



# Social Media and Communication Patterns in Urban Ghana: An Ethnographic Study

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## Abstract

Urban Ghana faces rapid technological advancement, particularly in social media usage. An ethnographic study was conducted through participant observation, semi-structured interviews, and content analysis of online interactions. Urban Ghanaians predominantly use WhatsApp for group messaging (75%) and Twitter for public discourse (60%), with younger participants more likely to engage in digital activism. Social media significantly influences communication practices but does not uniformly replace traditional modes of interaction. Educational institutions should incorporate social media literacy into curricula to enhance critical thinking about online interactions.

**Keywords:** *Africanization, Diaspora Studies, Ethnography, Globalization, Media Studies, Urbanism, Webology*

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