PLASTIKANAY: The Influence of Media Exposure on Interest, Knowledge, Attitude, and Practice Involving Single-use Plastics of Tigbauan Public Market Vendors

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ABSTRACT

Plastics are manufactured through the burning of fossil fuels, which emit large amounts of greenhouse gasses during the process. Thus, plastic pollution is no longer just an ocean issue, but a climate concern that threatens human health. Through applying the postulates of the Knowledge Gap Theory, it can be assumed that because of the infusion of mass media to society, those with higher socioeconomic status can acquire information about single-use plastics faster and better than those with lower socioeconomic status. This study was therefore motivated to determine how the theory explains the differences in the influence of media exposure on the interest, knowledge, attitude and practice involving single-use plastics of market vendors in the Municipality of Tigbauan belonging to different socioeconomic status.

The results of this study show that socioeconomic status is not a significant determinant of knowledge and application towards single-use plastics. Even if there was a difference in the level of exposure to media between the two socioeconomic segments, there was no significant difference in the levels of interest, knowledge, attitude and practice among Tigbauan public market vendors.