



Social Media Influence on Urban Ghanaian Communication Patterns: A Survey Study

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Abstract

Social media has become an integral part of daily life in urban Ghana, influencing various aspects of communication patterns. A survey was conducted with a sample size of 300 participants from different socio-economic backgrounds in urban Ghana, utilising an online questionnaire designed to assess current communication habits and preferences. The findings indicate that social media usage has significantly increased among the surveyed population, particularly Instagram (85%) and WhatsApp (92%), with a notable shift towards visual content sharing over traditional text-based communications. Social media is transforming urban Ghanaians' communication patterns, emphasising its role in facilitating connectivity and information dissemination across diverse social groups. Future research should consider longitudinal studies to monitor changes in communication habits over time and the impact of emerging social media platforms on older demographics.

Keywords: *Sub-Saharan, urbanization, ethnography, qualitative, digital divide, participatory, discourse analysis*

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