

When TikTok Becomes the Therapist: Interpersonal Meaning in Relatable Content that Influences Viewers' Emotions

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Abstract

Studies on TikTok have mainly discussed emotional expression, audience engagement, and digital discourse separately, while limited research integrates Systemic Functional Linguistics' interpersonal meaning to examine how relatable TikTok content influences viewers emotionally. This study aims to analyze how interpersonal meaning is constructed in relatable TikTok videos and how linguistic choices affect viewers' emotions. This study employed a descriptive qualitative method using the Systemic Functional Linguistics framework, focusing on interpersonal metafunctions, namely mood, modality, and appraisal. The data consisted of ten relatable TikTok videos discussing themes such as relationships, overthinking, insecurity, healing, and self-worth. Data were collected through transcription of verbal and visual texts and analyzed using interpersonal meaning and Appraisal frameworks. The findings reveal that declarative mood is the most dominant linguistic feature, functioning to express personal experiences and emotional confessions that create emotional closeness with viewers. Modality, especially probability modality such as *maybe* and *sometimes*, is used to soften statements and increase empathy. In addition, appraisal resources, particularly affect and judgement, contribute to emotional validation, reassurance, and viewers' sense of relatability. These findings indicate that relatable TikTok content functions as a form of emotional support or "digital therapist" by constructing empathy and emotional resonance through language. This study suggests that viewers should develop critical awareness toward emotionally persuasive digital content, while future researchers are encouraged to explore multimodal aspects such as visuals, music, and gestures in constructing interpersonal meaning on social media platforms.

Keywords: *Interpersonal Meaning, TikTok, Relatable Content, Emotion, SFL*

INTRODUCTION

The rapid growth of social media has transformed the way people interact, build social connections, and express their feelings. TikTok is one platform that has had a significant emotional impact on its users. Unlike traditional social media, TikTok allows users to upload short videos that cover personal experiences, reflections on life,

relationship issues, insecurities, overthinking, and concerns about self-esteem. Such content is often conveyed in simple, friendly, and straightforward language, making viewers feel that these messages are highly relevant. As a result, many viewers say they feel understood, emotionally acknowledged, and even supported after watching these videos. This trend has led to TikTok being viewed as a kind of “digital therapist” that provides comfort and emotional reassurance to its users. According to Shi Cheng in *A Review of Interpersonal Metafunction Studies*, the interpersonal metafunction helps explain how interpersonal meaning is constructed across different communicative contexts. Halliday emphasizes that the interpersonal metafunction enables speakers to participate in speech events, express evaluations, and take social roles within communication (Cheng, 2024).

Furthermore, Martin and White developed the *Appraisal Framework* as part of interpersonal meaning. This framework consists of three main components: *attitude* (feelings and emotions), *engagement* (the inclusion of other voices or perspectives in a text), and *graduation* (the intensity or force of evaluations). These components play a crucial role in shaping social relationships between speakers and audiences through language choices (Ulama, 2024). In SFL, the mood system and modality are primary linguistic resources for realizing interpersonal meaning. Mood reflects the speech function and the way speakers interact with their audiences, such as through declarative clauses (providing information), interrogative clauses (asking questions), or imperative clauses (giving commands). Modality, on the other hand, expresses the degree of certainty, obligation, or probability attached to a proposition (Christiani, 2020).

Empirical SFL studies demonstrate how mood and modality function in spoken and written texts. Research on speeches and academic writing shows that interpersonal meaning is constructed through clause types and modal expressions to signal stance, authority, and engagement with readers or listeners (Kristianti, 2020). Research on digital discourse shows that social media technologies have “emotional affordances” features that make it easier for users to express and share emotions, such as emotions expressed in posts, captions, comments, emojis, and reactions. These affordances not only make emotional expression more visible but also contribute to the way emotions spread across online communities. For example, emotions expressed online can act as *affective signals*, shaping how audiences feel and respond even if they are not physically

present with the content creator (Steinert & James, 2022). (Jiang & Ngien, 2020) argue that social media content that aligns with users' identities and emotional experiences is more likely to be trusted and internalized. When viewers feel that "this video describes my life," they are more likely to accept the emotional message conveyed.

From a linguistic perspective, Halliday and Matthiessen's proposal regarding interpersonal meaning in Systemic Functional Linguistics (SFL) explains language's ability to build social relationships and influence emotions. Interpersonal meaning refers to the ways in which language is used to manage social interactions, communicate attitudes, evaluations, and emotions, and convey the speaker's perspective on a topic. This is achieved through linguistic resources, including mood, modality, and evaluation. Mood represents the functions of discourse in communication; modality indicates the degree of certainty, possibility, or obligation; while evaluation conveys sentiment, behavioral assessment, and situational judgment. These interpersonal tools enable speakers or content creators to build emotional connections with their audience and influence their emotional reactions.

