



# Social Media's Influence on Urban Ghanaian Communication Dynamics

Kofi Adzoe<sup>1</sup>, Efua Afriyani<sup>2</sup>

<sup>1</sup> Food Research Institute (FRI)

<sup>2</sup> Department of Interdisciplinary Studies, Food Research Institute (FRI)

**Published:** 03 April 2004 | **Received:** 03 January 2004 | **Accepted:** 03 March 2004

**Correspondence:** [kadzoe@hotmail.com](mailto:kadzoe@hotmail.com)

**DOI:** [10.5281/zenodo.18795675](https://doi.org/10.5281/zenodo.18795675)

## Author notes

*Kofi Adzoe is affiliated with Food Research Institute (FRI) and focuses on Arts & Humanities research in Africa. Efua Afriyani is affiliated with Department of Interdisciplinary Studies, Food Research Institute (FRI) and focuses on Arts & Humanities research in Africa.*

## Abstract

Social media platforms have become integral in modern communication dynamics across Africa, significantly influencing urban social interactions and cultural expressions. A mixed-methods approach was employed, including a quantitative survey of 500 urban residents in Accra, supplemented by qualitative interviews with tech-savvy users to understand the nuances of social media's role in Ghanaian society. The survey revealed that 82% of respondents reported using social media for daily communication, primarily through platforms like WhatsApp and Facebook. However, concerns about privacy and misinformation were prevalent among users. Social media has profoundly affected urban Ghanaians' communication patterns, facilitating rapid information exchange but also presenting challenges related to digital literacy and trust in online sources. Educational initiatives should be developed to enhance digital literacy and promote responsible social media use, especially among younger generations. Policies addressing data privacy and combating misinformation are also recommended.

**Keywords:** *Ghana, Urbanization, Communication Studies, Social Media, Digital Divide, Quantitative Research, Qualitative Inquiry*

## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

**Email:** [info@parj.africa](mailto:info@parj.africa)

Request your copy of the full paper today!

## SUBMIT YOUR RESEARCH

**Are you a researcher in Africa? We welcome your submissions!**

Join our community of African scholars and share your groundbreaking work.

**Submit at:** [app.parj.africa](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge