Media Proliferation in Ghana and its Impact on Socio-Economic Development: An Analytical Survey

Today’s world revolves substantially around the media. Most interactions are centered on the media and its operations. Media platforms have proven to be one of the best communicable avenues for person to person, business to business and organization to organization interactions. The research topic “Media proliferation in Ghana and its impact on socioeconomic development” seeks to find out the various media platforms in Ghana, why there is media proliferation in Ghana and to also find out how media proliferation impacts socioeconomic development in Ghana. Evidently, most Ghanaians are integrating various forms of media into their daily lives and as such, the need to assess its impact on Ghana’s socioeconomic development. In an attempt to provide answers to the various research questions, the group adopted two data collection instruments namely questionnaire administration and observation. Both qualitative and quantitative research methods were adopted to critically analyze the data collected. The study revealed that there is a very high degree of media proliferation in Ghana. The internet is found to have a comparatively higher patronage over other media forms. With regards to the positive impact of media proliferation, the study found that the proliferation of media served as the greatest source of entertainment to most people in Ghana. The negative impact of media proliferation on socio-economic development, as revealed by this research, shows that a large number of people use media platforms to engage in impersonation and misinformation, among other vices. The study recommends therefore that, the media contents should be carefully scrutinized in order to detect and reject false and misleading contents from various media platforms.

Keywords: Media Proliferation/Ghana/Impact/Socio-Economic Development/Survey

Background/Introduction

Introduction

Media platforms play enormous roles in the world. They have been very useful since their emergence in the 1900s and till date, they continue to help develop our minds and world in unimaginable ways. The world is moving at a rather faster pace and the ability to catch up with this movement means adapting to certain trends and innovations. Media proliferation happens to be one of these world trends.

Whether one is using a television, radio, the internet or simply watching movies or listening to music, everyone is greatly impacted by the content of messages from these media platforms.

In Ghana, the media has seen a great deal of growth and multiplicity in almost all parts of the county.
Like the rest of the world, the media in the Ghanaian society, does not fully impact the populace. This study opens discussions and research enquiries into certain media practices. We get to understand what media proliferation is about, its various forms and also find out their impact on socio-economic development in Ghana.

**Background of the Study**

The media, in its various forms and contents namely radio, newspapers, music, television, advertisement, publications, internet, websites and blogs, is what characterizes the current trend of media across the globe. This results from a series of innovative technological advancements, and plays vital roles in socio-economic development. (Locksley, 2009).

Media Proliferation can be referred to the increasing number of media outlets such as radio, television, newspapers, social media platforms, etc. The evolution of media especially in technology has led to a wider coverage in terms of content, platform and devices. The role of media in development provides some dimensions of influence on industries and institutions but largely depends on their own capacity to teach, mobilize, manipulate and sensitize people through the dissemination of information (Nwabuaze, 2005).

The proliferation of media in recent times has played a role in the rapid socio-economic development of industries globally. Media platforms in one context, gain popularity by the day, which makes them the most accessed tools for communication. The evolvement of social networking platforms like Facebook, television, WhatsApp, LinkedIn and others have brought different people from different geographical areas together, to share information, ideas, feeling, views and thoughts. Haikin (2017) argues that, media proliferation has come to be a part of us and as such, development advocates like the Non-Governmental Organizations (NGOs) need to adapt to it.

A 2007 Panos report emphasizes on the importance of information in sustainable development, taking into consideration how information empowers people in the determination of their own paths to development. Media serves as a platform for accessing ideas, practices and knowledge for the consumption by people to make them information-rich and thereby resulting in them being their own agents of change, individually or collectively.

Societal values and norms are gradually decreasing with the introduction of improved media platforms, and have robbed societies of their actual values of promoting a better socialization. According to Sule (2012), before the onset of new media in Nigeria, a lot of people had negative thoughts about governments, chiefs, development agencies or even individuals in the concept for development, but had no platform to share within the social context of society. As such, their negative influences were concealed, suppressed or retained in their sub-consciousness.

Most people especially the youth have lost their sense of control over media usage, which is causing a functionality problem in the context of social, vocational and personal circles. This addiction to the media platforms tend to
influence their decisions on who they connect with and what they look at, since
they apparently resort to these platforms for solutions. Idakwo (2011) asserts
that, work and social interaction have been affected at the advent of most
media entities.

Problem Statement

In Ghana today, various media platforms exist for communication,
commerce and other purposes. Obviously, these media forms have their
positive and negative impacts on the lives of the public. Among other factors,
the proliferation of the media in Ghana affects our cultural and social lifestyles
very negatively. A more worrying and a possible negative impact of media
proliferation in Ghana is its socio-economic effect in various ways by which
people’s daily livelihoods are affected by activities of people who use social
media.

This study therefore seeks to unravel the possible demerits and merits
associated with the use of various social media platforms in the Ghanaian
society today. Admittedly, various studies have preceded this one in the field of
media proliferation as can be seen in the literature under consideration in this
study. However, this study brings on board a unique relevance to the extent
that it is not limited to any segment of society as the respondents are drawn
from various sectors of the populace. To that end, the findings can be
generalized to represent the views of the Ghanaian public.

Objectives

The key objective of this study is to investigate the impact of the
proliferation of media in the Ghanaian society. This objective is further broken
into the following sub-objectives:

1. To find out the forms of media in the Ghanaian society:
2. To find out why the proliferation of these media forms in the Ghanaian
society:
3. To find out how media proliferation impact socio-economic development
in the Ghanaian society.

Research Questions

The major question under investigation in this study is to find out the
impact of media proliferation and its attendant impact on the lives of people in
Ghana. This question is better answered when broken down into the following
minor questions:

1. What are the various forms of media in the Ghanaian society?
2. Why is there the existence of proliferation of media forms in the Ghanaian
society?
3. How does media proliferation impact socio-economic development in the Ghanaian society?

Significance of the Study

This study has a number of benefits to the Ghanaian society in general and users of various media platforms in particular. Some of these benefits are enumerated below.

First, the study will add to the general existing literature in the field of media studies. This is because, the survey collected independent opinions from live respondents which may not necessarily conform to already existing opinions on the subject matter under consideration herein.

Second, it will unravel whether or not various media platforms does more harm than good to the Ghanaian populace. To this end, the degree of harm or otherwise of each media platform used in this study will be clearly outlined.

Third, it will afford us with knowledge of the predominant media platforms in Ghana. This will guide in peoples’ choices of media platforms in their daily activities.

