



Social Media's Echo Chamber: Revisiting Urban Ghanaian Communication Dynamics

Kofi Aggrey¹

¹ Noguchi Memorial Institute for Medical Research

Published: 14 June 2012 | **Received:** 10 March 2012 | **Accepted:** 25 April 2012

Correspondence: kaggrey@yahoo.com

DOI: [10.5281/zenodo.18965866](https://doi.org/10.5281/zenodo.18965866)

Author notes

Kofi Aggrey is affiliated with Noguchi Memorial Institute for Medical Research and focuses on Arts & Humanities research in Africa.

Abstract

Recent studies have highlighted the pervasive presence of social media in urban Ghanaian communication patterns, influencing various facets of daily interactions and community dynamics. No empirical data is presented; this analysis relies on existing literature and qualitative thematic synthesis focused on urban communication trends in Ghana. The increasing reliance on social media among urban Ghanaians underscores the need for nuanced communication strategies that balance digital and traditional methods to maintain community cohesion. Public institutions should consider integrating digital literacy programmes into their curricula, alongside efforts to preserve and promote traditional communication practices in educational settings.

Keywords: *Ghanaian, Digital Divide, Echo Chamber, Media Studies, Urban Sociology, Ethnography, Cultural Studies*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge