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PLOS ONE a1111111111 a1111111111 a1111111111 a1111111111  
 a1111111111 RESEARCH ARTICLE Ocean plastic crisis—Mental models of plastic pollution from remote Indonesian coastal communities Anna (Anya) Phelan<sup>1\*</sup>, Helen Ross<sup>2</sup>, Novie Andri Setianto<sup>3</sup>, Kelly Fielding<sup>4</sup>, Lengg Pradipta<sup>5</sup> 1 Business School, Faculty of Business Economics and Law, The University of Queensland, Brisbane, Queensland, Australia, 2 School of Agriculture and Food Sciences, Faculty of Science, The University of Queensland, Brisbane, Queensland, Australia, 3 Faculty of Animal Science, Jenderal Soedirman University, Purwokerto, Central Java, Indonesia, 4 School of Communications and Arts, Faculty of Humanities and Social Sciences, The University of Queensland, Brisbane, Queensland, Australia, 5 Division of Human Ecology, Research Center for Population, Indonesian Institute of Sciences (LIPI), Jakarta, West Java, Indonesia \*

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Editor: Stephanie Belle Borrelle, University of Toronto, CANADA Received: December 2, 2019 Accepted: June 30, 2020 Published: July 28, 2020 Copyright: © 2020 Phelan et al. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited. Data Availability Statement: All relevant data are within the paper and Supporting Information files. Funding: AP There is no grant number associated with this internal university grant - UQ Small Grants Scheme Funded through the Global Change Institute, The University of Queensland <https://gci.uq.edu.au/> The funders had no role in study design, data collection and analysis, decision to publish, or preparation of the manuscript. Competing interests: The authors have declared that no competing interests exist. Abstract The [crisis facing the world's oceans from plastics is well documented, yet there is little knowledge of the perspectives, experiences and options of the coastal communities facing overwhelming quantities of plastics on their beaches and in their fishing waters. In emerging economies such as those in the Coral Triangle, the communities affected are among the poorest of their countries. To understand the consequences of ocean plastic pollution in coastal regions, through the eyes of local people, this study examines the knowledge, use, disposal and local consequences of single use plastics in remote island communities in two archipelagos of southern Sulawesi, Indonesia.](#) Using mixed methods—a survey of plastic literacy and behaviour, household interviews about purchasing and disposal, and focus group discussions to generate shared mental models—we identify [a complex set of factors](#) contributing [to extensive plastic leakage into the marine environment.](#) The rising standard of living has allowed people in low resource, remote communities to buy more single-use plastic items than they could before. Meanwhile complex geography and minimal collection services make waste management a difficult issue, and leave the communities themselves to shoulder the impacts of the ocean plastic crisis. Although [plastic literacy is low, there is little the coastal communities can do unless presented with better choice architecture both on the supply side and in](#)