Fourth and finally, the study will provide a benchmark for decision making regarding the use of various media platforms in Ghana. Consequently, this will inform policy in the Communication industry.

Limitations

This study is constrained in a number of significant ways. These constraints challenge the validity and reliability of the findings and conclusions of the study.

To begin with, the study is limited in terms of financial resources on the path of us the researchers. As students from predominantly poor economic backgrounds, we were faced with the hustle of commuting between our various places of abode and the meeting point to see our supervisor. Additionally, money to do print-outs of parts and finally the whole of the work remained a burden on us, including the purchase of data to enable us do online research of the study.

Again, due to the covid-19 pandemic which coincided with the periods for this study, we had barely about three (3) months to complete the work, given that, we needed to collect live data from various parts of the country, analyze it carefully and produce the full report (the complete long essay) all within this short period gives coax for worry. But it had to be so due to the rush academic calendar that all tertiary institutions in the country had to adopt because of the pandemic.

Furthermore, the study applied only one research instrument in the collection of data (questionnaire). Indeed, by the nature of this study (a survey) the questionnaire is the foremost instrument to be considered by any researcher, given its suitability. However, the study could have been improved if at least one more instrument was applied in the collection of data. The
interview module for instance would have provided a better insight into the
analysis if it had been used alongside the questionnaire.

Fourthly, the number of questionnaire used (50) may be termed as
insufficient and not enough, looking at how wide our research scope is.

Finally, there is an imbalance in the distribution of respondents at the point
of data collection. This was not deliberate as more female respondents endeared
themselves to answering the questionnaire than their male counterparts. Since we
strove to attain a high level of objectivity in the final outcome of the study, we
did not force respondents to answer questionnaire, hence the occurrence of this
imbalance.

Delimitations

Despite the constraints outlined above, which have the tendency to
compromise the findings of the study, a number of measures were adopted to
mitigate if not totally check these constraints.

1. Despite our generally poor economic background, we put in our best
effort by denying ourselves certain economic and social pleasures to
enable us save money to this project. We explained our predicaments to
our parents and guardians and some who were a bit more capable,
helped us financially.

2. We managed to arrange more regular meetings (3 or 4times a week)
amidst our tight lecture schedules and other co-curricular activities. We
also held a number of online meetings (zoom and WhatsApp) to
facilitate early conclusion of the product. The negative impact of the
limited time can therefore be said to be very negligible if not totally
absent.

3. It is undeniable the fact that the use of another research instrument (i.e.
interview) would have provided an opportunity for a deeper analysis of
data. However, it is also undeniable the fact that analysis of interview
data is more entailing and that would have prolonged the entire study.
Consequently, we would have missed the stipulated timelines in
submitting our final project report and the full report would have also
far exceeded the stipulated acceptable lengths (35-40) pages.

4. Because we wanted to allow the maximum possible degree of
objectivity in the study, respondents were not forced against their will
and we deliberately left the distribution of respondents to the natural
turnouts of events. That is, whoever was willing to be a respondent
within the adult age plus was allowed and this in itself gave us an idea
of which sex is more interested in matters of media and its proliferation
in Ghana. To this end, having more female respondents ceases to be a
handicap but rather a strength.

5. The use of fifty (50) questionnaires may be argued to be a limitation on
the overall outcome of the study. However, for a study such as this
(long essay) which is time bound and length restricted, a higher number
of questionnaires would most likely have compelled the non-adherence to these specifications.

**Theoretical Framework**

This study was motivated by the *Uses and Gratification Theory*. This theory was first proposed by Elihu Katz and his partners Jay Blumler and Michael Gurevitch in 1973 and was used to study the motives people have for engaging with the media that they do in order to gratify their needs (Katz, Blumler, and Gurevitch, 1973). Uses and Gratification is a psychological communication perspective and theorizes that individuals are actively engaged in seeking out media that they believe will satisfy certain needs (Katz et al., 1973; Rubin, 2009). Uses and Gratification posits that media consumers make their own choices on which media and what type of media they consume in order to receive maximum gratification for their needs (Alajmi et al., 2016). Uses and Gratification theory has been applied extensively to the study of online social networking sites such as Facebook and Myspace (e.g., Kwon, D Angelo and McLeod, 2013), as well as the use of communication technologies with peers (Chang and Heo, 2014). To summarize, Uses and Gratification focuses on consumer’s motives for using specific types of media and the satisfaction they receive from their use. Relating to this study, the researchers theorize that tertiary students tend to use these social media forms for different purposes such as information sharing, maintaining relationships, communicating with family and friends and others. In the course of using these social media forms, the students may create positive or negative impacts depending on the user’s intention.

**Literature Review**

**Introduction**

Media proliferation is a major trending issue today. People derive maximum satisfaction from any of the diverse array of media platforms and technologies, like radio, television, internet, mobile phones, newspapers, magazines, etc, depending on the content and information they wish to consume. There certainly isn’t a limit to the source, type and content of information to be consumed by media audience and this is as a result of the various mass media available today. In today’s connected world of interactions through mass media, our expectations of political leaders, religious leaders, local leaders, role models, celebrities, teachers and even ourselves are changing in even more radical ways. This is so because media messages have high tendencies of influencing people’s thoughts, values and attitudes towards other people in the spotlight and with time, perspectives and mindsets also begin to be affected.
Media proliferation can be termed as the abundance, concentration and/or increased number of media platforms in a particular jurisdiction or society. Examples include the mushrooming number of television channels, radio, books, newspapers, magazines, websites, social media handles (Facebook, Instagram, WhatsApp, telegram, snapchat, YouTube, twitter, Skype, viber, zoom, blog, etc.) and many more.

The media has over time, become one of the most influential platforms in the world. Large populations of people rely on the media to provide information, entertainment, awareness and news. Urvi (2016).

The Tow Center (2017) published a report, identifying how for the past two decades, the world has experienced three pertinent changes in media and journalism: the growth from analog to digital technologies, the birth of the social web and now, the dominance of mobile technologies.

From the time freedom of the media was preserved in chapter 12 of the 1992 constitution, it has flourished. Today, there are numerous media platforms in Ghana, which call for access to information and create an environment where journalists uncover issues of corruption, incompetence and inadequacies as well as demand a measure of accountability from the powerful.

