1	Microplastics pollution understanding of beachgoers in Cape Town: South
2	Africa

Xolisiwe Sinalo Grangxabe¹, Thabang Maphanga¹, Benett Siyabonga Madonsela¹, Siviwe Elvis
 Yuyu², Tshidi Precious Baloyi¹

 Department of Environmental and Occupational Studies, Faculty of Applied Sciences, Cape Peninsula University of Technology, Corner of Hanover and Tennant Street, Zonnebloem, Cape Town 8000, South Africa

2. Department of Conservation and Marine Sciences, Faculty of Applied Sciences, Cape Peninsula University of Technology, Cape Town, South Africa

10 Corresponding author: <u>Grangxabex@cput.ac.za</u> and <u>Maphangat@cput.ac.za</u>

11 Abstract

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12 Plastic pollution is a global issue with microplastics gaining international attention from NGOs, the 13 government, the public, media and academia, microplastics are a growing source of concern. This 14 research paper aims to explore the Cape Town beachgoers' general knowledge and understanding of 15 microplastic pollution in terms of its potential effects on the environment and human health. Using a 16 questionnaire, the study was conducted at Muizenberg and Lagoon Beach, the study involved 17 participants belonging to the age group of <18-64 years. A sampling technique known as convenience 18 sampling was used, this technique allowed individuals to be selected based on their willingness to be part of the sample and their availability, it allowed participants with no obvious knowledge of 19 20 microplastics to take part. The data was recorded in Excel and analysed with Statistical Package Social 21 Sciences (SPSS). Although the public was relatively familiar with microplastics at the time of the study, 22 with 40% of the participants from Muizenberg Beach does not know what microplastics are, while 60% 23 knew. In Lagoon Beach, 26.67% did not know what microplastics are, while 73.33% did. Environmental 24 education and the prohibition of microplastics were identified by the majority of respondents as 25 necessary measures for reducing microplastic pollution and further research was suggested, with some 26 of the respondents believing that the lack of strict regulations on plastic use was the greatest difficulty 27 in reducing the pollution from microplastics.

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30 Impact statement

31 Microplastics are emerging contaminants posing significant threats to the environment and human 32 health, with nanoplastics being even smaller and potentially impacting biological systems. These 33 nonbiodegradable particles can build up in the digestive tracts of living things, with diverse effects on 34 both biology and physics throughout food chains. Inflammation, metabolic problems, oxidative stress, 35 and decreased enzyme activity in animals are among the effects. Microplastics have drawn interest from 36 researchers worldwide and have been considered a major problem related to global plastic pollution 37 that has existed for some time, including in South Africa. Since recent scientific evidence has increased 38 the urgency of the issue of microplastics, the public has become increasingly concerned about them as 39 an environmental issue. Several natural science studies have investigated microplastics from 40 perspectives such as basic knowledge of microplastics.

41 Keywords: Microplastics, Environmental awareness, Social behaviour, Beach goers; Knowledge.

42 1. Introduction

43 Plastic pollution is a global environmental issue which has impacts on livelihoods, biodiversity, and 44 public health due to its non-biodegradable nature making it persistent to the environment. Plastics are 45 a wide variety of combinations of properties when viewed as a whole; they are used for rubber, fibre, 46 asphalt. Plastics are formed by elongated chains of polymeric molecules that are created from organic 47 and inorganic raw materials, such as chloride, silicon, oxygen, hydrogen, and carbon (Robinson, 2024; 48 Shah et al., 2008). Nevertheless, plastic pollution is growing at an exponential rate and has become an 49 area of concern due to its potential to cause serious environmental consequences. The discarded plastics 50 waste accumulate in landfills and natural environments (Wojnowska-Baryła et al., 2022; Heller, 2022). 51 The increased use of plastic for its various purposes worldwide and waste mismanagement of plastic in 52 societies has caused the prevalence of microplastics across the globe, the issue of microplastics has 53 gained significant attention from the global scientific communities (Furtunov, 2024; Yuan et al., 2020), 54 with microplastic pollution gaining more international attention as it poses environmental and health 55 risks. Muthuvairavasamy (2022), reported that plastic debris can be classified according to their sizes 56 namely Mega, Macro, Meso, Micro, and Nano plastics. Microplastics are smaller pieces of plastics that 57 are approximately 5mm and smaller (Arif et al., 2024; Sharma and Kaushik, 2021; Khan, et al., 2018). 58 These MPs are present in two forms, either primary or secondary form (Soares et al., 2021). The primary 59 form are those produced in their original size and are commonly found in cosmetic products such as 60 face scrubs, body wash, toothpaste and ointments (Patil et al., 2024; Bouwman et al., 2018; Giustra et 61 al., 2024), while secondary MPs are associated with the plastic fragments as a result of plastic pollution 62 from grocery bags, garbage bag, and other plastics as they breakdown into smaller particles (An et al., 63 2020; Kurniawan et al., 2023; Yuan et al., 2022).

