



## Social Media Echoes in Urban Ghana: An Analysis of Communication Patterns

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### Abstract

Social media has become an integral part of daily life in urban areas across Ghana, influencing various aspects of communication and social interactions. An extensive literature review was conducted to analyse existing studies on social media usage in Ghanaian cities, synthesizing key findings from qualitative and quantitative research methodologies. A notable trend observed is the increased reliance on Instagram for news updates among young urban dwellers, with over 70% of users reporting regular use for accessing information. The review underscores the transformative impact of social media on communication dynamics in Ghanaian cities, highlighting its role as a primary source of information and community interaction platforms. Future research should explore the long-term effects of social media on interpersonal relationships and cultural identity formation among urban Ghanaians. social media, communication patterns, urban Ghana, technology impact

**Keywords:** *African studies, communication theory, diaspora studies, ethnomethodology, globalization, media ecology, urban sociology*

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