressure

Types of Peer Pressure



Indirect

→ Indirect Peer Pressure occurs when a person is subtly or indirectly influenced by another persons' behavior or actions.

→ Negative examples:

1. One student may say to his friends: "Let's go to Johnny's house after school." And when everyone arrives, Johnny brings out alcohol and cigarettes. You don't want to drink or smoke but everyone else is doing it, so you join in.
2. A teenager sees all of his friends wearing Nike sneakers and feels pressure to also wear Nikes.
3. A girl sees all of her female friends getting their hair cut really short, and as a result she feels a desire to also cut her hair short to fit in.
4. You witness someone looking up in the sky and pointing there, as a result you are tempted to look up to see what they are looking at.

→ Positive examples:

1. Although you want to eat some Little Debbie cupcakes for lunch, you see your other friends buying apples, and decide to go with an apple instead.
2. A group of friends come over to work on a school project; you want to play video games but no one else stops doing their schoolwork, as a result you keep working also.

Friendly

→ Friendly Peer Pressure occurs when someone offers you something in a very polite way OR when something is presented in a very positive/favorable way.



→ Negative examples:

1. "Hey, do you want one of my cigarettes? They make you look cool." "Let's all go to the store and see if we can snag some candy."

→ Positive example:

1. Your best friend suggests and encourages healthy behaviors by inviting you to open gym night for a good workout.

PEER PRESSURE AND HEALTHY CHOICES
Types of Peer Pressure

Types of Peer Pressure

Friendly (continued)

→ Advertisements are often forms of friendly peer pressure because the themes are often funny or cute and play on emotions.

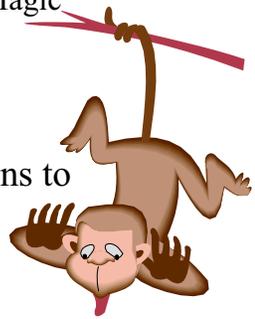
1. Trix Cereal has several commercials that use a cute cartoon rabbit that is repeatedly told the cereals slogan: “Silly rabbit, Trix are for kids”.
2. Some Budweiser commercials from 2009 centered on their Clydesdale horse team which makes a connection with most young animal lovers.
3. A recent Bud Light commercial makes use of a revolving kitchen wall to hide their beer stash from his wife. The revolving wall has a table and chairs on one side and a “Magic Fridge” on the other side that is stocked full of beer.

Teasing

→ Teasing Peer Pressure is when someone calls names, makes fun of, or threatens to make fun of someone if he or she doesn't go along.

→ Examples:

1. “Don't be a chicken. This won't hurt you.”
2. “I steal all the time. If you won't do it too, then I'll tell everyone you're a baby!”
3. “We have to do well on this science test, come over to my house and study for the test with me. You don't want to look dumb do you?”



Heavy

→ Heavy Peer Pressure is when someone threatens harm or something emotionally hurtful, like not being a friend anymore, blaming him or her for something that he or she didn't do, or threatening to hit, push, or otherwise hurt the person for not doing what they want.

→ Examples:

1. “If you don't let me copy your homework, I am going to beat you up.”
2. “If you tell Mom that we went to the arcade instead of the library, I am going to tell her it was all your idea.”
3. “I'll tell Dad that you let the cat out of the house, even though I did”.

