



Social Media's Influence on Urban Ghanaian Communication Patterns: An Action Research Study

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Abstract

Urban Ghana is experiencing rapid urbanization, leading to increased social media usage among its residents. The impact of social media on communication patterns has been observed but lacks systematic research. An action research study was conducted, utilising surveys and focus group discussions to gather data from urban residents across various socio-economic backgrounds in Accra. Social media usage showed a significant increase (76%) among respondents compared to traditional communication methods. Themes identified included the preference for instant messaging over phone calls (82%). The study highlights the growing importance of social media in urban Ghanaian communication, necessitating further research into its long-term effects. Future studies should explore intergenerational differences and potential negative impacts of excessive social media use on traditional communication. Urban Ghana, Social Media, Communication Patterns, Action Research

Keywords: *Africanization, Diaspora Studies, Ethnography, Media Ecology, Participatory Action Research, Rurality, Urbanization*

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