Previous research has examined interpersonal meaning in various contexts. (Risang & Latunra, 2022) describe how mood and modality are used in political speeches to regulate interactions between speakers and audiences and to convey evaluative stances. (Fadhilah et al., 2021) found that interpersonal meaning in literary response texts is realized through the use of mood and modality, which reflect the authors' social positions. Similarly, (Afsari et al., 2021) found that mood and modality play an important role in building interpersonal relationships in the writings of English as a Foreign Language (EFL) learners in Indonesia. (Green, 2024a) examined emotional themes in TikTok videos and found that information depicting personal experiences increases viewers' emotional engagement. (Maharani & Medan, 2025) state that emotionally charged language in digital media can influence audience interpretation and perception, especially when media literacy is still low. Additionally, (Muslimah & Aesthetika, 2024) examined persuasive communication in self-love content on TikTok and found that evaluative language plays a role in building emotional closeness between content creators and consumers.

Although previous research has examined language, emotions, and digital media, most of it has focused on emotional themes, audience engagement, or persuasive communication. Existing research rarely employs the Systemic Functional Linguistics

framework specifically the interpersonal metafunction, which encompasses mood, modality, and evaluation to examine relevant TikTok content that serves as emotional support for viewers. As a result, there remains a lack of understanding regarding how linguistic resources create emotional resonance and influence viewers' sentiments in relevant TikTok videos. This study fills that gap by conducting a comprehensive interpersonal meaning analysis of TikTok content, which is widely regarded by users as a form of "digital therapy."

This study is important both conceptually and practically. Theoretically, this study contributes to the development of Systemic Functional Linguistics by expanding the scope of interpersonal meaning analysis to include brief conversations on social media. Practically, these findings aim to enhance users' critical awareness particularly among young people regarding how language choices in digital content can influence emotional experiences, foster a sense of belonging, and reshape perspectives on personal challenges.

Based on the previous discussion, the purpose of this study is to examine how interpersonal meaning is constructed in TikTok content that viewers can identify through the use of mood, modality, and evaluation, and to explain how these linguistic choices influence viewers' emotions and create emotional resonance, even though the messages conveyed are not always objectively true.

METHOD

This study employs a descriptive qualitative approach to examine how interpersonal meaning is constructed in relevant TikTok content and how this influences viewers' emotions. The study focuses on interpersonal resources in Systemic Functional Linguistics (SFL), including mood, modality, and evaluation.

Data and Sources

The dataset includes 10 TikTok videos classified as relevant content that addresses emotional topics such as relationships, emotional neglect, overthinking, insecurity, comparing oneself to others, recovery, resilience, and self-esteem. The videos were sourced from public TikTok accounts with high engagement levels, as evidenced by a very large number of likes, comments, and shares.

The videos were selected based on the following criteria:

1. The videos address emotional or psychological experiences commonly experienced by young adults.
2. The videos contain spoken statements or on-screen text that can be transcribed and analyzed linguistically.
3. The videos are shared using hashtags commonly associated with related content, such as #relatable, #overthinking, #relationship, #insecure, and #selfworth.
4. The videos elicit genuine responses from viewers through comments, reposts, duets, and stitches.

Research Instruments

Several tools were used to assist in the analysis process. These tools included an interpersonal meaning analysis table adapted from the SFL framework, an evaluation analysis sheet covering the categories of affect, evaluation, and appreciation, a coding sheet for identifying mood types and modalities, and screen capture and screen recording tools to document the selected videos.

Data Collection

The data collection procedure involves several steps. First, TikTok videos with touching and easily understandable themes are searched for using relevant hashtags. Second, videos that meet the established criteria are selected and captured via screenshots and screen recordings. Third, spoken and written messages displayed on the screen are transcribed into written form. Fourth, all transcribed data is compiled into a corpus for further analysis.

Data Analysis

This analysis was conducted in four stages. First, each clause in the transcript was evaluated to determine its mood, which includes declarative, interrogative, and imperative phrases. Second, modal statements indicating possibility, obligation, or tendency were identified and categorized. Third, sources of evaluation were examined by dividing emotional and evaluative responses into three categories: affect, judgment, and appreciation.

