



# Social Media and Communication Patterns in Urban Ghana: A Qualitative Exploration

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## Abstract

Social media platforms have become integral to daily communication in urban Ghana, influencing various aspects of social interaction and cultural expression. This study employed semi-structured interviews with a purposive sample of urban residents aged between 18 and 45 years. Data were collected through thematic analysis of interview transcripts. A key finding is the significant shift towards digital communication among respondents, with over 70% indicating that social media has become their primary means of staying connected in informal settings like local markets and community events. The study reveals how social media not only supplements traditional forms of communication but also shapes new cultural expressions and community dynamics in urban Ghana. Future research should consider longitudinal studies to track changes over time, while policymakers could explore strategies to integrate digital platforms into educational and health initiatives effectively. Social Media, Communication Patterns, Urban Ghana, Oral Traditions

**Keywords:** *Ghanaian, Digital Communication, Qualitative Research, Anthropology, Media Studies, Cultural Studies, Ethnography*

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