Media and the world are closely related to each other. The growing number of media platforms constitutes today’s society. With the abundance of media platforms, society has witnessed an extensive influence these platforms have had on people. Generations have also witnessed the growth and expansion in the thoughts, needs, values and ideas of people, and this come about as a result of people’s ability and drive to accept and adapt to various media forms, from the very first forms of media (print media), to the new media platforms (social media). Guarav, 2018.

Then came the new media forms such as WhatsApp, twitter, telegram, Facebook, Instagram, email, etc. which serve as a platform to perform several functions including advertisements at a relatively lower cost. The reality however, is that both traditional media and new media have their ups and downs. The right form of media to disseminate particular information will depend on the type on audience, the message, the budget, and preference. Shah (2020).

Iddrisu and Shivram (2017) postulated that the Ghanaian media industry has grown and lived up to expectations. TV viewership, radio listenership have greatly increased and achieved a balanced growth in our Ghanaian society. Today, however, mass media platforms like radio no longer possess the high social status in society as they did before. This is because radio is now easily accessible and relatively inexpensive unlike before. In addition, several other mediums have been introduced into the global and Ghanaian scene to combat our difficulty in accessing information.

Araba Sey (2011) drew readers’ attention to the fact that although our traditional forms of communication such as theatre arts, traditional music and dance, etc. are still in existence and are held in esteem, they have somehow been superseded by video movies and television viewing. For example, unlike previous times where people bought tickets to go to the theatre to enjoy live dramatic performances, a vast number of these people now prefer to either watch these
performances on TV or on their mobile phones and there are larger audience
accumulated from the latter than the former. Even more substantial is the
emergence of comedy through movies featuring actors like Agya Koo and ‘Liwin’
who have over the years entertained the public with their talents. Their contents
are widely viewed on TV and mobile phones, and so the very fundamental means
of interacting through various art forms are becoming overshadowed, due to the
emergence of various media forms.

The Media in Ghana

The media in Ghana, like any part of the world, have gone through different
stages of evolution, influenced by the changing effects of human society which
were brought about by growth and development, adoption of technology and
innovation. The media landscape, according to Professor Audrey Gadzekpo, Dean
of School of Information and Communication Studies, University of Ghana, has
had a “chequered history”. It has gone through the disruptive times of surviving
harsh political regimes and scaling through successfully.

Prior to Ghana’s adoption to mass media forms, indigenous communication
systems were highly in existence. Our native language, instruments, institutions as
well as communicating with other forms of creation were used in disseminating
information for development between and among various communities in Ghana.
Back when Ghana’s culture was held in higher esteem, our singing, dancing,
drumming, spiritual engagements, storytelling, signs, symbols and language were
greatly used in disseminating information. For example, the chieftaincy institution
was/is one of the substantial institutions in settling disputes, inculcating discipline,
honesty, teamwork and togetherness among its people. Story-telling is another one
of them. Older folks gathered younger ones around mostly during the night to
share past stories and experiences from their cultures as well as other cultures.
Indigenous communication systems gave the people of Ghana identity and a sense
of belonging. Ghanaians paid homage to their cultural values and traditions. The
popular means of disseminating information were through songs, flutes, proverbs
and wise sayings, drumming, dancing, the use of symbols, art and craft, and many
more.

Newspapers

Media and media-related goods and services in Ghana have come a long way
since its birth in the 19th century. The first print media emerged in the then Gold
Coast with the publication of The Gold Coast Gazette and Commercial
Intelligence in 1822. The paper had a number of functions; it was to provide
information for civil servants and European merchants, to help educate rural
citizens and promote literacy rates among them. The newspaper also encouraged
unity within the Gold Coast Government and created awareness of the need to
foster good relations between and among the environs of the government. In the
Mid-19th century, a diverse array of African-owned print media entities emerged
and they were generally unrestricted by the colonial government. This led to a
forceful flow of independent press, which partly led to Ghana’s independence. 

Following the 6th March 1957 declaration of independence by Ghana from 
the United Kingdom, there were only about four newspapers. Leader Kwame 
Nkrumah eventually controlled all the press in Ghana due to their ability to serve 
as a tool for propaganda among other needs. After Nkrumah’s overthrow in a 
coup, media platforms which were under financial and editorial control of 
Nkrumah’s government changed hands, though still under the control of the ruling 
party. The change occurred as a transfer from civilian to a military government. 
This change also caused laws governing the media to be established. For example, 
the Rumors Decree in 1966 prevented anyone from suing government-owned 
newspapers.

With time, several media forms emerged, both private and government 
owned, to serve audience with countless needs at every point in time.

Radio
Following the newspaper publication, the next form of media that was 
introduced in the then Gold Coast was radio in 1935 by the colonial government. 
Under the colonial government, radio was aimed at catering for the information, 
cultural and entertainment needs of the elites who consisted mostly of European 
settlers, colonial administrators and a small group of Africans. Thus radio 
penetration was limited and programming consisted mostly of relayed news and 
programs from the British Broadcasting Corporation (BBC).

Television
Subsequently, the Nkrumah government in collaboration with Sanyo of Japan 
introduced television in 1965. Despite the fact that radio was introduced as far 
back as 1935 by the colonial government, expansion in broadcast media, - both 
radio and television – was achieved by the independence of government 
(Frimpong, 2020). Not only did Nkrumah increase broadcast facilities across the 
country, he invested in an assembly factory which produced radio, and later 
television sets. Several years after television, internet connectivity was introduced 
in Ghana. Ghana was the second country in sub-Saharan Africa to have full 

Internet
Ghana in August 1995 became the next African country to have full internet 
connectivity in sub-Saharan Africa. This historic effect was brought about by 
cooperation among diverse organizations such as Network Computer systems 
(NCS), Pipex International, Ministry of Transport and Communication, Ghana 
Telecom, etc. The internet connectivity and development has come a long way 
since its introduction in Ghana. Currently, through the internet, various digital 
media platforms have come about to build and improve upon the media world of 
experience. Scientific platforms such as websites, blogs, weblogs, wiki, Google 
search tools, social media platforms (Facebook, WhatsApp, Instagram, twitter, you 
tube, zoom, etc) among others. All these can collectively be termed as New 
Media. Ghanaians regard the media as he custodians of the truth, or at least, that’s
what they ought to be. Although they have the capacity to report on things that
often go unnoticed by the average person, they also have the moral obligation to
cross-check facts before going public with those stories. Audience and media
consumers also have a responsibility of conducting a selective attention, retention
and perception on messages available on the proliferated media.

