



Social Media's Shadow: Reconfiguring Communication Patterns in Urban Ghana

Kofi Amankrah^{1,2}, Ameyaw Gyamfi^{1,3}, Abena Boadi⁴, Quarraisha Abdul-Rahman⁵

¹ Kwame Nkrumah University of Science and Technology (KNUST), Kumasi

² Noguchi Memorial Institute for Medical Research

³ Department of Interdisciplinary Studies, Food Research Institute (FRI)

⁴ Department of Interdisciplinary Studies, Kwame Nkrumah University of Science and Technology (KNUST), Kumasi

⁵ Department of Advanced Studies, Water Research Institute (WRI)

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Correspondence: kamankrah@hotmail.com

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Author notes

Kofi Amankrah is affiliated with Kwame Nkrumah University of Science and Technology (KNUST), Kumasi and focuses on Arts & Humanities research in Africa.

Ameyaw Gyamfi is affiliated with Kwame Nkrumah University of Science and Technology (KNUST), Kumasi and focuses on Arts & Humanities research in Africa.

Abena Boadi is affiliated with Department of Interdisciplinary Studies, Kwame Nkrumah University of Science and Technology (KNUST), Kumasi and focuses on Arts & Humanities research in Africa.

Quarraisha Abdul-Rahman is affiliated with Department of Advanced Studies, Water Research Institute (WRI) and focuses on Arts & Humanities research in Africa.

Abstract

This commentary explores the impact of social media on communication patterns in urban Ghana. A qualitative approach was employed through thematic analysis of online content, interviews with local users, and observations of social media usage patterns in urban settings. The analysis reveals that social media has become an integral part of daily communication routines, influencing both personal and professional spheres among urban Ghanaians. Future research should consider the long-term effects of these changes on community cohesion and cultural norms related to communication.

Keywords: *Sub-Saharan, urbanization, digital divide, ethnography, participatory action research, media ecology, cultural studies*

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