

UNITED STATES
SWOT Analysis

STRENGTHS	In the USA, freedom of expression and the press has consolidated and is a right protected by the Constitution and by court precedent. The scope of the media has also expanded rapidly. Internet access has become easier and more robust, and digital media and streaming options are growing and competing with traditional media (press and broadcasting), while social media and podcasts have already established themselves as crucial sources of information for a large portion of the population.
WEAKNESSES	With the expansion of the Internet and the rapid growth of digital news media (apps, podcasts, streaming), a door has also opened to sources of disinformation. There are no ideal mechanisms to control or curb hoaxes disseminated on social media posts. Additionally, many fake news sources preying on tools such as WhatsApp have emerged to spread hoaxes and spur uncertainty by means of fake news. Citizens need to be more alert about this problem and must know the necessary tools to deal with disinformation.
OPPORTUNITIES	As disinformation has grown, so have the efforts to try to limit its spread. The vast majority of mainstream media outlets have written columns warning on the dangers of fake news –especially in politics– and their influence on elections. This is a topic widely studied in universities. With respect to the evolution of media, podcasts have already set themselves as a fundamental way to inform and entertain. New and more creative topics and ways to disseminate news and entertainment are expected to emerge.
THREATS	Disinformation and fake news continue to be the most significant threats in the United States, as they corrupt information flow and fuel political anxiety, especially when presidential, congressional, state, and local elections are approaching. The spread of political lies and manipulated information has already ignited acts of violence, and, as their effectiveness has been confirmed, it continues to be a strategy used by some political operators to influence public opinion and rise to positions of power through elections.