64 Over the past few years, research on microplastic pollution has gained signification attention all around 65 the globe (Omoyajowo et al., 2022; Hossain., 2024; Akande, 2023), some mainly focusing on the coastal 66 environment (Van Ryan Kristopher et al., 2021; Harris, 2020; Ryan et al., 2020), estuaries (Boshoff et al., 2023; Govender et al., 2020; Samuels et al., 2024) and microplastic impacts on human health 67 68 (Blackburn and Green, 2022; Ghosh et al., 2023) and public awareness levels of microplastics pollution 69 (Henderson and Green., 2020) to name a few. Although microplastics have been extensively researched 70 in the scientific community, there is a large gap between academic studies and public awareness 71 especially in Africa where environmental awareness is lower compared to other continents and is 72 slowly increasing due to NGOs and international aid. South Africa is no exception, where the population 73 and the environment are highly susceptible to MP pollution due to the country's poor waste 74 management techniques (Julius et al., 2023; Malematja et al., 2023), lack of waste management services 75 in some areas (informal settlements), heavy reliance on plastic among the populace (Furtunov, 76 2024; Khangale et al., 2020) and insufficient environmental awareness/education. A number of literature 77 has shown that understanding public knowledge, attitude and perception about microplastic pollution 78 could help to mind the gap towards proper management of inland waste and beachgoers behaviours 79 towards the marine environment (Omoyajowo et al., 2022; Ghosh et al., 2023) and further lead to the 80 mitigation of microplastics.

81 Although there are policies and initiatives in place at national and international level such as public 82 campaigns to raise awareness and address the knowledge gap, for instance the United Nations has taken 83 action to address microplastic pollution through its Clean Seas campaign (Usman et al., 2022; Ghosh et 84 al., 2023), but there are also challenges that need to be overcame, such as lack of awareness, ineffective 85 regulations and lack of public willingness to participate. A study in Shanghai by Deng et al (2020) 86 showed that only 26% of the respondents had heard of microplastics before the survey, and the majority 87 were relatively unfamiliar with microplastics. Although, studies have shown that some region like 88 Japan and China have shown high awareness while others are less informed. The public's understanding 89 of plastics is not comprehensive enough in some Asian countries for instance another study conducted 90 in Bangladesh by Hossain (2024) on people's attitudes regarding plastics and microplastics pollution 91 showed that only a small percentage of participants (22%) had prior knowledge of the term 92 microplastics while a large proportion of them (66%) had never heard of them and 12% were not sure. 93 Therefore, such evidence support studies that states that there is a need to understand public perceptions 94 of plastics in society and their environmental impacts if we are to develop appropriate interventions to 95 reduce the input of plastic waste into the ocean (Soares et al., 2021; Dilkes-Hoffman et al., 2019; Pahl 96 and Wyles, 2017). Which is why countries in Europe and Asia have pushed on campaigns focusing on 97 promoting the reduction and elimination of single-use plastics, improving waste management, and 98 increasing public awareness (Akande, 2023; Borg et al., 2022). Nevertheless, the discovery of 99 microplastics in the marine food chain has led to concerns for human consumption of seafood (Unuofin

100 and Igwaran., 2023; Lehel and Murphy., 2021) although adverse effects on human health is "limited, 101 difficult to assess and still controversial" (Barboza et al., 2018; Henderson and Green., 2020). Nations 102 like Canada and the United States, have also proposed or implemented bans on microbeads in personal 103 care products (Deng et al., 2022), while in Europe, the European Union has also banned it and also 104 proposed a ban on single-use plastics, use of plastic straws and cutlery (Lee and Kim., 2022; Guzik, 105 2023; Grosso, 2022). With all these regulations and policies, it is still understood that the public is still 106 relatively unfamiliar with microplastics. A study conducted by Deng et al (2020), revealed that most 107 respondents believe that the lack of knowledge and environmental awareness of micro- plastics is the 108 greatest difficulty in reducing the pollution from micro- plastics. Therefore, it is imperative and crucial 109 that human behaviour is considered the sole source of marine litter, changing perceptions and behaviour 110 is key to tackling litter in the natural environment (Pahl and Wyles, 2017). In a study on community 111 awareness and perceptions on microplastics, majority of respondents (67%) were aware of MPs, and 112 their responses were closely linked to their level of education although their knowledge on regulatory 113 measures was not enough or insufficient (Premarathna et al., 2023), meaning there was still lack of 114 regulation understanding used to mitigate impacts of plastic usage in Sri Lanka.

