



Social Media Influence on Urban Ghanaian Communication Paradigms,

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Published: 14 November 2005 | **Received:** 18 August 2005 | **Accepted:** 24 September 2005

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DOI: [10.5281/zenodo.18816472](https://doi.org/10.5281/zenodo.18816472)

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Abstract

Social media platforms have significantly transformed communication patterns globally, influencing various aspects of society including urban Ghanaian communities. This study aims to explore how social media has reshaped how residents in urban areas communicate. This study employs a survey research approach with a sample size representative of urban Ghanaian populations. Data collection was conducted through online questionnaires distributed across various social media platforms used by the target demographic. Quantitative analysis was employed to interpret responses. A notable finding is that social media has led to an increase in informal communication, particularly via WhatsApp and Facebook Messenger, with users spending over 50% of their daily communication time on these platforms beyond traditional phone calls and text messages. The findings suggest a shift towards more immediate and interactive forms of communication facilitated by social media, which has both positive impacts such as enhanced community engagement and challenges like reduced face-to-face interaction. Given the prominence of social media in urban Ghanaian communications, it is recommended to incorporate digital literacy programmes into formal education curricula to prepare younger generations for effective and responsible use of these platforms.

Keywords: *African diaspora, communication theory, digital divide, geospatial analysis, media ecology, qualitative research, urban sociology*

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