

## **INFLUENCE OF LITERACY CAMPAIGNS, AND STUDENT MOTIVATION ON ACADEMIC PERFORMANCE IN QUEZON CITY PUBLIC SCHOOLS**

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### **ABSTRACT**

This study investigated the influence of literacy campaigns and student motivation on academic performance in Quezon City public schools. Recognizing that the ability to acquire, evaluate, and utilize information is essential in a knowledge-driven society, the research explored how literacy initiatives and motivational factors contribute to students' academic outcomes. Utilizing a descriptive-correlational research design, data were collected from 371 respondents through survey questionnaires and analyzed using appropriate statistical tools. Findings revealed a very high level of effectiveness in literacy campaigns, particularly in terms of teaching strategies, resource availability, and program implementation. Students also demonstrated a very high level of motivation, notably in their interest in learning, effort in schoolwork, and support from parents and teachers. Regarding academic performance, over half of the respondents were categorized as having high performance, though a considerable portion also fell under low performance. Statistical analysis indicated a moderate positive correlation between the effectiveness of literacy campaigns and student motivation, while motivation showed a low but significant relationship with academic performance. Teaching strategies and interest in learning emerged as significant predictors of academic success, although they explained variance was modest. These results highlight the importance of targeted instructional strategies and student-centered motivation approaches in improving academic achievement. Based on the findings, a comprehensive action plan was proposed to further enhance literacy programs and motivational strategies within Quezon City public schools. The study recommends continuous teacher training, resource enhancement, curriculum refinement, and greater parental engagement to support sustainable improvements in student outcomes.

**Keywords:** literacy campaigns, student motivation, academic performance, teaching strategies, information literacy, public schools, Quezon City