

## REPRESENTATION OF FAMILY VALUES IN A THREADS VIDEO

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### ABSTRACT

This study analyzes a short video on Threads showing emotional interactions within a family. It focuses on the values of empathy, emotional closeness, and peaceful conflict resolution. The video shows a toddler who spontaneously eases tension between her father and her older sibling with a simple but meaningful gesture. This study uses a qualitative approach based on Bronfenbrenner's Bioecological Model (PPCT) to explore the dynamics of interactions within the family context. This context acts as a microsystem that shapes children's value development. The analysis shows that family values are not just taught through words; they are also formed through everyday emotional experiences. A child is seen as an active emotional agent who influences the family atmosphere through empathetic actions. The results show that family values can develop through unplanned emotional experiences that occur in everyday moments. Children are not only recipients of values but also play an active role in bringing about changes in the family atmosphere. Thus, family values are not just shared through words or formal teachings; they also develop from natural experiences in daily life.

**Key Word:** Threads video, Family value, Bioecological theory, Conflict resolution, Emotional Closeness

### INTRODUCTION

Threads is a text-based social media platform created by Meta which provides similar functionalities to X, such as posting text updates, commenting, sharing content, and managing who can respond to posts. In contrast to other features of Instagram, Threads functions as an independent app that is linked to Instagram, enabling users to keep the same account name and follower base. With Instagram's vast user community behind it, Threads is strategically positioned within the competitive landscape of text-focused social media (Noor, 2023). Threads is continuously being updated with new features to improve user experience, including the launch of a built-in video player. Meta has rolled out a fresh design that helps users easily access the pause, play, and skip options. The video progress bar is now a fixed element, making it simpler for users to navigate to particular parts of the video. This upgrade reinforces Threads as a platform that not only prioritizes text content but also accommodates short, more interactive, and expressive visual media (Mehta, 2025).

On social media, video-based content is considered more effective in capturing audience attention. This is due to digital platform algorithms that tend to prioritize visual content, allowing videos to reach a wider audience. Videos also present information in a visual format which is considered more memorable than text, thus strengthening the impact of the message (Larison Media, 2023). This study focuses on a short video as its object of the study. The video, posted on July 18, 2025, by the Threads account @fostermakesitpossible, featuring the caption "The best negotiator. Release hostage without even a word," and receives a lot of reactions from Threads users. Short video is a form of audiovisual media with a short duration, usually between a few seconds and five minutes, which is produced and distributed through digital platforms with the characteristics of fast consumption, varied content, and ease of production and distribution (Yang et al., 2019). The Threads short video is only 55 seconds long and it is about a toddler girl as the younger sibling acts as a peacemaker in a tense moment. This phenomenon can be examined using Bronfenbrenner's Bioecological Model. This theory emphasizes that individual development occurs through a complex interaction between personal characteristics, the social environment, and time (Bronfenbrenner and Morris 1998). This model is known as the PPCT (Process Person – Context – Time) approach.

The reason for selecting this video as the object of study is based on the public responses that emerged when it went viral on Threads. Some comments, particularly from non-Asian users, interpreted the scene of the father holding a hanger as a form of abuse. However, this view was

opposed by several Asian users who understood the conduct as a common form of discipline within Asian parenting, often considered acceptable and effective. Nevertheless, such critical comments were not the majority. Most responses expressed admiration for the toddler's spontaneous actions in easing the tension between her father and her older brother. Many praised her empathetic behavior and regarded it as a reflection of a warm and emotionally supportive family environment. This diversity of perspectives highlights the complexity of family values portrayed in the video, making it a compelling subject for further analysis in the family values through everyday interactions.