115 Microplastics pose a severe threat to natural ecosystems, more especially the aquatic ecosystem. 116 Therefore, exploring public opinion and knowledge about plastic litter is essential for the successful 117 implementation of policies targeting plastic pollution (Forleo and Romagnoli, 2021). A number of 118 studies carried out in other countries noted that the young generation is more mindful of environmental 119 issues than the older generation and their use of social media is crucial as it helps to shape public and 120 policy discourses with implications for public awareness and political action (Lassen, 2018; Laskar and 121 Kumar., 2019), therefore media coverage plays a vital part is spreading awareness. Literature suggests 122 that attitudes and knowledge about microplastics can predict various behaviours that contribute to the 123 mitigation of related emissions (Deng et al., 2020). at the individual level, human behaviour is 124 associated to awareness, perception, attitude, level of concern about this environmental issue therefore 125 causing them to engage in solutions that are key elements for policy makers to introduce and implement 126 effective pollution control measures. Environmental aware consumers are a typical example as they 127 have the power to reject products and decrease the demand leading to the manufacture to listen to their 128 demands and government intervention. Additionally, societal level behaviour is influenced by policies 129 and legislations (Beeharry et al., 2017). According to Bouwman et al (2018) producers, consumers, 130 government and other affected parties can address the plastic issues in South Africa and the world with 131 an intensive effort. However, the knowledge gap between the government and society in developing 132 countries such as South Africa is huge. South Africa is one of the countries that is on its way to put 133 more efforts into microplastics research (Boucher and Friot, 2017; Bonthuys, 2018).

Microplastic pollution is a growing study and receives worldwide attention, although microplastics have
 been extensively researched in the scientific community public perceptions, attitudes and behavioural

136	preferences towards microplastics remain underexplored in the research on microplastics, this study
137	will be serving as a baseline study in South Africa to understand the issues, distribution, and fate of
138	microplastics. The research provides knowledge and understanding of microplastic pollution and its
139	pathways, to academics and non-academics. plastic waste is problematic as this pertains to
140	mismanagement and lack of knowledge from the local communities. With that in mind, this study seeks
141	to widen the understanding of the impact of microplastics and get a view from the people.
142	2. Materials and Methods
143	2.1 Study area
144	This study was conducted at two different locations, namely Muizenberg beach and Lagoon beach.
145	These two sites differ in coastal dynamics as well in beach activities. Also, the industrial activities found
146	in these two selected sites differ, the study area is further explained in Figure 1 and 2.
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148	Figure 1:
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150	The two locations that the survey took occur are namely, Muizenberg and Lagoon beach. Muizenberg
151	beach with coordinates (34.1087° S, 18.4702° E) is a side suburb of Cape Town located on the coast of
152	False Bay. It is on the east side of the coast, on the curve of the Cape Peninsula. The place is known for
153	its popular surfing activities and kiting. The area is one of Cape Town's tourist attraction points and it
154	is about 35km away from Cape Town. Fishing and angling are also common activities that one would
155	find in Muizenberg beach. Muizenberg has an estimated population size of 36,857 with English as the
156	first dominant language (Lehohla, 2015; Stats SA, 2011).
157	
158	Figure 2:
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160	The second site is Lagoon beach (33.8922°S, 18.4834°E) that is located in Milnerton and is a prime site
161	of Rietvlei estuary. The lagoon is a sandy beach on the West Coast of Cape Town and is in proximity
162	with hotels and commercial apartments. Milnerton has an approximate population size of 95630
163	(Lehohla, 2015; Stats SA, 2011).
164	
165	2.2 Data collection method
166	According to Taherdoost, (2022), the advantage of a qualitative approach is that it considers the big
167	picture in a way that quantitative methods cannot. Rather than assessing a list of potential challenges
168	facing research participants, it was determined that a qualitative approach would be more appropriate

