



The Evolving Landscape: Social Media and Communication Dynamics in Urban Ghana

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Abstract

Urban Ghana has seen a rapid increase in social media usage over recent years, with platforms like Facebook and Instagram becoming integral to daily communication among residents. No empirical data was collected for this commentary; instead, it synthesizes existing literature and case studies to analyse trends observed across various urban settings in Ghana. While social media has enhanced connectivity and access to information within urban Ghana, it also requires vigilance in addressing issues such as digital divide and the spread of false narratives. Communities should engage more actively with local authorities on monitoring content moderation and educating users about digital literacy.

Keywords: *African, Digital Anthropology, Communication Studies, Media Ecology, Network Theory, Cultural Shifts, Hybridity*

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