

Social Media Effect on Consumer Behavior Associated with Plastic Pollution

Part I. Demographics

1. Place of Residence (City, Province, Country): _____
2. Age: _____
3. Gender: ☐ Male ☐ Female ☐ Prefer not to say
4. Monthly Household Income: ☐ P 219,140 and above ☐ P 131,483 to P 219, 139
☐ P76,669 to P 131,482 ☐ P 43,828 to P 76,668
☐ P 21,490 to P 43,827 ☐ P 10,957 to P 21,489
5. Highest Educational Attainment: ☐ Doctoral Degree ☐ Professional License
☐ Master's Degree ☐ Bachelor's Degree ☐ Some College, No Degree
☐ High School Graduate ☐ Less than High School Graduate
6. Marital Status ☐ Single ☐ Married ☐ Widowed ☐ Prefer not to say
7. Employment Status ☐ Full-time ☐ Part-time ☐ Freelance ☐ Internship
☐ In a retraining program ☐ Retired ☐ Housewife
☐ Student ☐ Unemployed

Part II. Social Media Use, Online Networks and Plastic Pollution

8. How often do you use social media? ☐ Less than weekly ☐ A couple of times a week
☐ At least once per day ☐ Frequently each day
9. Are you part of a plastic recycling initiative/zero-waste group and/or follow social media pages related to plastic recycling initiatives?
☐ Yes ☐ No
If answer to 9 is yes, proceed to 10. If answer to 9 is no, proceed to 20.
10. Which social media group are you part of? Please check all that apply.
☐ Buhay Zero-Waste ☐ Zero Waste PH ☐ Buhay Zero-Waste Preloved
☐ Buhay Zero-Waste Tindahan ☐ Smart Recycle PH ☐ ZERO WASTE Living PH
☐ Others, please specify _____
11. Which social media pages related to plastic recycling initiatives do you like/follow? Please check all that apply.
☐ The Plaf ☐ Green Antz Builders ☐ Ecobricks Philippines
☐ Kathang Luntian PH ☐ Plastic Bank ☐ Zero Waste Philippines
☐ Others, please specify _____
12. Do you consider yourself to be an advocate of a zero-waste/plastic-free society?
 (Definition: Advocates are individuals who are natural champions for a cause and already have an affinity for a cause.) ☐ Yes ☐ No
13. Which of the following plastic pollution reduction practices have you observed before joining the online community/communities?

Practice	Never	Rarely	Sometimes	Often	Always
Waste Segregation					
Ecobricking					
Reusing plastic packaging					
Upcycling					

Bring your own bag					
Bring your own water bottle					
Cloth Diapering					
Shift to biodegradable alternatives					

14. Are there other plastic waste reductive practices that you have been observing before joining the online community/communities? Please list them down and rate the frequency of practicing them. _____

15. Which of the following plastic pollution reduction practices have you observed after joining the online community/communities?

Practice	Never	Rarely	Sometimes	Often	Always
Waste Segregation					
Ecobricking					
Reusing plastic packaging					
Upcycling					
Bring your own bag					
Bring your own water bottle					
Cloth Diapering					
Shift to biodegradable alternatives					

16. Are there other plastic waste reductive practices that you have been observing after joining the online community/communities? Please list them down and rate the frequency of practicing them. _____

17. Social Media and Online Networks: Please tick a box on each line to indicate to what extent you agree or disagree with each of the following statements:

Statement	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I can interact with people like me by on social media.					
I use social media to belong to a group with the same interests as mine.					
I have made new connections with other people on social media.					
I can meet people with the same advocacies me on social media.					

Groups on social media provides topics, discussions, and comments are typically related to the person/based on the content posted.					
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18. Reasons for Joining an Online Community: Please tick a box on each line to indicate to what extent you agree or disagree with each of the following statements:

Statement	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
It allows me to follow recycling/plastic-free tips by other members.					
It allows me to look for scientific information.					
It allows me to look and support advocates.					
It allows me to give suggestions to other members.					
It allows me to share information that may be of use or interest to others.					
It allows me to influence other people.					
It gives me something to talk about with my friends.					

