

題目	正負增強激勵設計對個體行為動機強度的影響—探討利益對象之調節效果
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摘要	本研究以大學生及研究生為受試者，採用 2 x 3 實驗設計探討激勵方式（正增強、負增強）、利益對象（自己、他人、群體）以及上述二者之交互作用對於動機強度的影響。分析 178 個有效樣本資料獲得以下發現，首先，受試者對正增強激勵的動機強度高於負增強；其次，受試者對於利益自己與利益他人的動機強度均高於利益群體。最後，激勵方式與利益對象對動機強度具有邊際顯著的交互作用影響，受試者對利益自己及利益他人的激勵設計情況下，正增強與負增強的動機強度沒有顯著差異，但是，受試者對利益群體的激勵設計情況下正增強的動機強度高於負增強。本文討論研究發現的實務意涵，並提出未來研究建議。
關鍵字	正/負增強、利他傾向、利益對象、動機強度
Title	The Effect of Positive and Negative Reinforcement Incentive Design on Motivation Intensity of Individual Behavior — Explore the Moderating Effects of Interest Object
Author	Hsin-hsin Lo, Cheng-ming Liang, Yen-chen Wang
Abstract	This study uses 2x3 experimental design for students and graduate students of the University of Science and Technology. The main purpose is to explore the effect of incentive design (positive reinforcement, negative reinforcement), behavioral outcomes interest objects (self, specific other, specific group), and interaction of both on the motivation intensity of student behavior. Analysis of 178 valid samples obtained the following findings. First, the subject's positive reinforcement motivation intensity was higher than that of the negative reinforcement. Second, the motivation intensity of self and specific other is higher than that of specific group. Finally, the interaction of incentive design and interest objects have marginal significant influence on the motivation intensity. Under self and specific other circumstances, the motivation intensity of positive and negative reinforcement has no significant difference, but under specific group circumstance, motivation intensity of positive reinforcement is higher than that of negative reinforcement. We discuss the practical management implications of the research findings and suggest future research recommendations.
Keyword	Positive/Negative Reinforcement, Altruistic Tendency, Interest Objects, Motivation Intensity