



## **The motivation of studding in Agricultural Extension & Education field(A case of MS.C students of Agricultural Extension & Education department in Shiraz University)**

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Manpower is the center of development in different fields. Therefore, the education of man power is one of the most fundamental elements of economic growth, social, political, cultural. The motivations are the basis of human activities, therefore, it is very important to Understand this motivations. The aim of this study was investigation of the educational motivations of students at Shiraz University. In this regard, the survey used to collect data, the data collection instrument was a questionnaire, and data analyzed by SPSS version21. The research population was all undergraduate students at Shiraz University; the sample size was70students who selected randomly. In this study, four dimensions of motivations such as life, identity, hedonistic and idealistic motivations have been studied. According to the comparison test (ANOVA), there were significant differences between first and fourth year students, and third and fourth year students at life, identity motivations. Also, there was a significant difference between male and female students at all dimensions of motivations. Finally, some suggestions recommended enhancing the educational motivation of students.

**Keywords:** life, identity, hedonistic and idealistic motivations, students of agricultural extension and education, Shiraz University.