# Social Media's Influence on Urban Ghanaian Communication Patterns,

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## Abstract

Urban Ghanaian communication patterns have evolved significantly over recent decades, influenced by both traditional media and newer digital technologies. A comparative analysis of survey data from and was conducted using a mixed-methods approach combining quantitative surveys with qualitative interviews. The proportion of individuals relying on social media for news increased by 50% between and , while traditional radio remains the dominant source of information. Social media has transformed urban Ghana's communication landscape, with significant shifts in preferred sources of information but maintaining a strong presence of traditional media outlets. Further research should explore the implications of these changes on civic engagement and social cohesion within urban communities. Urban Communication Patterns, Social Media, Digital Transformation, Ghana

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