169 for this study, which sought to get the understanding of microplastic pollution. The research was 170 conducted using qualitative technique which in the form of a questionnaire, which was used as an 171 instrument for data collection. According to Shamsudin et al (2024) and Whitehead and Whitehead 172 (2020), questionnaires are a cost-effective research tool for data collection. A sampling technique 173 known as convenience sampling was used, this type of procedure is non-probability. This technique 174 allowed individuals to be selected based on their willingness to be part of the sample and their 175 availability (Kumar, 2019; Whitehead and Whitehead, 2020). This technique was employed to ensure 176 that every group of the population is eligible to be part of the sample. The convenience sampling was 177 achieved through walking around the sites and stopping people or in some cases to disturb them and 178 ask if they willing to take part in the research. Convenience sampling is cost-effective, requires fewer 179 resources, fast and saves time. Small-scale quantitative surveys have been undertaken to explore public 180 perceptions and understanding of marine litter. The research design was meticulously selected to meet 181 the study's research aims, objectives, and research questions. The section that follows provides 182 additional information about the case study methodology, data collection instrument, and data collection 183 procedure. The study was conducted at Muizenberg beach and Lagoon beach, the survey focused on the 184 people that were around the beach either the beachgoers, residents, and people who work around the 185 two beaches. This includes recreational water sports participants and lifesavers. Random questioning 186 did not cover other areas beyond the specified areas in these two sites. Before participating in the study, 187 the participants were informed of its nature and that their participation was voluntary. During the 188 introduction, they were also informed that they could withdraw from the study at any time. Participants 189 were assured of anonymity and confidentiality.

190

2.3 Validity and Reliability

191 Through questionnaires, the data collection method has been outlined according to the study's well-192 defined objectives. Experts (co-authors, such as Siyabonga Madonsela) within the specific field dealing 193 with bush encroachment management as well as pre-field administration validated and endorsed these 194 structured interviews and questionnaires. As part of the pre-test, questionnaires were given to 195 participants to determine how they would respond to questionnaires before heading to the field. After 196 the pilot phase, feedback provided a useful basis for adjusting the questionnaires and structured 197 interviews. Following the pilot study, Cronbach's Alpha was 0.76, which was acceptable and 198 satisfactory.

199 2.4 Data Analysis

Using IBM Statistical Package for the Social Sciences (SPSS) version 26, a program for editing and
 analysing data (Verma, 2012) that ensures the meaningful and symbolic content of qualitative data, we
 analysed questionnaire data such as demographic information (Creswell, 2007). The significance of the

significant statements and phrases regarding the studied phenomenon was then formulated intosignificant statements.

205 **3. Results and Discussion**

3.1 Demographic profile of Muizenberg beach and Lagoon beach

The participants from Muizenberg beach, the majority were male participants with a percentage of 66.67%, while 33.33% were female shown in Figure 3. This is supported by 2011 data from stats SA which showed that Muizenberg beach had more males than females, with 19,012 (51.58%) males and 17,845 (48.42%) females in 2011. However, the whole Western Cape was recorded to have approximately 5,8 million people and more than half of the population, about 51% of the population was females (stats SA, 2011)

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Figure 3

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Results from Lagoon beach, the minority were male participants with a percentage of 46.67% of the sample size. Female participants found in Lagoon beach contributed about 53.33% of the total sample size. Stats SA of 2011 contradicts the above information; they state that there were approximately 48,258 (50.46%) males and 47,371 (49.54%) females in Lagoon beach (Figure 4). However, in findings by the Western Cape population profile (2017) states that Cape Town has 51.5% females.

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Figure 4

224 Majority of the participants in Lagoon beach were in age groups of 25-34 and 45-54, with 23.33% 225 respectively of the total sample size as shown in Figure 5 below. Participants at age group 35-44 and 226 those below 18 years were the second most participants in the survey with 13.33%. The lowest 227 percentage was observed for the age group 55-64 with 10%. The majority Lagoon participants were in 228 their early 20s to late 30s, referred to as youth and there was also a high number of middle-aged 229 participants. The fewest participants were teenagers (<18) and older-aged adults (>55) (Figure 5). 230 While in the Muizenberg beach it was found that majority of the participants were in the age groups of 231 25-34 and 18-24, both age groups having 30% of the sample size shown in Figure 6 below. Furthermore, 232 this meant that the population is predominated by young adults (youth). The remaining 40% was split 233 into the age group of 35-44 accounted for 23.33% while the participants younger than 18 years and 234 those in age groups of 55-64, both represented 6.67% of the sample size (Figure 6). While the fewest 235 participants were found in the age group 45-54 with 3.33% of the population (Figure 6). This shows

236 that the representative population is made up of young adults (18-34) and has few middle-aged adults 237 (36-55 years) while it also has older adults that are twice the number of middle-aged adults (Figure 6). 238 239 240 Figure 5: Figure 6: 242