Socio-Economic Development in Ghana

Development has, is and always will be an integral part of individuals and
societies. Every country strives to attain a level of peace, comfort, financial
stability, independence, emotional health, good governance, justice, gender
equality and equity, livelihood, participation, progress among others. The
acquisition of all these eventually result in development of individuals in that
particular country. Development can be referred to as bringing about social change
that allows people to achieve their human potential. Scholars in media studies
suggest that development is when a country experiences a reduction or elimination
of poverty, inequality and unemployment in Ghana. Perroux (1978) also suggests
that development is the combination of mental and social changes among a
population which decides to increase its real and global products, cumulatively and
in sustainable manner.

History of Socio-Economic Development

According to scholars in media studies, the linkage of social interventions
with economic activities is not new. In the late 1800s for instance, the volunteer
workers of the Charity Organization Society in England helped impoverished
clients find employment or start small scale businesses. An example is directing
the economy to bring about improvement in the standard of living of the
population. For instance, United States President Franklin Roosevelt’s massive
recovery program (the new deal of 1930s) adopted John Maynard Keynes’s idea to
intervene to promote economic growth and employment.

In West Africa, in the late 1920s and the 1930s, British colonial authorities
began to change their policies and promoted economic development. By the
1940s, economic development was supported by efforts in education and the social
services. These approaches, especially in rural areas, involved literacy programs as
well as practical skills. Mass literacy began to be promoted but the term was seen
as been narrowed that is it been connected to only education and was replaced
with what was thought to be a more appropriate term and that was community
development. By 1954, the British authorities adopted the term social development
to describe their efforts. The new term linked social welfare and community
development to the economic development efforts in the colonies.

The United Nations (UN), in the 1950s, promoted approaches to social
welfare that emphasized child and family welfare services. By the beginning of the
1960s, the emphasis was on economic growth in addition to matters or concerns
about families and children and the UN used the British label of social
development for this combined interest. Leading economist endorsed the idea of
unified socio-economic development planning and recommended that central planning agencies be put in place.

Early postcolonial development efforts had a centralized, top-down approach and did not involve the local community. That also was true for efforts after that time and there was criticism of this model. In response to the challenge, the UN included local participation in its social development model. The World Bank also began supporting human capital projects that incorporated economic development and local participation became the interest of the bank. However, questions were raised about the minimal local participation in World Bank projects and whether this kind of local participation could influence the direction of the project.

The Media and Social Development in Ghana

Development continues to be an integral part of individuals, communities, societies and countries at large. It can be referred to as improvements in all spheres and dimensions of life. In today’s world, one can hardly live without the media. This is because whether it’s a radio, television, newspaper, Facebook or Instagram, everyone looks forward to consuming information from these platforms to further enhance their already existing knowledge and values, one way or the other.

In this present world of information-saturated culture, everyone is constantly connected to friends, society and the entire world through the media.

Social development can be referred to as the improvement of the well-being of every individual. The success of society is linked to the well-being of each and every citizen. Social development is about the removal of barriers so that all citizens can journey toward their dreams with confidence and dignity.

The media has brought about diverse development in the social realities of Ghanaians. For one, it has brought about easiness of access to and dissemination of information. Gone are the days where access to information and interaction were solely based on letter writing and other indigenous means which took months to arrive at the said destination and other months for feedback. Gone are the days where communication was solely viewed in the one-way model, where audience were viewed as passive and therefore accepted any information shot at them without considering their feedback, interests, needs and opinions.

The Media and Economic Development in Ghana

Here in Ghana, the media has overtime, developed an unabated link between itself and economic growth and development. This relationship comes as the media being the source for the dissemination of information regarding political stability and reforms, as well as policies aimed at the betterment of the people of Ghana. In this regard, the media serves as a watchdog between law and policy makers and the citizens, or as a platform for the education of the people in relation to new laws and their roles in nation building. This link between the media and economic development is influenced by a number of factors, which include aspects like the level of self-reliance in the media, the level of education for the general public, among others.
The media as an entity plays a watchdog role in the economic development of a country. The media, as part of its functions, checks government activities and ensure that the government becomes accountable to the citizens and deliver as promised. This role can also be seen in the media’s ability to effectively investigate and report on issues like unemployment, bribery, corruption, inadequate infrastructural facilities in schools, hospitals, roads, etc. In the same way, the media ideally captures Ghana’s growth and improvements brought about by governments at all times. For example, the famous investigative journalist AnasAremeyawAnas, through the use of media related equipment’s like recorders, cameras, etc. is able to capture corrupt officials and bring them to justice, capture maltreatments at orphanages, capture students in deprived communities who need financial support, capture good works brought about by governments, and many more.

Media Proliferation in Ghana

Advances in technology have given people a barricade of options to access information. Local and international news can be read in newspapers, listened to on radio, watched on television, found on phones and on the internet.

Not only is the world saturated with media platforms and media messages, but the rate of saturation is growing at an accelerated pace. More information has been generated from the time a university student was born than the total of all information recorded prior to his or her birth. One would ask, why are there so much platforms serving countless information regarding literally everything? One reason is that technology now exists to provide easy-to-use platforms to provide informational needs of its audience. Thus; everyone can generate and share information with large numbers of people every day. One does not need to be signed to a recording contract by a record company to distribute songs. You can be a journalist, a fiction writer, video game designer, a photographer, filmmaker, or even an artist as a hobby and still make your message available to millions of people. There are now about 3.2 billion internet users worldwide, and they send and receive about 300 billion messages each day. Pingdom (2017)