Family values are a set of beliefs, norms, and moral principles that regulate the roles, responsibilities, and relationships between members of a family, usually based on traditional views regarding the structure and function of the family (Oliver, 1997). Family is a social unit formed through the bonds of marriage, birth, or adoption, which not only functions as a place of shelter and to continue the lineage, but also as a normative structure regulated by traditions, laws, and cultural values that determine the roles, responsibilities, and relationships between family members, including in situations such as death, divorce, or remarriage (Spanier and Furstenberg, 1987). Family consists of parents such as father and mother or husband and wife, children such as sons and daughters, siblings including brothers and sisters, grandparents such as grandfathers and grandmothers, grandchildren such as grandsons and granddaughters, as well as extended relatives such as uncles, aunts, nieces, nephews, and cousins (Gimeno, 2012).

Several previous studies have examined how families are represented in digital media content involving children. Pastor, Blanco-Ruiz, and Pérez (2021) analyzed 450 videos from 15 YouTube channels featuring children under 14 in Spain, the United States, and the United Kingdom. Their study found that most content continued to reflect a traditional nuclear family structure, with variations in parental involvement depending on cultural context. Supporting this, Arisma and Aesthetika (2024) analyzed family communication dynamics on Fadil Jaidi's YouTube channel in Indonesia. Using qualitative content analysis on five videos, they identified patterns of openness, support, empathy, positiveness, and equality in 24 documented scenes. Their findings suggest that effective digital communication can strengthen family bonds and serve as a model for positive real-life interactions.

Some other studies have also examined family values through fictional films. Nirwana (2023) analyzed American family values in the film *Yes Day*. The study found that values such as togetherness, stability, and loyalty were central to the storyline, offering an idealized image of modern family life in the United States. These values were conveyed through recurring themes of bonding, parental flexibility, and mutual understanding between children and adults. In a related study, Bahri, Melinda, and Nasution (2024) analyzed the film *Turning Red*, focusing on Chinese-Canadian family dynamics. Applying theories of bonding and conflict, they identified seven bonding values and five conflict values in the relationship between the protagonist and her mother. The study emphasized how cultural identity shapes family interactions and the expression of values like respect, obedience, and emotional connection. Similarly, Iqlima (2024) conducted a qualitative analysis of *Enola Holmes*, which also explored a combination of bonding and conflict values within family relationships. The study identified values such as loyalty, independence, and mutual support, along with moments of tension and ideological disagreement, illustrating the complexity of familial ties.

Although the previous studies also discuss family values, this study differs significantly from previous studies in terms of its object, approach, and focus of analysis. Unlike the previous studies, which tended to depict family values in general terms or through fictional narratives and structured content, this study examines a short, naturalistic and emotional video from the Threads platform, depicting a real-life interaction in a tense situation. The primary focus of this study is the values of empathy, emotional closeness, and peaceful conflict resolution, demonstrated through a young child's spontaneous actions in defusing tension between her father and her older sibling. These values emerge not merely as themes but are analyzed in depth through the lens of Bronfenbrenner's Bioecological Model, which places micro-interactions within the family as central to the formation of a child's social character. Thus, the primary contribution of this study lies in its contextual and

naturalistic approach, as well as its in-depth focus on the emotional and moral dimensions of children's interactions within the family environment.

## **RESEARCH METHOD**

This study uses a qualitative case study approach, focusing on a short video uploaded on July 18, 2025, by the Threads account @fostermakesitpossible. This video was analyzed to understand the family values reflected in the family interaction.

Data was collected through observation of the video content. The analysis was conducted with reference to Bronfenbrenner's Bioecological Theory, also known as the PPCT model, emphasizes the importance of family values and how to resolve emotional conflicts. This method was chosen because it allows researchers to describe and understand the processes of communication development in detail in a natural context without altering any variables (Rukminingsih et al., 2020).

Because the data consists of content that has been published publicly, this study adheres to ethical principles by maintaining privacy and not explicitly disclosing individual identities.

