



# Social Media and Communication Patterns in Urban Ghana: A Survey Study

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## Abstract

Social media platforms have become integral to daily communication in many urban settings around the world, including Ghana. However, there is limited research specifically examining the impact of social media on communication patterns in urban Ghana. A mixed-methods survey approach was employed, combining quantitative data from online questionnaires with qualitative insights through semi-structured interviews. The sample included both male and female participants aged between 18 and 50 years living in urban areas of Ghana. The analysis revealed that social media usage significantly affects the frequency and nature of face-to-face interactions, with respondents reporting a reduction in traditional communication methods such as phone calls and in-person meetings. Specifically, there was an observed decrease of 42% in spontaneous face-to-face conversations among participants who frequently use social media for daily communications. The study underscores the profound impact of social media on urban Ghanaian communication patterns, indicating that digital platforms are reshaping interpersonal interactions and societal norms. Policy makers should consider these findings when designing interventions aimed at promoting balanced communication practices in urban settings. Educators might also integrate strategies to enhance traditional communication skills among youth who heavily rely on social media for daily engagements.

**Keywords:** *Sub-Saharan, urbanization, quantitatively, qualitative, connectivity, diaspora, engagement*

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