

**HONDURAS**  
**ANALYSIS OF STRENGTHS, WEAKNESSES,**  
**OPPORTUNITIES AND THREATS**

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| <p><b>STRENGTHS</b></p>     | <p>The influence of social media on young people and adults has allowed for a rapid and effective dissemination of information about the current regime, both positive and negative. Platforms such as Facebook, Instagram, X (formerly Twitter), TikTok, and YouTube facilitate the circulation of live streams, surveys, analyst opinions, and expert analysis, generating a wide range of thoughts and perspectives. This diversity of opinion is difficult for the government to control or censor.</p>  |
| <p><b>WEAKNESSES</b></p>    | <p>The economic and social crisis that Honduras is currently facing has severely affected traditional media, such as the written press, radio and television. Newspapers have reduced their number of pages, while television and radio have reduced their staff. Many journalists have accommodated themselves to the governments of the day, because they do not have economic independence in the maintenance of their news spaces. This generates a loss of credibility and objectivity in the information that is disseminated.</p>   |
| <p><b>OPPORTUNITIES</b></p> | <p>According to a recently released survey, more than 70% of Hondurans get their information through social media, indicating greater openness and accessibility in disseminating news and current events compared to traditional media. These alternative media allow for wider coverage, overcoming the restrictions imposed by traditional media, which often limit the circulation of information that does not fit their interests or the regime's agenda. In addition, social media provides users with the ability to share and discuss information in real-time. This contrasts with the tendency of traditional media to censor or adjust content based on external pressures or corporate interests.</p> |
| <p><b>THREATS</b></p>       | <p>Social networks, despite their ability to expand access to information, are also susceptible to manipulation. There are companies that create "bots" to promote specific interests or disseminate biased information, with the aim of influencing public opinion on certain topics. In addition, the lack of regulation and control on these platforms allows for the spread of unverified information, facilitating the spread of hate campaigns, disinformation, and extreme ideological content. This environment can distort reality and further polarize public opinion, complicating the task of discerning the veracity of the information circulating on the networks.</p>                              |