## **RESULT AND DISCUSSION**

The footage shows family dynamics during a conflict and its resolution through the actions of the youngest family member. A little boy, whose age is unknown, stands tensely against a wall. He is crying as he faces his father, who holds a hanger in his right hand. Although we don't see the father's anger, the context suggests he has just scolded his son, who appears to be "in court." This tension breaks when a toddler girl enters, carrying two chairs, and sets them down for her father and her older brother to sit on. Moments later, she returns with two glasses of a drink and approaches her father, who is still scolding her older sibling. As her older brother continues to cry, the toddler girl quickly grabs the hanger from her father and throws it to the floor. However, her action isn't aggressive; she immediately reaches out to her father with a sweet and gentle hug. After that, she turns to her distressed older brother and encourages him to get up and walk with her out of the space. The father sits quietly, smiling as he watches his children leave together.

This interaction shows family values like empathy and conflict resolution. Empathy is a person's ability to deeply understand and feel another person's emotional experiences, which is rooted in an internal identification process but can encourage external responses, although not always related to tolerance or certain moral values (Palmer, 2018). Meanwhile, conflict resolution is the process of managing differences or tensions between individuals peacefully, through efforts to achieve understanding, reduce aggression, and encourage cooperation, without having to eliminate conflict completely (Webel & Gatung, 2007). These two values are important in shaping how children respond to emotional situations and interpersonal tensions, especially because the family serves as the initial and ongoing context for learning social behavior and moral reasoning (Flowers & Coyne, 2025). In the video, these values are not taught through words but are shown through spontaneous and sensitive behavior. The toddler's presence creates a turning point that changes the emotional atmosphere of the room, not through authority or commands, but through affection and simple acts of care. Affection is a warm and gentle feeling that is born from emotional impulses in the form of sincere care and affection for someone or something, which reflects good intentions, liking, and a friendly attitude, and can only grow in a gentle soul because a hardened soul tends to be unable to show this kind of love (Pal, 2017). Meanwhile, simple acts of care are small actions done sincerely to show attention and affection to others through simple things such as hugging, listening sincerely, or helping without being asked, which can build strong emotional closeness, especially in relationships that require mutual care as the basis of togetherness (Nicolaus, 2023).

This highlights that even a child can help maintain harmony in family relationships. Her actions, from setting up seats and offering drinks to taking the the hanger and replacing it with a hug and a gesture of peace, emphasize that love forms the basis of family life. Thus, this video highlights how family conflicts can be resolved not through power or authority, but through emotional closeness and warm affection. Emotional closeness between parents and children is an emotional

attachment characterized by warmth, involvement, and a mutually supportive relationship, which plays an important role in shaping the quality of children's interpersonal relationships (Fey, 2020).

Bronfenbrenner's Bioecological Theory, especially the PPCT model (Bronfenbrenner & Morris, 1998), helps to understand this event more deeply, the discussions are as follow.

1. Process: This refers to the reciprocal interactions between a person and the people, objects, or symbols in their environment. These repeated experiences, called proximal processes, are the main way that human development happens. The toddler girl's behavior shows a proximal process, which means repeated interactions that promote development. Her gestures reflect her experience with emotionally responsive interactions within the family. These actions suggest that she has learned ways to manage tension and express care based on what she has seen and experienced over time.

2. Person: This includes the traits a person brings into interactions, which can be grouped into three aspects. Dispositions are inborn tendencies like motivation and emotional patterns. Resources are the abilities and skills that help with adaptation and learning. Demand characteristics are observable traits that affect how others respond in social situations. In the video, it is shown that the toddler girl brings certain traits into the situation. Her calmness, initiative, and empathetic response show characteristics like sensitivity and emotional intelligence. Moreover, her ability to act positively suggests she has internal resources, such as emotional awareness and social understanding, shaped by her experiences with family members.

3. Context: This consists of several layers in the environment that affect development. The microsystem includes direct relationships, such as those within the family and among close friends. The mesosystem refers to the connections between these immediate settings. The exosystem involves broader structures, like a parent's workplace, that affect the individual indirectly. The macrosystem represents larger cultural values, beliefs, and social norms. In developing family values, the microsystem, especially the bond between parents and children, is especially important. In the video, the toddler girl's intervention occurs within this microsystem, where the quality of interactions between parents and children is key to shaping the child's responses to emotional situations. Her actions stress the importance of everyday family experiences in developing empathy and social skills.