Television

Television has witnessed an immense growth in Ghana over the last few years. Both private and publish television stations exist in the country with diverse goals and objectives. Some of these stations provide news and information on local and international happenings; others provide education, and others information. Authorized by the National communications authority, there are more than a 100 television stations, performing individual and collective functions that one can have access to in Ghana. Some of them are as follows;
<table>
<thead>
<tr>
<th>GENERAL/ LOCAL</th>
<th>DOCUMENTARIES AND LIFESTYLE</th>
<th>NEWS</th>
<th>SPORTS</th>
<th>KIDS</th>
<th>ENTERTAINMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gtv</td>
<td>National geographic</td>
<td>Al Jazeera</td>
<td>Gtv sports +</td>
<td>Zee world</td>
<td>Trace urban</td>
</tr>
<tr>
<td>Tv3</td>
<td>Ignition</td>
<td>Joy new France 24</td>
<td>Select sports 1</td>
<td>Disney jnr</td>
<td>M-net movies</td>
</tr>
<tr>
<td>Gh One</td>
<td>Nat Geo Wild</td>
<td>Bloomberg</td>
<td>Select sports 2</td>
<td>Disney channel</td>
<td>4syte tv</td>
</tr>
<tr>
<td>Joy Prime</td>
<td>Food Network</td>
<td>Bbc</td>
<td>Canal+sport</td>
<td>Cartoon network</td>
<td>Suncity tv</td>
</tr>
<tr>
<td>Adom Tv</td>
<td>Travel tv</td>
<td>Cnn</td>
<td>Super sports 6</td>
<td>Teletoon</td>
<td>Trace jama</td>
</tr>
<tr>
<td>Metro Tv</td>
<td>Hisory tv</td>
<td>Rtv</td>
<td>Super SPORTS 3</td>
<td>Piwi plus</td>
<td>Sony</td>
</tr>
<tr>
<td>Diamond</td>
<td>Spice</td>
<td>Dw</td>
<td>Super Sports 12</td>
<td>Disney XD</td>
<td>Universal</td>
</tr>
<tr>
<td>Light Tv</td>
<td>DiscoveryChannel</td>
<td>Canal +</td>
<td>Super Sports 11</td>
<td>Nickelodeon</td>
<td>Bet</td>
</tr>
<tr>
<td>Utv</td>
<td>Crime Investigation Tv</td>
<td>Euro News</td>
<td>Super Sports 10</td>
<td>Cbeebies</td>
<td>M-movies</td>
</tr>
<tr>
<td>Joy News</td>
<td>Bbc Lifestyle</td>
<td>Cgtv</td>
<td>Super Sports 9</td>
<td>Btv</td>
<td>M-Urban</td>
</tr>
<tr>
<td>Net 2 Tv</td>
<td>Fashion One</td>
<td>Enews Africa</td>
<td>Super Sports 8</td>
<td>Bid Tv</td>
<td>Mazansi</td>
</tr>
<tr>
<td>Pan African</td>
<td>.Id</td>
<td>Sabc</td>
<td>Super Sports 7</td>
<td></td>
<td>Telemundo</td>
</tr>
<tr>
<td>Soul Tv</td>
<td></td>
<td>News</td>
<td>Canal+Sport2</td>
<td></td>
<td>Bbc First</td>
</tr>
<tr>
<td>Gbc 24 Tv</td>
<td></td>
<td>Arise News</td>
<td>Kfs</td>
<td></td>
<td>M-Showcase</td>
</tr>
<tr>
<td>Fire Tv</td>
<td></td>
<td>Cnbc Africa</td>
<td></td>
<td></td>
<td>M-Movies Action</td>
</tr>
<tr>
<td>Healing J</td>
<td></td>
<td>Nvj 247</td>
<td></td>
<td></td>
<td>One Zed</td>
</tr>
<tr>
<td>One Hd</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Studio</td>
</tr>
<tr>
<td>Praise Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tnt</td>
</tr>
<tr>
<td>Ob Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Mtv</td>
</tr>
<tr>
<td>Royal Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>K &amp; Kie</td>
</tr>
<tr>
<td>Tv 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>K Kyknet</td>
</tr>
<tr>
<td>Atinka Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>B4u Movies</td>
</tr>
<tr>
<td>Elijah Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Afric Magic</td>
</tr>
<tr>
<td>Philico Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lifetime</td>
</tr>
<tr>
<td>Angel Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Colors</td>
</tr>
<tr>
<td>Galaxy Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Rok</td>
</tr>
<tr>
<td>Zyrofon Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fox Life</td>
</tr>
<tr>
<td>Oceans Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Bbc Brit</td>
</tr>
<tr>
<td>Viasat 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>One Gospel</td>
</tr>
<tr>
<td>Sweet Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fox 125</td>
</tr>
<tr>
<td>Pent Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Trace Naija</td>
</tr>
<tr>
<td>Caci Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Trybe</td>
</tr>
<tr>
<td>Cine Plus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Mtv Base</td>
</tr>
</tbody>
</table>

**Table 1. Distribution of Television Stations according to content category in Ghana**
<table>
<thead>
<tr>
<th>Channel</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qtv</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rtv</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Royal Tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PC BOSS (2020)
Radio

Radio is another traditional media platform that has grown rapidly since its introduction in Ghana in the 19th century. With over a century of radio’s existence in the world, it has served as a hub for educating and entertaining listeners worldwide. Our colonial masters introduced radio in Ghana in the 1930s as a tool to secure the loyalty and support of the colony during World War II. The integrative role offered by radio led to it being retained by post-independent Ghanaian leaders as a top-down communication channel. Notwithstanding the importance of radio, it remained a state monopoly until the return to democratic rule and further constitutional provision for the ownership of private radio stations.

Radio is an attractive medium among the various mass communication channels because of its special characteristics. It continues to be as relevant and potent as it was in the early years despite the emergence of more intimidating media forms. It is an undeniable fact that in the first phase of broadcasting spanning decades ago, radio reigned alone or was the dominant player.

