



# Social Media and Urban Communication in Ghana: A Comparative Study

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## Abstract

Social media platforms have significantly transformed communication patterns globally, including in urban settings of Ghana. This study aims to explore how these digital mediums influence social interactions and information dissemination. A mixed-methods approach was employed for this study, integrating both quantitative surveys and qualitative interviews to gather data from a diverse sample of urban Ghanaians. Data were analysed using statistical software and thematic coding techniques. Findings indicate that while social media usage is widespread across all age groups in Ghana's urban centers, women use these platforms more frequently than men by a proportion of 60% to 40%, highlighting gender disparities in digital engagement. The comparative study reveals significant variations in how different demographic segments utilise social media for communication and information sharing. These findings underscore the importance of understanding user behaviour to optimise digital interventions aimed at urban communities. Recommendations include developing targeted educational programmes that address gender-specific needs regarding digital literacy, as well as initiatives that promote equitable access to online resources in urban settings. Social Media, Urban Communication, Ghana, Digital Engagement, Gender Differences

**Keywords:** *Ghana, Urbanization, Social Media, Digital Divide, Participatory Culture, Ethnographic Method, Cultural Studies*

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