243 There were a couple of similarities and differences between the two sites. Here is a comparison of 244 demographics between the two sites. Young adults, from the age range of 18-35, were the dominating 245 participants from both sites. However, Lagoon Beach had a high number of older adults compared to 246 Muizenberg, with age range above 55 years. In terms of the employment status of the participants, there 247 were more employed participants in the survey in both areas. Although South Africa is suffering from 248 the high unemployment rate, the selected sample size was merely affected by this issue. With the 249 increasing number of tertiary students in South Africa, students were the second dominant in the surveys 250 employment status. According to stats SA of 2011 there were more females in South Africa than males. 251 This was further published by stats SA of 2019, showing that there are still more females than males. 252 Although stats SA provided such information, Muizenberg had more males in the survey than females 253 compared to Lagoon beach, which was dominated by females.

254 3.2 The knowledge of microplastics and the sources of information, from Muizenberg 255 beach respondents.

256 The participants were asked if they have an idea what is and where did they hear about it, options were 257 given for them to choose from. About 40% of the respondents did not know what are microplastics, 258 while 60% did know shown in Figure 7. Out of the 60% that has knowledge on microplastics they were 259 further asked where they learnt about microplastics. Approximately 16.67% of the participants that 260 know microplastics identified radio/TVs as their source of information about microplastics (below 261 Figure 7). Approximately 44.44% of the participants responded that they know microplastics and they 262 learned about microplastics on social media, It is evident that the rises on the use of social media 263 platforms have an educational contribution. About 5.56% of the participants that know microplastics 264 have indicated that they obtained their knowledge via lecture. Over 33.33% of the 18 participants that 265 know microplastics have indicated "other" as their source of information, which could be friends, 266 newspapers, or other sources of information. The above results are in line with Kapoor's study (2011)

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community radio stations have been playing a key role in promoting environmental issues and raisingawareness(Mbangati, 2020).

272 Many studies including this one have showed that media in general plays a vital role in educating people 273 about environmental issues, particularly social media and radio. Some people use social media and other 274 media channels as their sources of self-educating, so the high numbers of social media users may be 275 linked with the interest of self-education. However, this is not surprising because the world has become 276 more digital as Figures are on social media. Several studies found major media channels were found to 277 be effective for educational purpose and that was in line with results found in this study (Kushwaha, 278 2015; Kapoor, 2011; Chen and Wang, 2021). Although majority of people indicated that people must 279 be educated more on microplastics, and they have human health impacts. A smaller percentage have 280 stated that microplastics have no human health impacts and there is no necessity for education. 281 However, Hammami et al. (2017) contradicted the results by stating that the use of education to reduce 282 microplastic pollution is an effective method. Those who indicated that microplastics have human 283 health impacts may have been guessing the response or their sources of information about microplastics 284 may have highlighted human health impacts. The above results are not a true reflection of the entire 285 population and there were missing aspects during the study.

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Figure 7:

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- 3.3 The knowledge of microplastics and the sources of information, from Lagoon beach
 respondents.

292 The Figure is the correlation about whether people know microplastics or not and where they learned 293 about microplastics. The graph shows that out of all the people that participated in the study in Lagoon 294 Beach, 26.67% do not know what microplastics are while 73.33% have knowledge on the subject. Those 295 who have knowledge of microplastic pollution were then asked to identify their source of knowledge. 296 Roughly, about 36.36% of them identified radio/TVs as their source of information about microplastics. 297 Furthermore, another 36.36% of people from those who indicated that they know microplastics selected 298 social media as their source of knowledge while 18.18% participants in the sample indicated that they 299 learned about microplastics during lectures and only a few 9.09% participants have indicated that they 300 have learned about microplastics from other sources. In support of the above results, Kushwaha (2015) 301 states that the approach to using different media sources to address environmental issues is a promising 302 development. Targeting social media and radio/TV was suggested to be a better way of reaching a larger 303 part of society than using flyers and websites (Kushwaha, 2015). The issue with websites and flyers

