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A quantitative analysis of the Agenda Setting in Honduran headlines during January 2024

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Introduction

The Agenda-setting theory establishes the influence of mass media over audiences, to determine which topics are of public interest and their scope and relevance. Nowadays, mass media and Hondurans also set the priority of the information broadcasted in their digital platforms. **This research established a base line of 104 Hondurans mass media** online platforms until January 2024. Six (4 newspapers, 1 TV, and 1 Radio) were selected for this study to analyze the priority of headlines and topics (political, health, crime) on its daily front pages. The key findings offer significant data such as the fact that **only 3% of the headlines were positive news**, 25% were about crimes and 20% political. In addition, **70% of the 1,121 headlines** evaluated had a neutral tone.

Key findings

104

A baseline of 104 mass media with online version was established

166

Front Pages documented. In total, 1,121 headlines were analyzed in the research

25 Percent

Of the headlines were related to crimes: homicides, assaults, femicides (283 in total)

20 Percent

Of the headlines were interconnected to politics (210). 1 out of every 5 publications

POLITICAL HEADLINES PRIORITY/POSITION IN FRONT PAGES

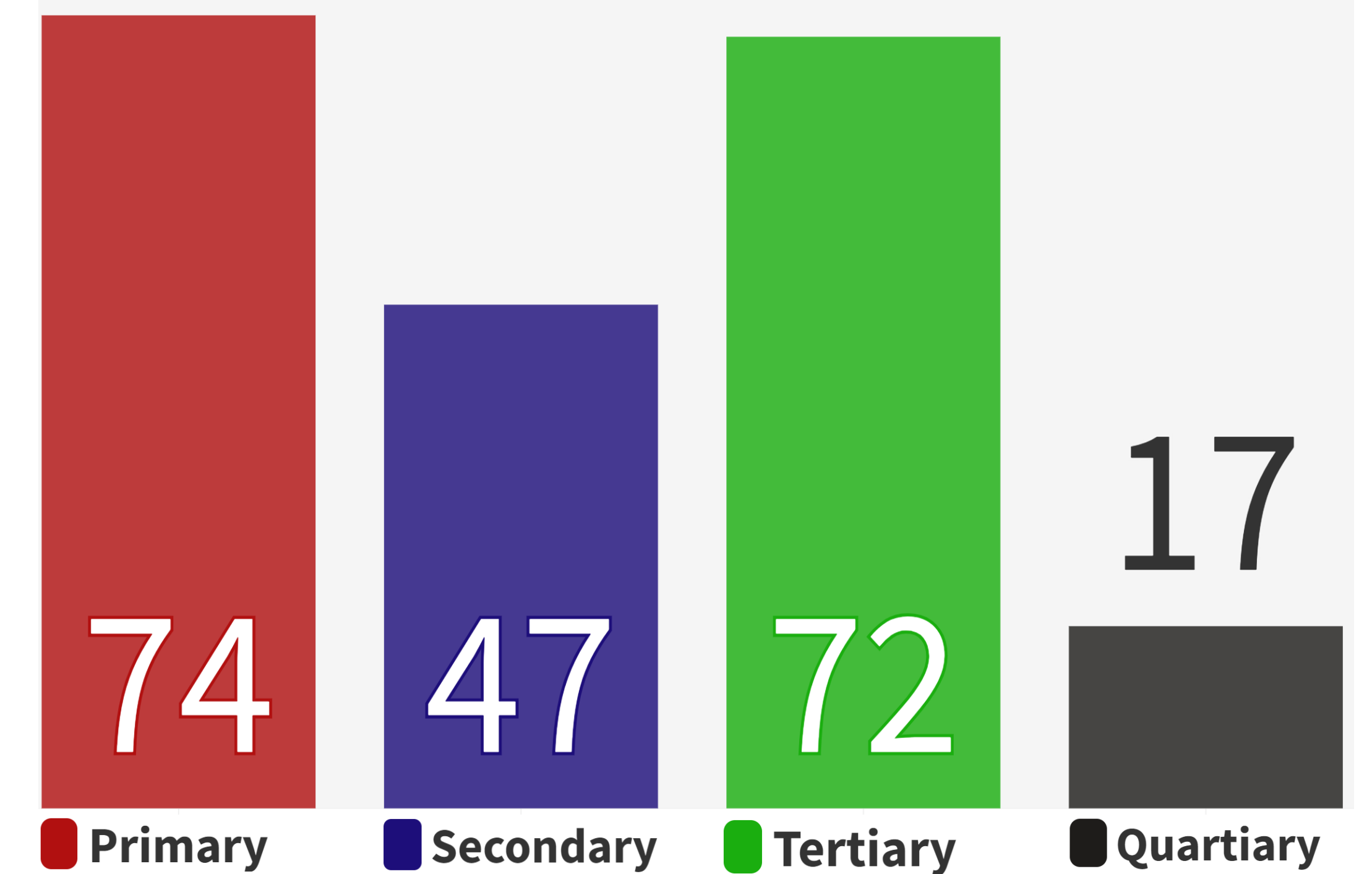
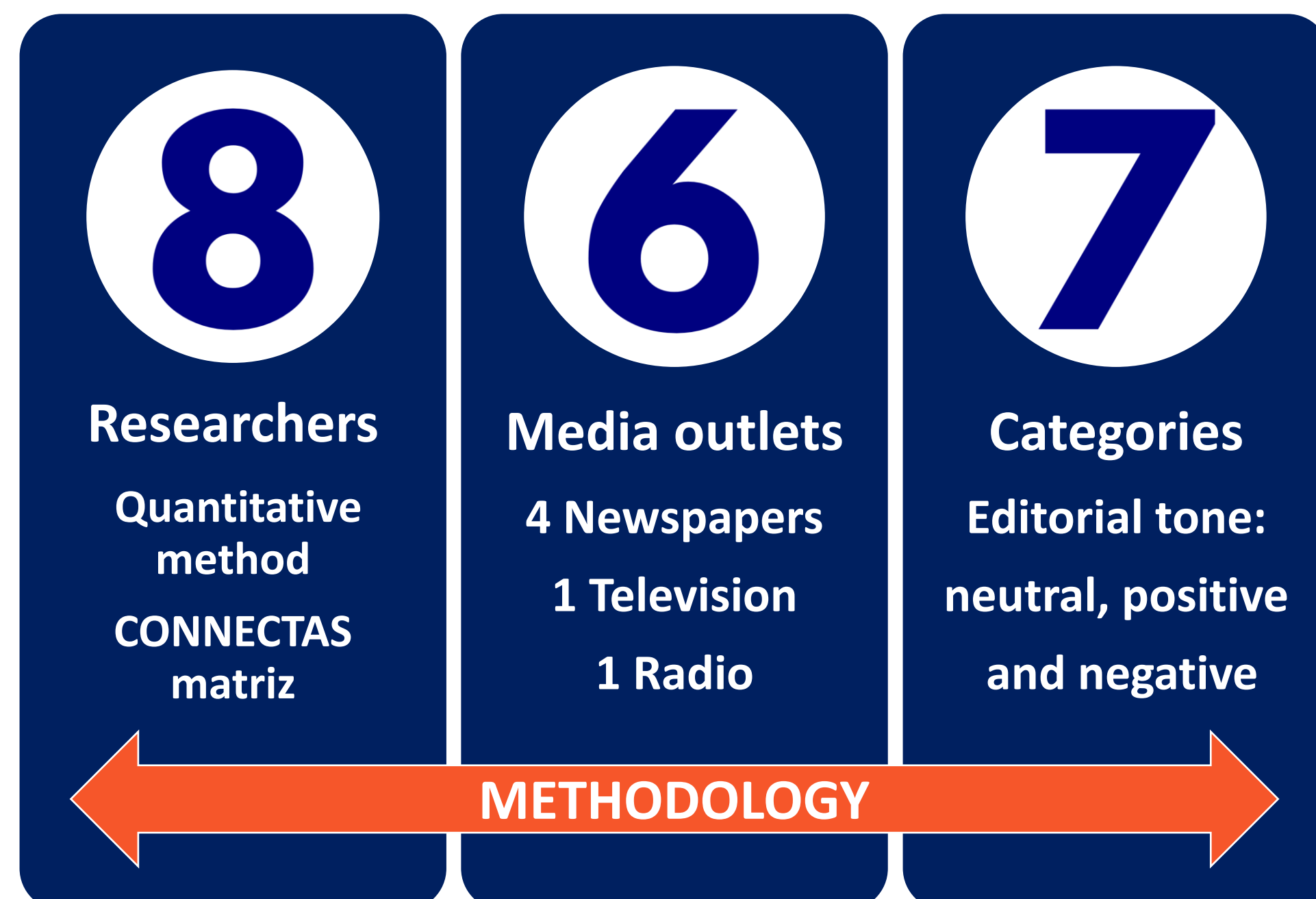


Figure 1: This graphic shows that 60% of political headlines occupied high priority position in front pages



References

Conclusions

- 1 In 7 out of 10 headlines, the tone used by the media to inform was neutral, even in the political and crime stories.
- 2 In the upcoming presidential elections in Honduras in 2025, this quantitative analysis can potentially be used as a baseline to **measure trends of the editorial tones and the main headlines topics** of the agenda setting.
- 3 The fact that only 3% of the headlines were related to positive news, such as success stories, entrepreneurship, among others; offers guidelines to develop new researches to understand the digital consumption preferences in Honduran audiences, and/or the **motivations behind the editorial decisions** related to headlines.