



# Social Media's Influence on Urban Ghanaian Communication Patterns

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## Abstract

Urban Ghanaian communication patterns have been significantly influenced by social media platforms in recent years. A qualitative approach was employed through a series of interviews with social media users and analysis of online content. Ethnographic methods were used to understand cultural context and user behaviour. Social media usage has led to an increased reliance on digital communication over traditional face-to-face interactions, particularly among the younger demographic in urban centers. The findings suggest a shift towards more asynchronous and fragmented forms of communication facilitated by social media, challenging conventional modes of interaction. Policy makers should consider integrating social media literacy into educational curricula to prepare young people for digital communication environments.

**Keywords:** *Africanization, Ghanaian, SocialMedia, TechnoSociety, CommunicationStudies, QualitativeResearch, AfricanCommunities*

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