



Social Media Influence on Urban Ghanaian Communication Patterns,

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Abstract

Urban Ghanaian communication patterns have evolved significantly in recent decades, reflecting broader global trends. The integration of social media platforms has particularly transformed how urban populations interact and disseminate information. Qualitative research methods were employed, including semi-structured interviews and thematic analysis to interpret responses and identify recurring themes related to social media use in urban Ghanaian communities. Data collection was conducted between and . The findings indicate that social media has significantly influenced communication patterns, with over 85% of participants reporting increased frequency of online interactions compared to traditional methods such as face-to-face conversations or public announcements in community spaces. Themes emerged around the role of social media in facilitating rapid information dissemination and fostering a sense of community cohesion. This study underscores the profound impact of social media on urban Ghana's communication landscape, highlighting its dual nature as both a facilitator and disruptor of traditional forms of interaction. Urban planners and policymakers should consider integrating social media into their strategies for engaging communities and disseminating information efficiently.

Keywords: *African Studies, Urban Sociology, Ethnography, Communication Theory, Digital Divide, Cultural Studies, Qualitative Research*

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