Table 2. Distribution of some Radio Stations across Ghana

<table>
<thead>
<tr>
<th>NAME</th>
<th>REGION</th>
</tr>
</thead>
<tbody>
<tr>
<td>YFM</td>
<td>Kumasi</td>
</tr>
<tr>
<td>KESSBEN FM</td>
<td>Kumasi</td>
</tr>
<tr>
<td>NHYIRA FM</td>
<td>Kumasi</td>
</tr>
<tr>
<td>SIKKA FM</td>
<td>Kumasi</td>
</tr>
<tr>
<td>BOHYE FM</td>
<td>Kumasi</td>
</tr>
<tr>
<td>SPIRIT FM</td>
<td>Kumasi</td>
</tr>
<tr>
<td>SWEET FM</td>
<td>Kumasi</td>
</tr>
<tr>
<td>AHOTO FM</td>
<td>Accra</td>
</tr>
<tr>
<td>LUV FM</td>
<td>Accra</td>
</tr>
<tr>
<td>FOX FM</td>
<td>Accra</td>
</tr>
<tr>
<td>ANGEL FM</td>
<td>Accra</td>
</tr>
<tr>
<td>STARR FM</td>
<td>Accra</td>
</tr>
<tr>
<td>OMAN FM</td>
<td>Accra</td>
</tr>
<tr>
<td>ADOM FM</td>
<td>Accra</td>
</tr>
<tr>
<td>RAINBOW FM</td>
<td>Accra</td>
</tr>
<tr>
<td>ATLANTIC RADIO</td>
<td>Accra</td>
</tr>
<tr>
<td>3FM</td>
<td>Accra</td>
</tr>
<tr>
<td>BREEZE FM</td>
<td>Accra</td>
</tr>
<tr>
<td>ONUA FM</td>
<td>Accra</td>
</tr>
<tr>
<td>OMAN FM</td>
<td>Accra</td>
</tr>
<tr>
<td>OKAY FM</td>
<td>Kumasi</td>
</tr>
<tr>
<td>PEACE FM</td>
<td>Accra</td>
</tr>
<tr>
<td>YFM</td>
<td>Accra</td>
</tr>
<tr>
<td>ATINKA FM</td>
<td>Accra</td>
</tr>
<tr>
<td>RADIO UPPER WEST(GBC)</td>
<td>Wa</td>
</tr>
<tr>
<td>RADIO PROGRESS</td>
<td>Wa</td>
</tr>
<tr>
<td>RADIO FREED</td>
<td>Nandom</td>
</tr>
<tr>
<td>RADFORD RADIO</td>
<td>Tumu</td>
</tr>
<tr>
<td>RADIO MAK</td>
<td>Wa</td>
</tr>
<tr>
<td>RADIO WAA</td>
<td>Wa</td>
</tr>
</tbody>
</table>
New Media

New media practices have seen an immense growth since Ghana became one of the countries in sub-Saharan Africa to have access to the internet. Our ability to match up to the globalized countries through digital technology has become an item deemed boastful. Like most countries around the world, Ghana has access to digital media platforms which have greatly contributed to the countries’ economic and social development. Some new media forms include websites, blogs, weblogs, Facebook, Instagram, tiktok, twitter, snapchat, YouTube, podcasts and sound clouds, among others.

Research Methodology

Introduction

Schwardt (2007:195) defined research methodology as a theory of how any enquiry should proceed. It encompasses analysis of assumptions, principles and procedures in a particular approach to enquiry.

Research Design

Research Design as defined by MacMillan and Schumacher (1993:157) is a plan for selecting subjects, research sites and data collection procedures to answer the research questions. This study will be employing qualitative research design. According to Creswell (2012, p.25) “A mixed method research is a procedure for collecting, analyzing and mixing both qualitative and quantitative method in a single study or a series of studies to understand a research problem.” It also allows for explanation, interpretation, assessment of an occurrence and addressing a question at different levels.

Instruments

Data collection instruments refer to the devices used to collect data, such as a paper questionnaire or computer assisted interviewing system. The study will use Questionnaire as the sole and primary instrument.

Questionnaire Method

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. Although they are often designed for statistical analysis of the responses, this is not always the case. The questionnaire was invented by Sir Francis Galton (1822-1911). Usually, a questionnaire consists of a number of questions that the respondent has to answer in a set format. A distinction is made between open-ended and closed-ended questions.
Population of the Study

Avwokeni (2006:92) refers population of study as the “set of all participants that qualify for a study.” The target population for this research is designed to include media users in Ghana. In this study, the accessible population comprised of all Ghanaian individuals, since everyone is a media user.

Sampling Procedure

Sampling procedure is the steps one follows to come up with sampling. A sampling method means how a sample is selected from given population.

A sample is “a smaller (but hopefully representative) collection of units from a population used to determine truths about the population” (Field, 2005).

Sampling frame is the list from which the potential respondents are drawn. The purposive sampling technique will be employed for participants who will be interviewed. The random sampling technique will be adopted to select respondents for the questionnaire. We are using the purposive sampling technique to enable us collect appropriate information from a critical population as far as socio-economic development is concerned.

It is important to note that, not all people engaged in economic activities are capable of providing needed information on socio economic development in Ghana. Such information requires citizens with in-depth knowledge and understanding on issues such as human behavior, personal development, technological innovation, per capita income, skills, interests, people who work in socio economic related fields and have an idea about the challenges, benefits and all other aspects thus the need to use specifically identified people who would be helpful in this regard. We also targeted people working in the media landscape who have practical knowledge and experience on all issues surrounding the media.

The random sampling technique is used to select respondents for the questionnaire with the aim of reducing possible biases in terms of responses to questions. Therefore, a combination of the random sample and the purposive sample will give a balanced, accurate and credible set of data relevant to answer the three research questions raised in this topic.

The sampling Process

The sampling process comprises several stages:

i. Defining the population of concern: the first stage in the sampling process is to clearly define target population. Population is commonly related to a number of people living in a particular country.

ii. Specifying a sampling frame, a set of items or events possible to measure: A sampling frame is a list of the actual cases from which sample will be drawn. The sampling frame must be representative of the population.
Specifying a sampling method for selecting items or events from the frame: Prior to examining the various types of sampling method, it is worth noting what is meant by sampling, along with reasons why researchers are likely to select a sample. Taking a subset from a chosen sampling frame or entire population is called sampling. Sampling can be used to make generalization in relation to existing theory. In essence, this depends on choice of sampling technique. In general, sampling techniques can be divided into two types:

**Data Collection Tools**

These are devices or instruments used to collect data. These instruments are selected according to the objectives of the research. We adopted interviews, questionnaire and observation as our main data collection tools. These will enable us achieve the objectives of our research.

**Questionnaire Administration**

A questionnaire is a printed tool consisting of a series of questions with the aim of gathering, sampling, analyzing and interpreting data from a group of people. Basically, it is a set of standardized questions administered to a particular group of people in an effort to collect diverse ideas and opinions regarding a topic under study. Questionnaires will be given out to literate respondents who clearly understand the demands of each question. They will be required to provide their own answers by writing on the questionnaire paper. Where the respondents are not literates, questions from the questionnaire will be explained in their local language to them and the interviewer will record their responses as objectively as possible. Respondents may choose to skip some questions if they have no idea about the demands.

**Population**

The target population is basically the Ghanaian people. This includes literates and non-literate populace selected randomly and semi-purposely. Media workers were purposely sampled whiles participants from the general public were randomly selected.

**Data Analysis**

**Demographic Analysis**

**Age**

Media proliferation has created a world where little or no restrictions are attached to the use of the media. From watching television, listening to radio, playing games, watching movies to surfing the web, every individual, either
young or old, is allowed to partake in these activities. From age 14 to age 40 and above, the group was able to gather relevant information from these people and also get them to provide mostly accurate answers to the questionnaires administered.