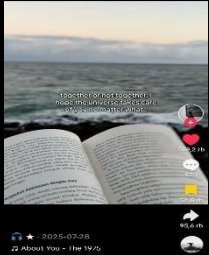
Finally, the data is analyzed to explain how the linguistic choices used in TikTok videos influence emotional resonance, validation, and interpersonal closeness between content creators and viewers. Audience responses, such as comments, duets, and stitches, are also evaluated to support the emotional impact of the content.

RESULTS

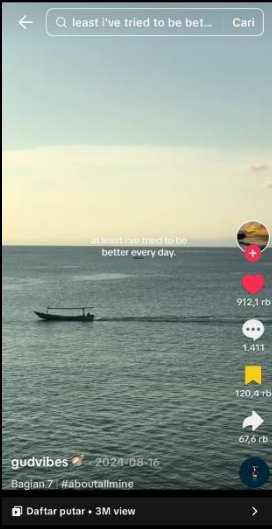
This section presents the findings of the study based on a qualitative analysis of interpersonal meaning found in selected TikTok relatable videos. The analysis focuses on how mood, modality, and appraisal resources are used to construct emotional closeness and influence viewers' emotions.

Table 1 Interpersonal Meaning Analysis of TikTok Relatable Videos

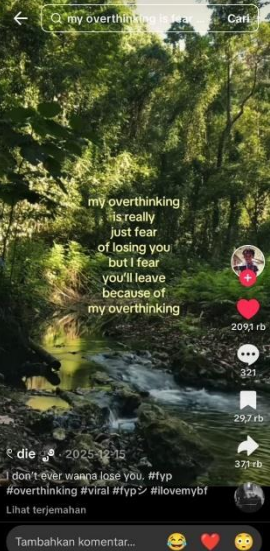
 https://vt.tiktok.com/ZS5ScvHm1/	<i>" People who always say they love you but don't fix what hurts you. They don't love you. They love the comfort of having you. Love without effort is an illusion. "</i>	Mood & Appraisal	Declarative clauses; Judgement (negative evaluation of behavior); Affect (emotional pain)	Creates realization, emotional validation, and critical reflection about unhealthy relationships
	<i>"Maybe love is not for me because it's always ends with pain and deep wounds when I'm in love."</i>	Modality & Appraisal	Probability modality (<i>maybe</i>); Affect (pain, wounds)	Evokes sadness and emotional identification for viewers with similar experiences

https://vt.tiktok.com/ZS5SE6Pkd/ 	<i>"Together or not together I hope the universe takes care of you no matter what."</i>	Mood & Appraisal	Declarative mood; Affect (<i>care, hope</i>)	Creates emotional warmth, acceptance, and peaceful closure
https://vt.tiktok.com/ZS5SEaKXR/ https://vt.tiktok.com/ZS5SEbeEg/ 	<i>"Currently in the phase of life where I feel like a failure, so lost in life, unsure of what I want to do, comparing my self with peers who can do so many things at once and have achieved amazing things, than judging and beating myself up for not being"</i>	Mood & Appraisal	Declarative clauses; Affect (insecurity, loss); Judgement (self-criticism)	Strong empathy, self-recognition, and emotional resonance

 https://vt.tiktok.com/ZS5SEQe2T/	able to do the same." <i>"There's a rainbow after a rain. This is a reminder that no matter how hard your journey. Maybe, things will work out somehow. In the end, everything's gonna be okay. "</i>	Modality & Appraisal	Probability modality (<i>maybe</i>); Appreciation (positive life evaluation)	Provides hope, comfort, and emotional reassurance
 https://vt.tiktok.com/ZS5SEbH4b/	<i>"Just because it didn't happen the way you wanted, doesn't mean it won't, sometimes life has a better plan than you imagined. "</i>	Modality & Appraisal	Declarative mood; Modality (certainty softened); Appreciation (life perspective)	Encourages acceptance and emotional calmness

 https://vt.tiktok.com/ZS5SE9yYQ/	<i>"You said you're tired of everything. But look at you, you're still fighting. You're still smile even if it hurts. You're the stronger than you think. "</i>	Mood, Modality & Appraisal	Declarative clauses; Judgement (positive character evaluation); Affect (encouragement)	Boosts motivation, emotional support, and self-belief
 https://vt.tiktok.com/ZS5SEm9gx/	<i>"At least I've tried to be better every day."</i>	Mood & Appraisal	Declarative clause; Judgement (self-evaluation, effort)	Builds self-compassion and emotional reassurance

 https://vt.tiktok.com/ZS5So6c3P/	<i>"I hope the universe gives you all the good things you deserve."</i>	Mood & Appraisal	Declarative mood; Affect (hope, care)	Creates comfort, feeling valued, and emotional closeness
	<i>"My overthinking is really just fear of losing you but I fear you'll leave because my overthinking. "</i>	Mood & Appraisal	Declarative clause; Affect (<i>fear, anxiety</i>)	Triggers emotional identification and validation of overthinking

