



Social Media and Urban Communication Patterns in Ghana: An Analysis

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Abstract

Social media platforms have become integral to communication in contemporary urban societies, including Ghana where they play a significant role in shaping public discourse and social interactions. The analysis is based on qualitative content analysis of online conversations from major social media platforms, supplemented with semi-structured interviews with urban residents to explore perceptions and usage dynamics. A notable trend observed was the increased use of hashtags in discussions related to local news events, indicating a heightened sense of community engagement facilitated by these digital tools. The study underscores the need for policies that balance technological advancement with social cohesion, particularly regarding online communication and its impact on public discourse. Policy makers are advised to foster an environment where social media use supports rather than undermines communal values, potentially through education and moderation guidelines. Social Media, Urban Communication Patterns, Ghana, Policy Analysis

Keywords: *Sub-Saharan, urbanization, mediation, digital divide, community engagement, participatory culture, social network analysis*

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