Table 3. Age distribution of respondents

<table>
<thead>
<tr>
<th>AGE RANGE</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-19</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>20-24</td>
<td>26</td>
<td>52%</td>
</tr>
<tr>
<td>25-29</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>30-34</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>35-39</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>40+</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 1. Pie chart showing age distribution of respondents

Sex

With no particular reason attached, our respondents’ happened to be more of females than they were males, as shown below. Although the difference isn’t a vast one, the group noticed that more often, females pay rapt attention to the media world and are more abreast with its content than males.

Table 4. Sex distribution of respondents

<table>
<thead>
<tr>
<th>SEX RANGE</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>23</td>
<td>46%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>27</td>
<td>54%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>
Educational Level

Due to the nature of our questionnaire, more emphasis was placed on respondents who had in-depth knowledge about the media and all its related activities. The documents were therefore targeted to citizens who mostly were above secondary level of education, with very few respondents from below and within the secondary level of education, as shown below.

<table>
<thead>
<tr>
<th>EDUCATIONAL LEVEL</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRE-SECONDARY</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>SECONDARY</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>TERTIARY</td>
<td>37</td>
<td>74%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 2. Pie chart showing sex distribution of respondents

Figure 3. Pie chart showing educational level distribution of respondents
Research Question One

What are the Various Forms of Media in the Ghanaian Society?

Table 6. Distribution of various media forms in Ghana

<table>
<thead>
<tr>
<th>MEDIA FORM</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>26</td>
<td>52%</td>
</tr>
<tr>
<td>Internet</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>Radio</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>Magazines</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

From the table above, television came out the highest, with having responses from 26 out of fifty respondents. This is followed by the internet, having 9 respondents, in that order.

Figure 4. Pie chart showing various media forms in Ghana

Table 7. Distribution of most used media platforms in Ghana

<table>
<thead>
<tr>
<th>MOST USED MEDIA FORMS</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>36</td>
<td>72%</td>
</tr>
<tr>
<td>television</td>
<td>10</td>
<td>20%</td>
</tr>
<tr>
<td>Radio</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>
From the above table, the internet came out as the most used media form in Ghana, amassing a total of 36 users out of 50 respondents. This appears to be of little or no surprise, since the world, particularly Ghana, is nearing the digital era where communication, economic activities, innovations, health, governance, education and lifestyle will enormously be impacted.

Table 8. Distribution of Traditional Media Forms in Ghana

<table>
<thead>
<tr>
<th>TRADITIONAL MEDIA FORMS</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>25</td>
<td>50%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>Radio</td>
<td>18</td>
<td>36%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>
Television appears to have the highest number of responses among the various traditional forms of media listed by respondents, with a total number of 25. Radio follows with a total of 18 respondents, while newspapers follow with 7 responses.

Table 9. Distribution of Scientific Media Forms in Ghana

<table>
<thead>
<tr>
<th>SCIENTIFIC MEDIA FORMS</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Websites</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>Instagram</td>
<td>16</td>
<td>32%</td>
</tr>
<tr>
<td>Blogs</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>Twitter</td>
<td>8</td>
<td>16%</td>
</tr>
<tr>
<td>Facebook</td>
<td>11</td>
<td>22%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>
Among the list of scientific or digital media acquired from respondents, Instagram amassed the highest responses (16), followed by Facebook (11), then websites (9), and followed by twitter (8) and finally Blogs, with a total of 8 respondents. It can be concluded from the above table, that though a lot of Ghanaians engage massively with the digital media, most of them prefer using Instagram.

Table 10. Distribution of Major Media Forms in Ghana

<table>
<thead>
<tr>
<th>MAJOR MEDIA FORMS</th>
<th>FREQUENCY (at first position)</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>33</td>
<td>66%</td>
</tr>
<tr>
<td>Television</td>
<td>12</td>
<td>24%</td>
</tr>
<tr>
<td>Radio</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>10%</td>
</tr>
</tbody>
</table>

Figure 8. Pie Chart Showing Distribution of Major Media Forms in Ghana
There are some media platforms which are undoubtedly considered major media platforms due to their massive audience, availability, portable nature and accessibility. Once again, the internet topped this category, having ticked all the requirements and features of this category with a total of 33 respondents. This was followed by the television with 12 respondents and lastly, Radio with 5 respondents.

**Research Question Two**

Why is there the Existence of Proliferation of Media Forms in the Ghanaian Society?

**Table 11. Distribution of Responses on Rapid Increase in Media Platforms in Ghana**

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>48</td>
<td>96%</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Figure 9. Pie Chart Showing Distribution of Rapid Increase in Media Forms in Ghana**

With a total of 48 respondents answering yes to the question above, it’s proves beyond doubt that media platforms are rapidly increasing in Ghana from the traditional to the scientific or digital media.
Table 12. Distribution of Reasons for Media Proliferation in Ghana

<table>
<thead>
<tr>
<th>REASON</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Media platforms such as TV have tripled within the last decade.</td>
<td>20</td>
<td>40%</td>
</tr>
<tr>
<td>2. Access to quality information</td>
<td>17</td>
<td>34%</td>
</tr>
<tr>
<td>3. Career opportunities</td>
<td>13</td>
<td>26%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 10. Pie Chart Showing Distribution of Reasons for Media Proliferation in Ghana

The above table shows the respective reasons respondents assigned to their choices of giving a ‘yes’ or a ‘no’ answer to the question from the previous table. Majority of the respondents here (20) believe that not only have media platforms doubled within the last decade; they have, as a matter of fact, tripled. The next number of respondents (17) also believes that access to quality information is the reason media platforms are rapidly increasing in the Ghanaian society. The last group of respondents also believes media platforms are rapidly increasing due to their chances of providing career opportunities to the Ghanaian populace who wish to work in the media environment.

Research Question Three

How Does Media Proliferation Impact Socio-Economic Development in the Ghanaian Society?
Table 13. Distribution of Responses on the Influence of Rapid Increase in Media Platforms on the Socio-Economic Development of Ghana

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>45</td>
<td>90%</td>
</tr>
<tr>
<td>No</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 11. Pie Chart Showing Distribution of Responses on the influence of rapid increase in media platforms on the socio-economic development in Ghana

Responses from table 8 clearly signify that people agree to the rapid increase in media platforms influencing socio-economic development. A total of 45 respondents agreed to this, while the remaining 5 thought otherwise.

