

## **The Meanings of the University Landscapes to Litterers and Non-litterers**

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### **ABSTRACT**

This study investigates the emotional connection between the users of the university grounds and the university grounds itself. This relationship is analyzed with regards to the environmental attitudes and beliefs of the people. The particular environmental problem that this study considers is the littering problem. Refuse and rubbish has been spotted in many areas in the campus. This study is primarily concerned with the meanings ascribed by the people who deliberately or unintentionally fling refuse into the area and those who do not. Twelve respondents, six litterers and six non-litterers, were selected and were interviewed in-depth. Data is gathered and analyzed using a qualitative research design. The results show that the litterer-respondents highly valued the landscapes. They saw the university as a landscape associated with diversity and accessibility. The non-litterer-respondents, on the other hand, were not necessarily well-attached to the places but their moral principles were prominent in their environmental attitudes and beliefs. A litter survey was also administered. Litter items were counted in selected areas in the university. The concentrations of wastes inside the university, particularly in the areas close to the academic oval, were also crudely mapped. This study could help in an anti-littering campaign in the university.