



Social Media and Communication Patterns in Urban Ghana: An Anthropological Study

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Abstract

Social media platforms have become integral to daily communication in urban Ghana, influencing how people interact and share information. The research employs ethnographic methods including participant observation and semi-structured interviews to understand how users utilise social media for communication in daily life. Users frequently use WhatsApp for both personal and professional communication, with over 70% of respondents indicating that the app serves as a primary means of staying connected with friends and colleagues. Social media platforms like WhatsApp have significantly transformed how urban Ghanaians communicate, offering new avenues for social interaction while also posing challenges to traditional forms of communication. Policy makers should consider the role of social media in public health campaigns, educational initiatives, and community engagement.

Keywords: *African Studies, Communication Theory, Ethnography, Media Anthropology, Oral Tradition, Qualitative Research, Urbanization*

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