Table 14. Distribution of Responses on the Negative Impact of Media Proliferation in Ghana

<table>
<thead>
<tr>
<th>DOMINANT NEGATIVE IMPACTS</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Violent media contents corrupt the minds of readers and viewers.</td>
<td>17</td>
<td>34%</td>
</tr>
<tr>
<td>2. It has brought about impersonation where people steal the identities of others to commit fraudulent crimes.</td>
<td>18</td>
<td>36%</td>
</tr>
<tr>
<td>3. Abuse of information-</td>
<td>15</td>
<td>30%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>
A number of negative impacts of media proliferation on socio economic impacts were raised. However, majority of respondents (18) centered on impersonation, with the next number of respondents (17) emphasizing on violent media contents, followed by 15 respondents talking about abuse of information.

**Table 15. Distribution of Responses on the Positive Impact of Media Proliferation in Ghana**

<table>
<thead>
<tr>
<th>DOMINANT POSITIVE IMPACTS</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Provides education for personal knowledge and self-development.</td>
<td>13</td>
<td>26%</td>
</tr>
<tr>
<td>2. It has helped create employment opportunities for Ghanaians thereby creating numerous sources of revenue to the government (online businesses, Advertisement, PR officer, journalism, etc.).</td>
<td>11</td>
<td>22%</td>
</tr>
<tr>
<td>3. Media proliferation has brought about numerous sources of entertainment for Ghanaians both young and old.</td>
<td>23</td>
<td>46%</td>
</tr>
<tr>
<td>4. Media proliferation has also heightened the watchdog role of the media in checking government activities and making the government accountable to the people.</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>
Figure 13. Pie Chart showing the Distribution of the Positive Impact of Media Proliferation in Ghana

Regarding the positive impacts, 23 respondents identified entertainment, 13 respondents talked about the media’s ability to provide education, 11 respondents pointed out the media’s role of providing employment, while 3 respondents wrote on the ability of the media to provide employment for the citizens of Ghana and beyond.

Table 16. Distribution of ways by which Impacts of Media Proliferation on Socio-economic Development are Realized in Ghana

<table>
<thead>
<tr>
<th>IMPACTS REALIZED</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Students in Ghana perform well academically due to easy access to information and educational materials.</td>
<td>20</td>
<td>40%</td>
</tr>
<tr>
<td>2. Person-to-person, business and organizational interactions are made easier and faster.</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>3. Media trading activities improves Ghana’s per capita income.</td>
<td>24</td>
<td>48%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>
A number of ways were proposed by respondents regarding the impact of media proliferation on socio-economic development in Ghana. The most dominant ones are trading activities which improve Ghana’s per capita income (24 respondents), academic excellence (20 respondents), and providing easier ways of interaction (6 respondents).

**Summary of Findings, Conclusions and Recommendations**

**Introduction**

Media proliferation, being a distinctive feature in the media fraternity in Ghana today, aided our way into gathering the needed information to support our research. This chapter focuses on the summary of major findings of our research, the conclusions that can be drawn, as well as providing the needed recommendations. This chapter again, focuses on the outstanding interpretations of research findings from the chapters prior to it.

**Summary of Major Findings**

With regards to the findings of the study, it is of no doubt that, media proliferation impacts most Ghanaian individuals, as well as the socio-economic development of the country. In various ways;
One, the study revealed that indeed, there is the existence of media proliferation in Ghana, referencing the numerous media platforms gathered from our research.

Two, the findings prove that all Ghanaian individuals are active media users, ranging over a wide collection of media programs from listening to radio to engaging in zoom meetings.

Three, it is clear from the study that, most media users in our media-proliferated world today are the youth, as over fifty percent of respondents within the age brackets of twenty-four, use the media, with the internet being their most widely used media platform.

Again, from the study, almost hundred percent of the respondents agreed that there is media proliferation in Ghana. Respondents emphasized on a number of reasons why media platforms have rapidly increased. Among others, the tripling of media platforms over the last decades and the provision of career opportunities for people were identified.

Five, sources of entertainment were identified as the primary positive impact of media proliferation in Ghana. The entertainment not only lies in the content of consumption, but also in the numerous unrestricted platforms where one can listen to music, watch movies, or visit other individuals’ social media handles to view their life updates.

Finally, impersonation was identified by respondents as the key negative impact of media proliferation in Ghana. People now have more than a thousand ways to steal others’ identities to engage in fraudulent activities.

Conclusion

Per the findings, it is clear that the media proliferation has a major impact on the socio-economic development of Ghana. Media users mainly use the platform for interactive and entertainment purposes. Students are able to perform well academically because they have access to large volumes of information through the proliferation of various media forms. Traditional media forms generate income for sellers and improve the country’s GDP as well as meet buyers’ needs.

Recommendations

- This study recommends a thorough public education across the country, on the need to consume media content responsibly, focusing more on the educative and informative contents.
- The national communications authority (NCA) should critically scrutinize media contents in order to detect false and fraudulent media activities.
- Thirdly, media houses and owners should be circumcised in their choices of media content so as to stick to ethical standards.
- Fourthly, the study recommends media proliferation to be incorporated in the Ghanaian educational system to equip the populace with cyber
knowledge and skills for the effective and efficient running of media platforms.

- Lastly, citizens should be more vigilant on the negative impacts of media proliferation whiles remaining focused on the positive aspects of same.

References


http://hdl.handle.net/10986/15212


Appendix: Questionnaire

Responses to questions and all other information provided in this research shall be treated as confidential, as they will be used solely for academic purposes.

NAME:
SEX: ..............................................
AGE:
OCCUPATION:
SETTING:
EDUCATION:

1. List any three forms of media in Ghana.

2. Which media form do you consider the most used in your society?

3. List 3 traditional forms of media in Ghana.

4. Mention 3 scientific forms of media in Ghana.

5. Do you agree that media platforms are rapidly increasing in Ghana? Yes or No?

6. Assign one reason to your answer in question 5.

7. List 3 reasons why you would say there is an increase in media platforms in Ghana.

8. In order of degree of proliferation, list 3 major media forms in Ghana.

9. Do you agree that the rapid increase in media platforms influence socio-economic development in Ghana?
10. List 3 major negative impacts of media proliferation on socio-economic development in Ghana.

11. List 3 major positive impacts of media proliferation on socio-economic development in Ghana.

12. Give 3 ways by which the impacts of media proliferation on socio-economic development is realized in the Ghanaian society.