Enhancing Morality among Saudi University Students in View of Reward and Punishment Philosophy

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ABSTARCT The purpose of this study was to address enhancing morality among Saudi university students in view of the reward and punishment philosophy. The study used philosophical analysis to reveal the concept of morality in view of reward and punishment strategies to form a clear theoretical perspective. In addition, it is sought to design methodical and analytical steps that would empirically improve the measures available. Also, the study uses a descriptive methodology to depict the existing conditions of Saudi college students. According to the results, appreciation and self-confidence are among the self-rewards granted by the individual to him- or herself when making judgments. Moreover, universities must work on developing the ability to think critically among university students. It is necessary to pay attention to the cultural development and the system of values in Saudi universities.