19. Applying Information from Social Media: Please tick a box on each line to indicate to what extent you agree or disagree with each of the following statements:

Statement	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
By adopting and sharing the recycling/plastic-free tips on groups, I can present to others who I am.					
I like when other members of the online community take my comments into account.					
I feel good when my comments prove to other members of the online community that I have knowledge about something.					

20e. How likely would you find this message interesting?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

20f. How likely would you open the link attached?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

20g. How likely would you share the link in social media?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

20h. How likely would you seek similar content online in the future?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

20i. How likely would you recommend the linked website to your friends?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

20j. How likely would your friends in social media be interested in the linked website?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

21. Imagine you see this post on your social media newsfeed

JANUARY is ZERO WASTE MONTH! 🌱

Plastic bottles 🍷 and bottle caps rank as the third and fourth most collected plastic trash 🗑️ items in the annual Coastal Cleanup Day in more than 100 countries. Aside from this volume, it also takes AT LEAST 450 years for a single plastic bottle to completely degrade. Additionally, about a million plastic bottles are sold every minute! 😱

BUT, every small step counts. We can all carry a reusable bottle, choose aluminum cans over plastic whenever possible, and recycle all plastic bottles. Let's support movements calling for the reduction of use in production of products like sachets, PET bottles.

Be informed. Be involved. [#UseLess](#)

[#ZeroWasteFridays](#) [#ERDBits](#)



21a. This application will allow you to express the following emotions on the messages: like ☐☐, love ☐❤☐, wow ☐, sad ☐, or angry ☐. How would you react to this message in social media?

Please select one of the following options:

☐☐☐ I like this. ☐❤☐ I love this. ☐☐ I am amazed with this.
☐☐ This makes me sad. ☐☐ This makes me angry. ☐ No reaction.

21b. Do you consume bottled water (in plastic bottle)?

☐ Yes ☐ No

If yes, proceed to the next question. If no, please proceed to 21e.

21c. How likely will you continue using bottled water (in plastic) after seeing this post?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

21d. How likely will you avoid using bottled water (in plastic) after seeing this post?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

21e. How likely would you find this message interesting?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

21f. How likely would you open the link attached?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

21g. How likely would you share the link in social media?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

21h. How likely would you seek similar content online in the future?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

21i. How likely would you recommend the linked website to your friends?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

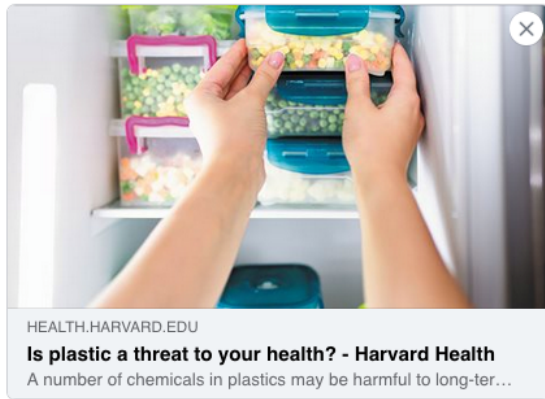
21j. How likely would your friends in social media be interested in the linked website?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

22. Imagine you see this post on your social media newsfeed

Studies have found that certain chemicals in plastic can leach out of the plastic and into the food and beverages we eat. Some of these chemicals have been linked to health problems such as metabolic disorders (including obesity) and reduced fertility. This leaching can occur even faster and to a greater degree when plastic is exposed to heat. This means you might be getting an even higher dose of potentially harmful chemicals simply by microwaving your leftovers in a plastic container.

"Even though single exposures to a specific chemical are small, if they occur repeatedly over long periods of time, their effects may add up, leading to a variety of adverse health outcomes down the road," says Dr. Hauser. Furthermore, and most importantly, we are exposed to many chemicals simultaneously (i.e., chemical mixtures) that may have additive adverse effects.



22a. This application will allow you to express the following emotions on the messages: like ☐☐, love ☒☐, wow ☐, sad ☐, or angry ☐. How would you read to this message in social media?

