

Analysis of The Impact of Social Media on Communication Patterns in Urban Ghana in Ghana: An African Perspective

S, a, r, a, P, a, t, e, l, ,, T, o, n, y, M, a, h, m, o, o, d, -, Y, o, u, n, g, ,, S, a, r,
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| Abstract

This study addresses a current research gap in Arts & Humanities concerning The Impact of Social Media on Communication Patterns in Urban Ghana in Ghana. The objective is to clarify key debates, identify practical implications, and outline a focused agenda for scholarship and policy. A mixed-methods design was used, combining survey and interview data collected over the study period. The analysis indicates persistent structural constraints alongside emerging local innovations; however, evidence remains uneven across contexts and sectors. The paper argues for context-specific approaches and stronger empirical foundations in future research. Stakeholders should prioritise inclusive, locally grounded strategies and improve data transparency. The Impact of Social Media on Communication Patterns in Urban Ghana, Ghana, Africa, Arts & Humanities, longitudinal study This structured abstract provides a standardised summary to support rapid screening, indexing, and assessment of scholarly contribution.
