1

-

.

-1

.   ,   (   )

2

- : "Motive"

" Motivation"

.

.

.

- :

:

. - - - -

.Movere .

1- :

.

2- :

)

.(1984

3

3-   :

:   :

●

●

.

.

.

.

.

.

:

1.   .

2.   (   ).

3.

.

:

.

(   ) ← ← ←

:

| ، | | : |

:

.
.
.

-
-
-

5

•   :   ( )

.

:

.

.

*   :

.

(:

–

.

(:

.

•   :

.

.

7
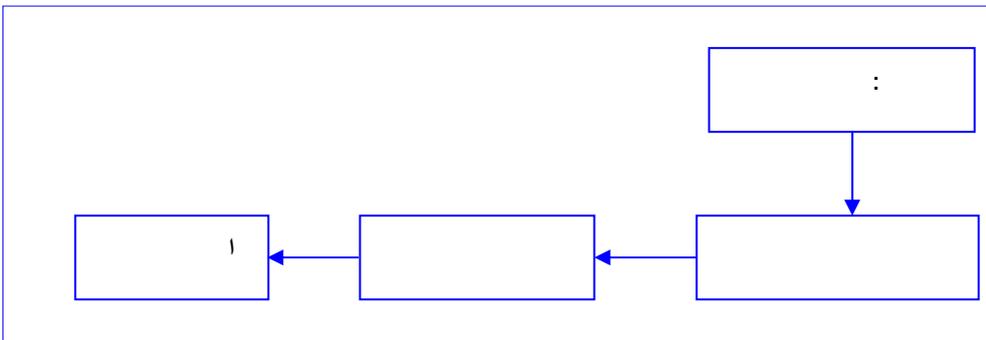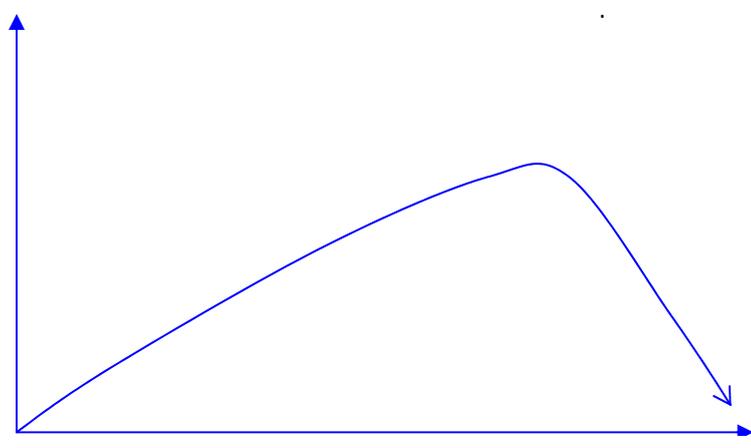
A. Maslow   :

Physiological needs	1.
Safety needs	2.
Belongingness needs	3.
Esteem needs	4.
Self_actualization needs	5.
Knowledge needs	6.

:

حاجـات
الفهم و المعرفة

—   —

.

.

.

.

.

.

.

,1954)

.(Maslow

.   :

9

1. **Need** الحاجة:

.

.

2. **Drive** الدافع:

(جابر 1976)

.

.

.

.

3. **Incentive** الحافز:
"W.E. Vinacke"

.

.

'

: .(   )

( )

( )

.

:

.

11

"

."

" " ,

:

.1 :

,

.

:

-

.

-

-

.

-

.

.4   :

                                                      .

            .   .

    .

                        .

                                .

.5   :

                            .

                        .

                    .

            .

                    .

        .

14

1. .
2. .
3. .
4. .
5.
.
6. " Feed Back ".
7. .

1. .
2. : , , .
3.
4. .
5. .
6. .
7. " ".
8. .
9. , .

1(

:

–

–

–

–

–

.

–

:

.

.

.

2(– – .

.

3 - 5(

.

16

(6

.(   )   .

.

.

.

(7

.(   ) .

(8

.

.

:

.

1) 1994

2) 18 / .

3) / .

4) / .

5) / . - 2000.