



# Social Media's Influence on Communication Patterns in Urban Ghana: A Comparative Study

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## Abstract

Urban Ghana is a vibrant society where social media platforms have become integral to daily communication patterns. The study aims to explore how these digital tools influence the way urban Ghanaians communicate, including both formal and informal interactions. The research employs a mixed-methods approach, combining quantitative data from surveys with qualitative insights gathered through interviews and focus group discussions. A sample of 500 individuals was selected, stratified by socioeconomic status and urban location, to ensure comprehensive coverage across the study area. Analysis reveals significant disparities in social media usage between higher-income and lower-income groups, with a notable trend towards greater engagement among younger age cohorts (18-34 years). The findings suggest that while social media enhances connectivity within urban communities, it also exacerbates socioeconomic divides, necessitating targeted interventions to mitigate negative impacts. Policy makers are encouraged to develop strategies aimed at bridging the digital divide and promoting inclusive communication practices. Educators should incorporate digital literacy programmes into curricula to empower all age groups with necessary skills.

**Keywords:** *Sub-Saharan, Urbanization, Digital Anthropology, Participatory Action Research, Globalization, Cultural Studies, Ethnography*

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