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Module 9, Lesson 4 Hands On

**Survey – Public Perception of Plastic Pollution in Oceans**

*LINK TO SURVEY ON SURVEY MONKEY:* <https://www.surveymonkey.com/r/ZKFGVBB>

1. What is your age range?
   1. Under 18
   2. 18 – 24
   3. 25 – 34
   4. 35 – 44
   5. 45 – 54
   6. 55 – 64
   7. 65 or above
2. What is your total household income?
   1. Less than $20,000
   2. $20,000 - $34,999
   3. $35,000 - $49,999
   4. $50,000 - $74,999
   5. $75,000 - $99,999
   6. $100,000 - $149,999
   7. $150,000 or more
3. How strongly do you agree or disagree with the following statement?

*In the next 7 years, the oceans will be filled with more plastic than fish*

* 1. Strongly agree
  2. Agree
  3. Disagree
  4. Strongly disagree
  5. Don’t know

1. Assume that an animal has an equal chance of coming across a piece of plastic garbage. How threatening is that plastic to the animal interaction? (i.e., When an animal comes in contact with a bottle cap, the result of that interaction is...)
   1. The animal dies as a result of the interaction.
   2. The animal may die as a result of the interaction
   3. The animal experiences a nonlethal impact (i.e., reduced mobility, increased risk of predation, etc.) as a result of the interaction.
   4. There is no impact to the animal as a result of the interaction.
2. What types of plastic waste do you think end up in the ocean? – Select all that apply
   1. Plastic beverage bottles (for water, soda, juice, etc.)
   2. Food packaging/wrappers
   3. Hard plastic containers (detergent bottles, motor oil bottles, etc.)
   4. Plastic bags
   5. Plastic food and beverage lids
   6. Straws
   7. Take out containers
   8. Other: \_\_\_\_\_\_\_\_\_
3. How long do you think plastic waste in the ocean will last (or continue to exist)?
   1. Up to 4 days
   2. Up to 4 weeks
   3. Up to 4 months
   4. Up to 40 years
   5. Up to 400 years
   6. More than 400 years

*Questions I would have put into a matrix if I could use Survey Monkey’s paid features*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Always** | **Usually** | **Sometimes** | **Rarely** | **Never** |
| 1. I use plastic bags in market and grocery shopping |  |  |  |  |  |
| 1. I avoid buying products that are in plastic packaging |  |  |  |  |  |
| 1. I pay more for items that use sustainable packaging |  |  |  |  |  |
| 1. I sort my garbage (i.e. I put recyclables in one bin and trash in another bin) |  |  |  |  |  |

QUESTIONS I WOULD HAVE PUT IN IF I COULD USE SURVEY MONKEY’S PAID FEATURES

1. What is the highest level of education you have completed?
   1. No schooling completed
   2. Elementary school
   3. Junior high school
   4. High school graduate
   5. Some college credit, no degree
   6. Trade/technical/vocational training
   7. Bachelor’s degree
   8. Master’s degree
   9. Professional degree
   10. Doctorate degree
2. What is your current work status?
   1. Employed for wages
   2. Self-employed
   3. Out of work and looking for work
   4. Out of work, but not currently looking for work
   5. A homemaker
   6. A student
   7. Military
   8. Retired
   9. Unable to work
3. Have you ever heard of “microplastic” – the smallest piece of plastic that floats in the ocean?
   1. Yes, I have
   2. No, I have not
4. In your opinion, what impact does “microplastics” have on human health?
   1. Positive impact
   2. No impact
   3. Negative impact
   4. I don't know
5. Which of the following items do you think can be reprocessed in a factory? – Select all that apply
   1. Plastic bottles used for drinking water
   2. Soda cans
   3. Used plastic drink cups
   4. Used cigarette packs
   5. Glass bottles
   6. Wrapped/used instant noodles
   7. I don't know
6. What is the likelihood that a marine animal will interact with a piece of plastic garbage?
   1. 76-100% of animals will experience the interaction
   2. 51-75% percent of animals will experience the interaction
   3. 26-50% percent of animals will experience the interaction
   4. < 25%of animals will experience the interaction
7. How strongly do you agree or disagree with the following statement?

*Garbage found on the ground outside will eventually end up in the ocean*

* 1. Strongly agree
  2. Agree
  3. Disagree
  4. Strongly disagree
  5. I don't know

**SOURCES:**

Wikimedia Learning and Evaluation Question Bank: < <https://meta.wikimedia.org/wiki/Learning_and_Evaluation/Question_Bank>>

Using expert elicitation to estimate the impacts of plastic pollution on marine wildlife < <https://www.sciencedirect.com/science/article/pii/S0308597X15002985#s0070>>

Survey on awareness and attitudes of citizens regarding plastic pollution in Hatay/Samandağ Turkey < <https://www.researchgate.net/profile/Sedat-Guendogdu/publication/328601209_Survey_on_awareness_and_attitudes_of_citizens_regarding_plastic_pollution_in_HataySamandag_Turkey/links/5bd85ed6299bf1124fae15cb/Survey-on-awareness-and-attitudes-of-citizens-regarding-plastic-pollution-in-Hatay-Samandag-Turkey.pdf>>

Ocean plastic crisis—Mental models of plastic pollution from remote Indonesian coastal communities <<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0236149#sec034>>

**METHOD FOR TESTING:**

This survey is designed to test general public knowledge about the effects of plastic pollution in oceans. In order to get a representative and unbiased sample, the survey will be distributed via email to customers of a department store clothing company. I would have the clothing store company ask their customers to forward the survey to other people they know.

The customers of a department store clothing company are likely to be of various different ages and household incomes. Also, there is no obvious link between clothing and plastic so it introduces less bias as to whether the people in the sample are more or less averse to using plastic.

As for distribution, I would have the head of the marketing department of the clothing company send the email so that customers trust that the survey is not a scam. I would ask this person to send the survey out on Monday morning because that is the best time to distribute surveys.

Included in the survey would be a consent form and a brief overview of why the survey is important. I would include a progress bar to encourage participants to finish the survey as well.

Regarding rewards, I would try to work with the clothing company to give their customers a coupon for 15% off their next purchase order for completing the survey. I would ask the clothing company to give participants a coupon for an additional 10% off their next purchase order if someone they forwarded the survey to completed the survey.