

# INTERNAL & EXTERNAL INFLUENCES



# Internal Influences

- Refers to **private values** and **attitudes**
- Ex: You support the environmental movement and want to limit your travels to reduce your carbon footprint.
  - What are some of your internal influences?



# External Influences

- Refers to **family, friends, cultural or religious groups and social norms**
- Ex: Social norms prevent you from pursuing a career as a circus performer
  - What are some of your external influences?

# Family

- Your family is your single greatest influence – be it positive or negative.
- Why is family such an important influence?
  - Parents are a child's first, and most important, instructor and support system.
  - Parents model the behaviour that teaches their child how to behave in the world.
    - Children can follow familial influence or react against it

# Friends/Peer Pressure

- At this stage in your life your peers have the greatest influence over you.
- Why?
  - They (and you) are the writers of social curriculum. In other words, you and your peers determine what is socially acceptable.
  - ***REFERENCE GROUP***
    - by observing your peers you learn how to interact with others.
  - Peers reinforce gender roles and appropriate actions.

# Cultural or Religious Norms

Cultural norms influence the choices you make!

For example:

- In Western society it is uncommon for a woman to enter the convent
- It is uncommon for men to become dance instructors



# Media

28

Is how many hours of T.V. kids ages 8-18 watch per week

- Numerous medical reports have demonstrated that the continued exposure to social media can negatively influence youth.
- For example: The University of Chicago recently conducted a conference to explore the socio-cultural impact of Jersey Shore.

# Media

The 2008 American presidential election saw increased youth voter turn as a result of viral videos like this!



*Celebrities can represent a potent source of information for teens as to what is **normative behaviour**.*