



# Social Media and Communication Patterns in Urban Ghana: A Qualitative Exploration

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## Abstract

Urban Ghana is experiencing a significant increase in social media usage, particularly among young adults who are at the forefront of adopting and innovating digital communication practices. The research employs a qualitative approach involving semi-structured interviews with 30 participants aged between 18 and 35 who are active on social media platforms such as WhatsApp, Facebook, and Instagram. Data collection also includes observation of online communication activities and thematic analysis of participant narratives. Participants reported that social media has led to a reduction in face-to-face interactions with friends and family, often substituting these exchanges for virtual conversations through messaging apps like WhatsApp. There is a notable increase in the use of emojis and emoticons as non-verbal cues within digital communication. This study reveals how urban Ghanaian youths are redefining traditional forms of communication by integrating social media into their daily interactions, significantly altering both verbal and non-verbal aspects of interpersonal exchanges. Educational institutions should incorporate digital literacy programmes that emphasise the importance of balancing online and offline communication to prevent potential negative impacts on personal relationships. Urban Ghana, Social Media, Communication Patterns, Qualitative Study

**Keywords:** *Africanization, Ghanaian, Aural, Heteroglossia, Narratology, Orality, Sociolects*

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