4. Time: This shapes development at different levels. Microtime looks at the details of ongoing interactions. Mesotime reflects the patterns and frequency of those interactions across days or weeks. Macrotime involves long-term changes that occur over historical or cultural periods. The interaction in this video can be seen through the microtime level, focusing on brief, immediate moments. Though short, the event in the video represents a meaningful developmental moment. When emotionally significant interactions happen repeatedly over time (mesotime), they contribute to the child's long-term emotional and moral growth. This supports the idea that values are not formed in a single moment but are built through ongoing experiences and interactions in the family.

Bronfenbrenner emphasized the importance of understanding development within the concrete context of everyday life and viewing family values as the result of ongoing interactions between individuals and their environmental systems over time. Thus, family values such as empathy, emotional closeness, and peaceful conflict resolution are not only formed through interactions in micro systems such as the family, but are also part of the education that takes place continuously in everyday life. Education is the process of forming a child's character, moral understanding, and social skills, which begins at an early age through interactions within the family and the surrounding environment (Arslan 2018). This video clip demonstrates that family education occurs through natural emotional experiences. The toddler's responses to tension, such as bringing a chair, offering a drink, taking a hanger from her father, gently embracing her older brother, and then leading him away, reflect the social understanding formed through everyday closeness and involvement. She isn't simply imitating, but demonstrating the ability to respond empathetically in stressful situations.

Overall, this short video shows how children can actively help resolve emotional tensions through empathetic behavior. It confirms that emotional closeness and peaceful interactions are values that can be nurtured through the everyday dynamics of family life. The child's actions reveal that even at a young age, individuals can become moral agents in their environment, responding to

conflict with care and compassion rather than fear or avoidance. These qualities highlight the continuing impact of the family as a fundamental context for emotional and social development.

The findings of this study show that children's emotional responses, like empathy and their efforts to ease tension, are crucial to family values formed through direct interactions. This aligns with Nirwana's (2023) research, which stressed the importance of emotional warmth and parental involvement for family harmony. However, while Nirwana focused on togetherness created through fictional stories in family films, this study highlights the spontaneous expressions of empathy that arise in real-life interactions. Bahri et al. (2024) and Iqlima (2024) also noted values like mutual support, loyalty, and emotional closeness in parent-child relationships, but their context involved structured conflict in films. In contrast, this study illustrates how these values come up naturally in daily situations, without dramatic scenarios or stories. Martinez Pastor et al. (2021) looked more at family structure and how parental roles are shown in children's content on YouTube, focusing on the family's outward appearance. This study differs by examining how children affect family emotions through specific actions. In another study, Arisma and Aesthetika (2024) highlight the importance of open and supportive communication in strengthening family bonds through digital content.

While all of these studies emphasize the value of empathy, they rely on structured verbal interactions meant for public viewing. This study shows that family values can also be found in personal, unstructured, non-verbal expressions. The previous studies are also more descriptive or rely on communication patterns and cultural representations, this study demonstrates how the values of empathy and emotional closeness are formed and expressed through direct experience, while also confirming that values education can emerge in small but meaningful moments in everyday life. These differences highlight that this study's key contribution is exploring family values in natural, everyday moments, especially focusing on children's roles as emotional agents in family dynamics.

## CONCLUSION

This study demonstrates that a little child's empathetic actions within the family context are not merely fleeting emotional responses, but rather reflect a process of value development that occurs naturally through everyday interactions. A bioecological approach helps us see that value formation does not always require explicit instruction or dramatic narratives, but can be formed through simple yet meaningful direct experiences. By highlighting the child's active role as an emotional agent, this study emphasizes the importance of paying attention to the relational dimension within the family as a foundation for character formation. This opens up new insights into how moral and social learning occurs not only within the child but also through the child's ability to transform family dynamics through his or her own sensitivity and initiative.

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