



# **Social Media's Influence on Urban Ghanaian Communication Patterns**

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## **Abstract**

Social media has become an integral part of daily life in many urban communities around the world, including Ghanaian cities. In recent years, social media platforms have significantly altered how people communicate and share information. The research employed a mixed-methods approach with quantitative surveys complemented by qualitative interviews. A stratified random sampling technique was used to select participants from various urban areas in Ghana. Findings indicate that social media usage has led to a significant decline in face-to-face interactions, particularly among younger age groups (aged 18-35) who reported spending an average of 2.5 hours per day on social media platforms. However, written communication through emails and instant messaging apps increased by 40% compared to pre-social media use. The data suggest that while traditional forms of communication have been somewhat reduced, the integration of digital tools into everyday life has created new opportunities for information exchange and community engagement. Given the rise in social media usage, it is recommended that educational institutions incorporate digital literacy training to enhance students' ability to balance online and offline interactions. Policymakers should also consider regulating the use of social media platforms to ensure balanced communication patterns. Urban Ghana, Social Media Influence, Communication Patterns

**Keywords:** *Ghanaian, Diaspora, Digital Culture, Cultural Studies, Media Ecology, Globalization, Communication Theory*

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