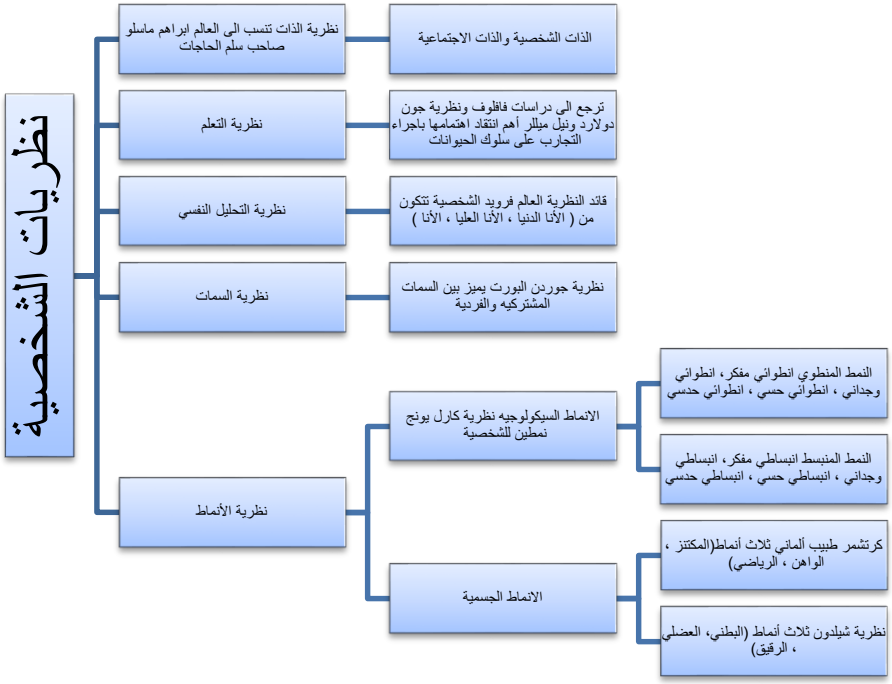نظريات الشخصية