

Consumption | Poster

PP - (21361) - WHY DO WE THROW AWAY TRASH ON THE STREET?: PERCEPTIONS OF THE REASONS AND IDEAS FOR SOLUTIONS AMONG MALAYSIAN UNIVERSITY STUDENTS

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Research or practical problem and objectives

Street littering is one of the serious urban waste problems in Malaysia that affects hygiene and landscape of public environments, leads to urban and global water pollution, and could hinder environmental moral in proper waste discharge and reduction among citizens. This study aimed to examine observations by Malaysian people on street littering to extract primary reasons and solutions to this issue.

Methods and process (for empirical research)

A questionnaire survey was conducted in November 2016 to collect data from undergraduate students of Universiti Teknologi Malaysia (n=177) on a five-point scale question (1: Very bad, 5: Not at all bad) on subjective evaluation of street littering situations in the country and free statements about reasons and solutions to littering (1507 statements). Text analysis was conducted using KH Coder software to obtain word frequency and co-occurrence network on the free statement data.

Main results preview and importance (or main arguments in the case of critical reviews)

Most respondents (90.39%) indicated the littering problem in Malaysia is serious (M = 1.81). Word co-occurrence networks with 24 and 21 clusters were generated for reasons and solutions. Insufficient dustbins were a predominant reason for littering, and it was linked with laziness to find dustbins in the same cluster. Also, relatively small clusters were obtained, such as lack of moral and environmental awareness and lack of responsibility for cleanliness. As to the solutions, deploying more dustbins was predominant and linked with education and punishment in the same cluster. Also, smaller clusters were obtained, such as environmental edification, family education, and law enforcement and campaign by the government. The text analysis result suggests that supplying more street dustbins could reduce littering in Malaysia while people seem aware that this issue is closely linked with users' behavior and morals. It implies the necessity of extending environmental awareness-raising. The findings of this study provide practical ideas to address urban waste problems in Malaysia and other countries in similar situations.

Palavras-chave : Littering, Environmental awareness, Urban waste, Environmental education, Text analysis