



# Social Media and Communication Patterns in Urban Ghana: A Comparative Study

Adziri Efua<sup>1,2</sup>, Agyapong Kwasi<sup>3,4</sup>, Amoako Kofi<sup>5</sup>, Yaw Asare<sup>1</sup>

<sup>1</sup> Water Research Institute (WRI)

<sup>2</sup> University of Professional Studies, Accra (UPSA)

<sup>3</sup> University for Development Studies (UDS)

<sup>4</sup> Department of Research, Food Research Institute (FRI)

<sup>5</sup> Department of Research, University for Development Studies (UDS)

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**Correspondence:** [aefua@gmail.com](mailto:aefua@gmail.com)

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## Author notes

*Adziri Efua is affiliated with Water Research Institute (WRI) and focuses on Arts & Humanities research in Africa. Agyapong Kwasi is affiliated with University for Development Studies (UDS) and focuses on Arts & Humanities research in Africa.*

*Amoako Kofi is affiliated with Department of Research, University for Development Studies (UDS) and focuses on Arts & Humanities research in Africa.*

*Yaw Asare is affiliated with Water Research Institute (WRI) and focuses on Arts & Humanities research in Africa.*

## Abstract

This study explores how social media usage influences communication patterns among urban populations in Ghana. Data was collected through a series of surveys administered via online platforms, complemented by semi-structured interviews with participants. Quantitative data analysis involved statistical tests for significance levels, while qualitative elements were analysed using thematic coding methods. Participants reported that social media significantly altered their communication habits, with 70% indicating increased reliance on digital messaging compared to traditional face-to-face interactions. The study concludes that social media has reshaped how urban Ghanaians communicate, emphasising the need for cultural sensitivity in technology integration within communities. Communities and policymakers should consider fostering digital literacy programmes that balance technological advancement with cultural preservation.

**Keywords:** *Sub-Saharan, urbanization, diaspora, digital divide, communication theory, social network analysis, globalization*

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