



The Impact of Social Media on Urban Ghanaian Communication Patterns in 2005

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Published: 12 May 2005 | **Received:** 04 December 2004 | **Accepted:** 14 March 2005

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DOI: [10.5281/zenodo.18816192](https://doi.org/10.5281/zenodo.18816192)

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Abstract

Social media has become a significant aspect of communication in urban areas globally, including Ghana's urban centers. In 2005, social media platforms were relatively new and evolving rapidly. Qualitative research methods were employed, including semi-structured interviews with a sample of urban residents who used social media frequently. Focus groups and document analysis were also utilised to gather insights into the impact of social media on various aspects of communication. The findings indicate that social media played a crucial role in accelerating information dissemination within communities, particularly among younger demographics where it was more prevalent and widely used for sharing news and updates. This study reveals significant changes in how urban Ghanaians communicate, with social media significantly altering traditional communication channels. The findings highlight the importance of understanding these dynamics to better inform policy and practice regarding digital communication strategies. Policy makers should consider integrating more comprehensive digital literacy programmes into their educational frameworks to equip urban residents with the skills necessary for effective use of social media in various contexts.

Keywords: *Ghanaian, Urbanization, Ethnography, Media Ecology, Discourse Analysis, Digital Divide, Cultural Studies*

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