

# “FITE ME:” a commentary on accountability in social media

Alphonsus Luigi E. Alfonso

Abstract: The use of social media is highly prevalent in these current times, and has been used in a variety of manners, from the mundane to its employment in revolutions. Within the latter, social movements may perhaps be seen as a fandom, with multiple layers of meanings shared among members of the virtual community, and it is obvious that different fandoms exist in the realm of social media. Although the realm of social media and its examination typically belongs to the domain of media ecology, it is posited that the reason behind why people of different fandoms argue very often in social media is an intercultural problem: since fandoms share varying meanings, values, among others, they may perhaps be deemed as an entirely different culture. As such, Face Negotiation may be employed to depict a typology of conflict resolution, but it might not be adequate to suit the current conundrum; it seems more useful in face-to-face interactions rather than interactions in social media, since the culture of both communicators is more apparent in such loci. Furthermore, I draw the line between real life and the online/social media spheres with its difference in conflict management (therefore, Face Negotiation), and mode of accountability.