304	was the fact that not everyone has access on websites and some people are illiterate to read on flyers.
305	Völker et al. (2020) conducted an empirical analysis of media framings and concluded that three main
306	narratives are used in media reports: (i) that microplastics are abundant in the environment, (ii) that
307	microplastics are present in food and beverages, and (iii) that microplastics contain toxic chemicals that
308	animals may ingest. Many respondents associated microplastics with their presence in the environment,
309	primarily in marine habitats, as well as environmental pollution and animal distress, according to our
310	findings.
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312	Figure 8:
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314	3.4 Education about microplastic pollution and its impacts on the Environment.
315	The majority of respondents associated microplastics with potential consequences, frequently in
316	relation to environmental impacts and less frequently with personal impacts. Although it was also
317	mentioned where microplastics can be found, such as in aquatic environments and the ocean, opinions
318	regarding potential causes/sources appeared to be somewhat hazy. This is consistent with previous
319	research indicating that the general public may not be aware of the origins of microplastics (Anderson
320	et al., 2016; Deng et al., 2020; Henderson and Green, 2020).
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323	Figure 9:
324	While some responses to the close-end question on microplastics define the issue rather explicitly,
325	others suggest merely a hazy grasp. This current study assumed that a higher understanding of
326	microplastics leads to decreased levels of fear based on respondents' familiarity with various media
327	narratives about microplastic consequences (Fiene, 2014: 41; Renn, 1998). Subsequently in this study
328	did not examine the accuracy of the public's knowledge of microplastics, but rather inquired about self-
329	assessed knowledge and understanding of microplastics information. Based on the results obtained from
330	the data analysed from Muizenberg data, 20% of respondents indicated that there is no need for
331	education while 80% participants indicated that there is a need for education on the subject as shown in
332	the below Figure 8. The need for more education on microplastics and plastic disposal is supported in
333	a study by hammani et al (2017). Several scientists (Choy and Drazen, 2013; Wright and Kelly, 2017)
334	conducted studies which are in line with the results obtained in this research. The studies state that the
335	knowledge on the impacts of microplastics on human health is limited (Choy and Drazen, 2013; Wright

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Figure 10:

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341 In the above Figure representing Lagoon beach data, 27.27% of respondents indicated that microplastics 342 have no impact human and 72.73% of the participants said the there is an impact on human health 343 (Figure 9 left). A maximum of 84.21% of the participants of the total sample have indicated that people 344 need to be educated more on the subject while 36.67% of the participants of the total sample indicated 345 that there is no need for education about microplastics. Approximately 66.67% (16 out of 24 346 participants) that indicated that microplastics have an impact on human health was on those who 347 indicated that there is a need for education on the subject. About 33.33% (8 out of 24 participants) of 348 those indicated that microplastics have human health impacts were on those who indicated that there is 349 no need for education about microplastics. Wals et al. (2014) indicated that urgent issues such as 350 environmental pollution and climate change should be addressed through science education by sharing 351 teaching knowledge and skills through various media. Majority of Lagoon beach has agreed to the need 352 for more education on microplastics, this is supported by Hammami et al. (2017) who also marked 353 environmental education and awareness campaign as better methods of educating the public about 354 environmental issues of concern. The studies indicate that human health impacts depend on dosage 355 (Smith et al., 2018). Similar findings have been reported by other researchers (Anderson et al., 2016; 356 Henderson and Green, 2020), for example even though people frequently associated evaluations with 357 our research, the types of evaluations they made primarily concentrated on attributing a negative 358 affective valence to microplastics and, to a lesser extent, on the viability of resolving the problem. As a 359 result, only a few respondents mentioned or were unaware of the possibility of other forms of 360 evaluation, which may explain the lack of a wider range of evaluations. Providing participants with 361 more comprehensive knowledge about effective strategies to decrease microplastics contamination 362 could lead to a wider range of opinions on different aspects of microplastics, such as the importance of 363 the issue and the effectiveness of the suggested solutions. This adds to the existing corpus of research 364 that calls for increased communication efforts focusing on both the risks and solutions associated with 365 microplastics (Veiga et al., 2016).

366 4. Conclusion

367 If they were well-versed in media narratives, women, middle-aged individuals, and the elderly exhibited 368 relatively elevated risk perception. Environmental consciousness and media literacy strongly predicted 369 perceptions of the dangers that microplastics pose to the environment and human health. Media

- 370 messages and established social norms influence the public's perceptions of plastic pollution and the
- newly discussed issue of microplastics. Rather than focusing primarily on potential negative effects,
- information campaigns may benefit from combining data about specific sources of microplastics with
- 373 practical advice on how people can take everyday steps to help mitigate the problem. This is consistent
- 374 with the theory that knowledge of behavioural options and prospective action methods is one of the
- 375 most important categories of information associated with pro-environmental behaviours (e.g., Kollmuss
- and Agyeman, 2002). The findings of this study highlight the need for increased scientific literacy that
- 377 utilizes media in compelling and accurate ways to engage diverse audiences in innovative and creative
- 378 ways. The issue of microplastics must be presented with consideration for cultural specificity, media
- 379 preferences, scientific comprehension, and perceptions of plastics.
- 380 Ethical approval statement
- 381 The study, which involved human participants, was conducted
- in accordance with the Declaration of Helsinki and approved by the Institutional Review
- Board of Cape Peninsula University of Technology (231059965; 28 August 2023).
- 384 Consent to participate and to publish
- 385 All authors have read and agreed to the published version of the manuscript.