 11:24 my overthinking is really just fear of losing you but I fear you'll leave because of my overthinking 2093 lb 321 297 lb die · 2025-12-15 I don't ever want to lose you. #fyp #overthinking #viral #fypシ #lovemybf Lihat terjemahan Tambahkan komentar... https://vt.tiktok.com/ZS5SEw95a/				
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Based on the table above, it can be seen that relatable TikTok content predominantly employs declarative mood, which functions to express personal experiences and internal emotional states. According to (Halliday & Matthiessen, n.d.), declarative clauses are commonly used to exchange information and to position the speaker as someone sharing lived experience, which helps establish interpersonal relations between the speaker and the audience.

The use of modality, particularly probability modality such as *maybe*, makes the message sound softer and less authoritative. As explained by Eggins (2004), modality reflects the speaker's degree of certainty and attitude toward the proposition, allowing creators to avoid sounding judgmental or instructive. This linguistic choice enables viewers to interpret the message freely and feel emotionally safe when engaging with the content.

Furthermore, Appraisal resources, especially Affect and Judgement, play a crucial role in constructing emotional closeness. According to (Ronzon et al., 2025), Affect is used to express feelings and emotional states, while Judgement evaluates human behavior and inner strength. In these TikTok videos, words related to pain, hope, vulnerability, and resilience directly resonate with viewers' emotional experiences.

The combination of mood, modality, and appraisal demonstrates how interpersonal meaning is strategically constructed to influence viewers' emotions. This explains why such TikTok content is often perceived as functioning like an "emotional therapist," offering validation, comfort, and emotional support through language rather than professional advice.

To provide an overview of the distribution of interpersonal meaning identified in the TikTok relatable videos, Table 2 presents the frequency and percentage of each interpersonal resource based on the dominant linguistic feature found in each video.

Table 2 Distribution of Interpersonal Meaning in TikTok Relatable Videos

Type of Interpersonal Meaning	Total (F)	Percentage (%)
Mood	10	40%
Modality	5	20%
Appraisal (Affect, Judgement, Appreciation)	10	40%
Total	25	100%

Based on the quantitative distribution, Mood and Appraisal are the most dominant interpersonal meaning resources, each accounting for 40% of the total occurrences. This indicates that TikTok relatable content primarily functions to share personal experiences and emotional evaluations. Modality appears less frequently (20%) and mainly serves to soften statements and invite reflection rather than impose certainty. This pattern supports Halliday's interpersonal metafunction, Eggins' explanation of mood and modality, and Martin & White's appraisal framework, showing how language constructs emotional closeness and positions TikTok content as a form of emotional support.

DISCUSSION

The findings indicate that interpersonal meaning influences viewers' emotional experiences with the relevant TikTok videos. The findings suggest that mood, modality, and evaluation are deliberately used to build an emotional connection between content creators and viewers. These linguistic resources enable content creators to convey

personal experiences, validate viewers' feelings, and foster a sense of closeness, leading viewers to perceive the content as emotionally meaningful.

One of the most notable findings was the prevalence of declarative sentences in the selected films. Declarative clauses were found throughout all 10 films, mostly used to describe personal experiences, emotional confessions, and reflections on life's difficulties. According to (Halliday & Matthiessen, n.d.), declarative clauses are often used to convey information and position the speaker as the source of the experience. The declarative style on TikTok allows creators to share their emotional challenges in a non-threatening way, thereby increasing the likelihood that viewers will connect with the message. Statements such as "Right now, I'm in a phase of life where I feel like a failure" and "At least I've been trying to be better every day" convey vulnerability and self-reflection, allowing viewers to identify with similar experiences in their own lives.

These findings confirm previous research by (Fadhilah et al., 2021) and (Afsari et al., 2021), which found that mood helps build interpersonal relationships by placing the speaker and the reader in specific social positions. However, unlike previous studies that focused on literary texts and student writing, this study shows that declarative mood in short-form social media discourse is used not only to share information but also as a method of emotional validation. This suggests that interpersonal meaning varies depending on the context and medium of communication.

Another important finding relates to the use of modality. This study reveals that probabilistic modality specifically terms such as "maybe" is frequently used in films centered on love, healing, and acceptance of life. The use of low and moderate modality softens communication and reduces the impression of authority or certainty. According to Eggins (2004), modality indicates the speaker's attitude toward a proposition as well as their level of commitment to what they are conveying. In this study, producers avoided absolute statements and instead used tentative language, allowing viewers to interpret the message based on their personal experiences. As a result, viewers may interpret this information as empathetic and nonjudgmental.

