



# Social Media and Urban Communication Patterns in Ghana: An Anthropological Perspective

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## Abstract

Social media has become integral to daily communication in urban Ghana, influencing how information is shared and decisions are made. A qualitative approach was employed, involving semi-structured interviews with 50 urban residents to understand their social media usage and its effects. Social media use is widespread among the urban population, with over 80% of respondents using platforms like Facebook, WhatsApp, and Instagram for communication and information sharing. The integration of social media into daily life has transformed how people communicate and access information, particularly in urban settings. Introduce mandatory digital literacy programmes to improve critical thinking skills regarding online content. Encourage the use of social media for positive civic engagement initiatives.

**Keywords:** *Sub-Saharan, Ghanaian, Ethnography, Digital Divide, Participatory Research*

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