386 Author Contribution Statement

- 387 X.S.G: Writing- original draft preparation
- 388 T.M: Writing- review and editing, supervision
- 389 B.S.C: Writing- review and editing, project administration
- 390 S.E.Y: Writing- review and editing, graphics and visualisation editing
- 391 T.P.B: Writing- review and editing

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394 Conflict of interest

- 395 The authors declare no potential conflict of interest.
- 396 Availability of data
- 397 Not applicable.

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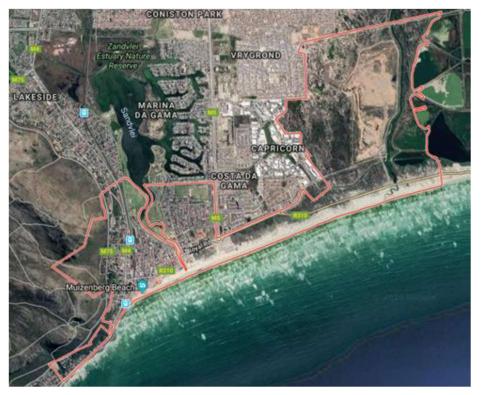
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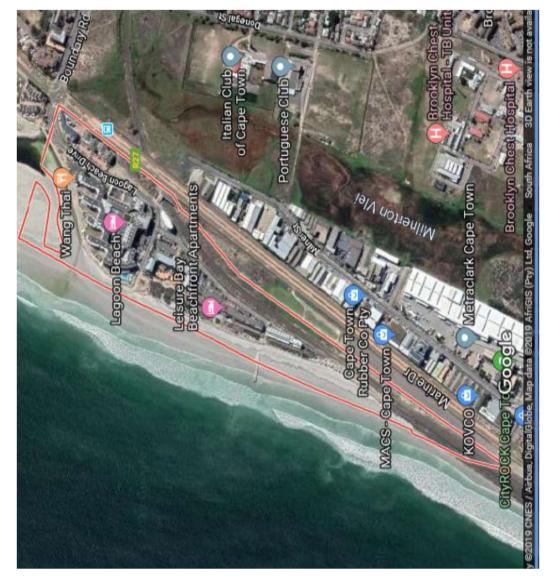
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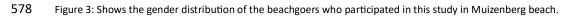
572 Figure 1: Satellite image of Muizenberg beach demarcated by a red line