Please select on of the following options:

☐ ☐ ☐ I like this. ☐ ☒ ☐ I love this. ☐ ☐ I am amazed with this.
☐ ☐ This makes me sad. ☐ ☐ This makes me angry. ☐ No reaction.

22b. Do you heat food in microwavable plastic packaging?

☐ Yes ☐ No

If yes, proceed to the next question. If no, please proceed to 22e.

22c. How likely will you continue heating food in microwavable plastic packaging after seeing this post?

Extremely Unlikely 1 2 3 4 5 Extremely Likely

22d. How likely will you avoid heating food in microwavable plastic packaging after seeing this post?

Extremely Unlikely 1 2 3 4 5 Extremely Likely

22e. How likely would you find this message interesting?

Extremely Unlikely 1 2 3 4 5 Extremely Likely

22f. How likely would you open the link attached?

Extremely Unlikely 1 2 3 4 5 Extremely Likely
☐ ☐ ☐ ☐ ☐

22g. How likely would you share the link in social media?

Extremely Unlikely 1 2 3 4 5 Extremely Likely
☐ ☐ ☐ ☐ ☐

22h. How likely would you seek similar content online in the future?

Extremely Unlikely 1 2 3 4 5 Extremely Likely
☐ ☐ ☐ ☐ ☐

22i. How likely would you recommend the linked website to your friends?

Extremely Unlikely 1 2 3 4 5 Extremely Likely
☐ ☐ ☐ ☐ ☐

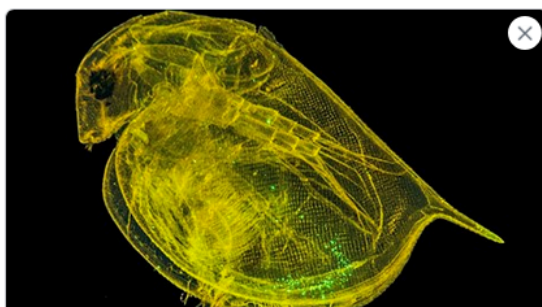
22j. How likely would your friends in social media be interested in the linked website?

Extremely Unlikely 1 2 3 4 5 Extremely Likely
☐ ☐ ☐ ☐ ☐

23. Imagine you see this post on your social media newsfeed

All over the world, researchers are staring through microscopes at tiny pieces of plastic—fibers, fragments, or microbeads—that have made their way into marine and freshwater species, both wild caught and farmed. Scientists have found microplastics in 114 aquatic species, and more than half of those end up on our dinner plates.

Scientists remain concerned about the human-health impacts of marine plastics because, again, they are ubiquitous and they eventually will degrade and fragment into nanoplastics, which measure less than 100 billionths of a meter—in other words, they are invisible. Alarminglly these tiny plastics can penetrate cells and move into tissues and organs. But because researchers lack analytical methods to identify nanoplastics in food, they don't have any data on their occurrence or absorption by humans.



NATIONALGEOGRAPHIC.COM

We Know Plastic Is Harming Marine Life. What About Us?

23a. This application will allow you to express the following emotions on the messages: like ☐☐, love ☐❤️, wow ☐, sad ☐, or angry ☐. How would you read to this message in social media?

Please select on of the following options:

☐ ☐ ☐ I like this.

☐ ❤️ ☐ I love this.

☐ ☐ I am amazed with this.

☐ ☐ This makes me sad. ☐ ☐ This makes me angry. ☐ No reaction.

23b. Do you use plastic packaged products?

☐ Yes ☐ No

If yes, proceed to the next question. If no, please proceed to 23e.

23c. How likely will you continue using plastic packaged products after seeing this post?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

23d. How likely will you avoid using plastic packaged products after seeing this post?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

23e. How likely would you find this message interesting?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

23f. How likely would you open the link attached?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

23g. How likely would you share the link in social media?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

23h. How likely would you seek similar content online in the future?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

23i. How likely would you recommend the linked website to your friends?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

23j. How likely would your friends in social media be interested in the linked website?

	1	2	3	4	5	
Extremely Unlikely	☐	☐	☐	☐	☐	Extremely Likely

Thank you for completing this survey!