



Social Media and Urban Communication Patterns in Ghana: An Analysis

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Abstract

Social media has become integral to daily communication in urban Ghana, influencing how information is disseminated and interactions are conducted. A mixed-methods approach combining qualitative interviews with quantitative data analysis from a survey of 500 urban residents to explore usage frequency and perceived efficacy of social media platforms in facilitating communication. Urban Ghanaians use Facebook and WhatsApp extensively, with over 60% reporting frequent interaction via these channels. SMS remains the most preferred method for business-related communications. Social media has transformed urban Ghana's communication landscape, necessitating tailored policy interventions to ensure equitable access and usage across different demographics. Develop targeted educational programmes on digital literacy, promote balanced use of social media by integrating traditional forms of communication, and encourage the development of local content creators to foster a sense of ownership and community cohesion.

Keywords: Ghana, Sub-Saharan, Communication Studies, Digital Divide, Participatory Culture

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