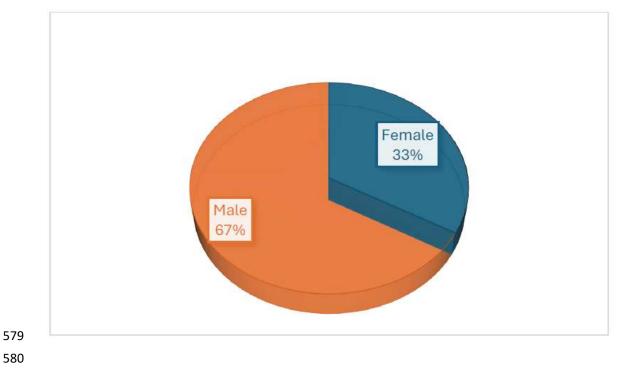


573 574 575 Figure 2: Lagoon Beach demarcated by a red line

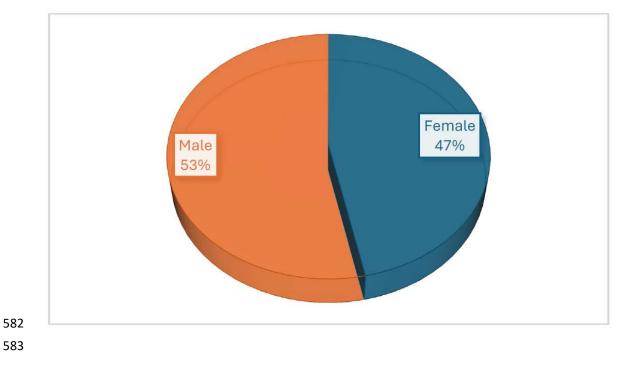


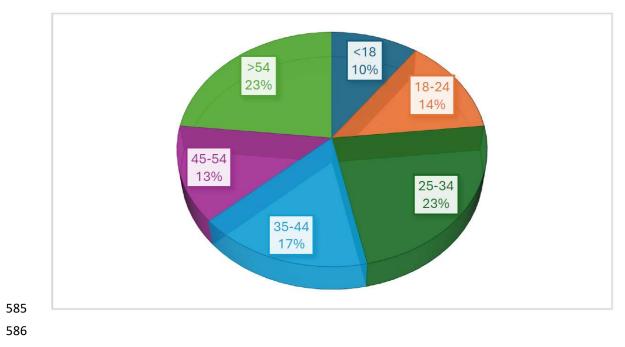
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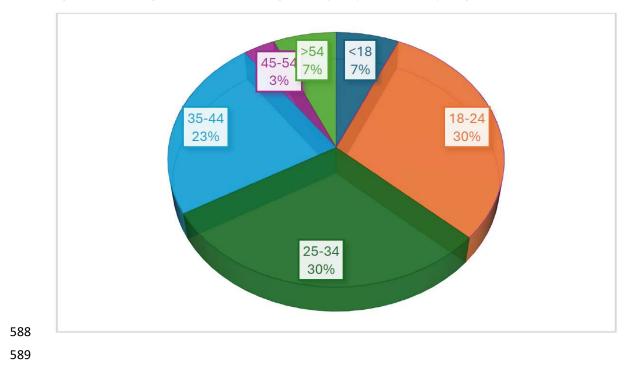


581 Figure 4: Shows the gender distribution of the beachgoers who participated in this study in Lagoon beach.



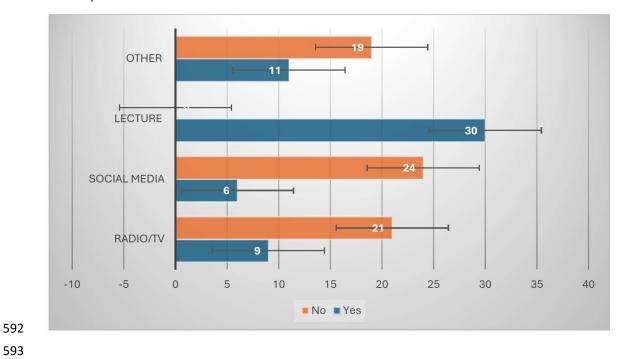


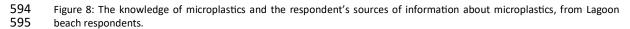
584 Figure 5: illustrate the age distribution of the beachgoers who participated in this study in Lagoon beach.

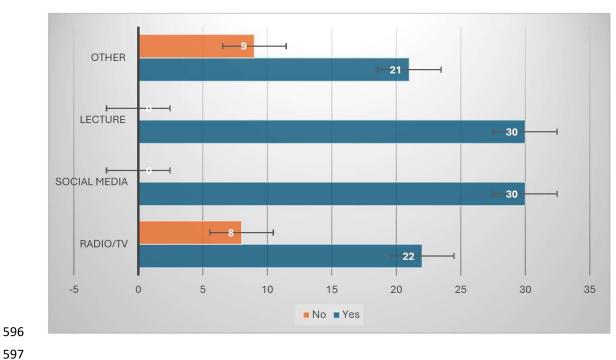


587 Figure 6: Shows the age distribution of the beachgoers who participated in this study in Lagoon beach.

Figure 7: The knowledge of microplastics and the respondent's sources of information about microplastics, from Muizenberg
 beach respondents.

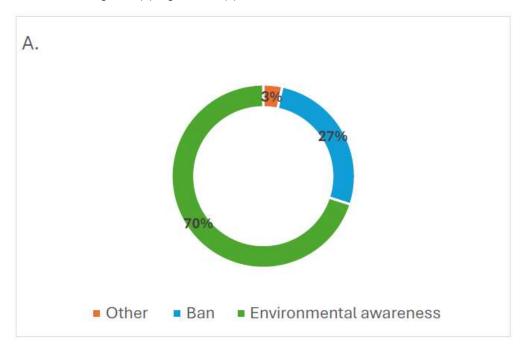






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598 Figure 9: Relationship between the need for more education on microplastics and human health impacts, based on respondents at Muizenberg beach (A); Lagoon beach (B)





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