This finding is consistent with (Green, 2024b), who argues that emotionally engaging TikTok videos often present experiences in ways that resonate with viewers' personal circumstances. Nevertheless, the present study extends previous research by demonstrating that emotional resonance is not merely produced by thematic content but is also systematically constructed through linguistic choices, particularly modality.

The analysis further reveals that appraisal resources, especially Affect and Judgement, are dominant in relatable TikTok content. Affect is used to express emotions such as sadness, fear, loneliness, hope, and comfort, while Judgement evaluates personal strengths, weaknesses, and resilience. Expressions such as *"You are stronger than you think"* and *"People who always say they love you but don't fix what hurts you"* function as evaluative statements that simultaneously validate viewers' emotions and encourage self-reflection.

These findings align with (Ronzon et al., 2025) Appraisal Theory, which emphasizes that evaluative language enables speakers to negotiate attitudes and establish solidarity with audiences. Similar findings were reported by (Muslimah & Aesthetika, 2024) who found that evaluative expressions in self-love content contribute to creating emotional closeness between creators and audiences. However, the present study differs in that it integrates mood, modality, and appraisal within a single interpersonal framework, providing a more comprehensive explanation of how emotional influence is linguistically constructed.

Another interesting finding is that viewers perceive relevant TikTok videos as a source of emotional support, even though there is no professional psychiatric expertise behind them. This tendency can be linked to parasocial contact, in which viewers form one-sided emotional bonds with media celebrities. By using a direct approach, honest language, and emotionally charged statements, content creators create the impression of interpersonal conversation and understanding. As a result, viewers may feel emotionally validated and reassured, even though the advice or perspectives presented may not necessarily be factually accurate.

Overall, these findings suggest that relevant TikTok content functions similarly to an emotional support system through the efficient utilization of interpersonal sources of meaning. Rather than offering therapeutic treatment, creators use language to foster empathy, validation, and emotional comfort. These findings contribute to the advancement of Systemic Functional Linguistics research by extending the analysis of interpersonal meaning to digital discourse and emphasizing the importance of critical awareness regarding social media content that has a strong emotional impact.

CONCLUSION

Using the Systemic Functional Linguistics (SFL) paradigm, this study examines how interpersonal meaning is constructed in related TikTok content and how it influences viewers' emotional reactions, specifically interpersonal metafunction. This study focuses on sources of mood, modality, and evaluation found in 10 TikTok videos on topics such as relationships, insecurity, overthinking, healing, resilience, and self-esteem.

The research findings indicate that the declarative mode is the most frequently used linguistic resource in the relevant TikTok videos. Declarative clauses allow content creators to convey personal experiences, emotional issues, and self-reflection, thereby giving viewers the impression that the content is authentic and personally meaningful. Additionally, the probabilistic modality is often used to soften expressions and avoid the impression of certainty, thereby creating a more empathetic and non-judgmental connection with the audience.

In addition, evaluative elements particularly Affect and Evaluation play a crucial role in fostering emotional connection and validating viewers' experiences. Emotional feelings such as grief, fear, hope, vulnerability, and resilience help people empathize with the subjects and feel understood. The use of a declarative tone, a gentle delivery style, and evaluative language further reinforces the impression that these TikTok videos serve as emotional support or "digital therapists."

Overall, this study found that sources of interpersonal meaning are intentionally used in TikTok videos to foster emotional resonance, empathy, and interpersonal connections between content creators and viewers. These findings enrich the evolving field of SFL by applying interpersonal meaning analysis to modern digital discourse and short-form social media content.

SUGGESTIONS

Based on the results of this study, several recommendations can be made. First, future researchers are advised to examine interpersonal meaning in a broader collection of TikTok videos or on other social media platforms such as Instagram Reels, YouTube Shorts, and X (formerly Twitter) to gain a better understanding of emotional communication in digital discourse. Future research could also employ multimodal analysis to investigate how visual features, background music, facial expressions, and body language influence the construction of emotional meaning.

Second, educators and media literacy practitioners should teach students how the choice of language in social media content can influence emotions, perceptions, and personal views. Developing critical media literacy skills can help consumers distinguish between emotional validation and professional psychological guidance.

Finally, content creators should consider the emotional impact of their language choices when creating relevant content. While messages that offer emotional support may feel comforting and uplifting, content creators should communicate responsibly and avoid presenting subjective experiences as universal truths.

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