ThewizardLiz Motivational Content Analysis on YouTube: The Impact of Personal Branding and Presentation Style on Audience Engagement

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Abstract

As YouTube continues to grow as a prominent platform for content creation, understanding how successful creators engage their audiences becomes crucial. ThewizardLiz, known for her motivational content aimed at empowering young women, presents a unique case for examining the impact of personal branding and content delivery on viewer engagement. This study analyzes ThewizardLiz's YouTube videos, focusing on (1) the accuracy and relevancy of the content, and (2) the delivery style of the information presented. Through a qualitative content analysis of her three most-viewed videos, the study evaluates how ThewizardLiz's content fosters self-confidence and personal growth. The findings reveal that while the videos are highly motivational and resonate with viewers, they often lack scientific evidence, instead relying on widely accepted self-help principles and personal anecdotes. This research provides insights into the effectiveness of motivational content on YouTube and highlights the role of personal branding in cultivating a loyal audience.

Keywords: content analysis, thewizardliz, youtube

Introduction

YouTube has become one of the most visited social media platforms globally. It is a Web 2.0 platform that facilitates new levels of interaction and communication in online content creation and sharing (Karadia, 2021). Over the past decade, YouTube has risen to the second position in global traffic rankings (Abed & Barzilai, 2023), boasting over two billion monthly active users, or approximately 33% of the global population (Balakrishnan & Griffiths, 2017; Statista, 2023). The platform's widespread reach and popularity have encouraged many individuals to become content creators,

producing a diverse array of content (Chau, 2010; Mahardhani et al., 2021).

Content creators utilize YouTube to produce and share their videos, building their individual YouTube channels. Previous studies have highlighted the profitability of posting videos on YouTube, not only in terms of audience growth but also in transforming self-representation into a successful personal brand (Hamid et al., 2018; Ayupradani et al., 2021; Maghfiroh et al., 2024). As individuals with significant appeal and audience impact, content creators can leverage personal branding to shape favorable perceptions of their channels and the content they provide (Nurhalisa & Trisninawati, 2023; Senft, 2009). By developing strong personal branding, they effectively become a "brand" capable of swaying public perception. Numerous content creators have successfully established their personal branding on YouTube, such as Ryan Kaji with his kid-friendly content, MrBeast known for his genuine and authentic style, and PewDiePie as a prominent game streamer, particularly for Minecraft (Abidin, 2018). However, this study focuses on a different type of content creator—Lize Dzjabrailova, known as ThewizardLiz, a proponent of girlboss feminism.

ThewizardLiz is known for motivating and empowering young women through her YouTube channel. She creates motivational content aimed at helping women become confident and high-value individuals. While her videos may appear straightforward, akin to podcasts, they are packed with high-quality content delivered in a storytelling style that engages viewers (Dessart & Pitardi, 2019; Setyaningrum et al., 2023; Setyaningrum et al., 2023) Liz's exceptional public speaking skills enable her to inspire her audience with practical advice in her videos (Aravind & Rajasekaran, 2019; Riwasanti et al., 2021; Subekti & Nugroho, 2023).

In addition to being easy to understand, ensuring the accuracy and credibility of video content is equally important. Audiences need reliable channels that provide accurate information without being misleading, so that they can benefit from the positive insights offered. Therefore, a comprehensive analysis of the quality of ThewizardLiz's YouTube videos as a content creator in the self-development niche is necessary (Asiyah, 2019).

The aim of the present study is to comprehensively analyze the understandability and quality of information in YouTube videos by ThewizardLiz, focusing on assessing factors such as (1) the accuracy and relevance of the content, and (2) the creator's content delivery style.

Method

This study is qualitative research that conducted content analysis on the top three most-viewed videos by "Thewizardliz" on YouTube as of April 22, 2024. The selection of the three videos was based on practical considerations and the desire to include the most-

viewed and potentially influential videos in the sample. During the research on the top three videos, a noticeable consistency in viewership was observed, with the account maintaining consistently high views since posting its first video.

After the video selection process, the researcher evaluated and analyzed the content presented in the selected video clips. Basic descriptive data were collected and reviewed for each video, including information such as the video's title, the theme, the video content, shooting techniques, and language style. The qualitative data were analyzed using the Miles and Huberman (2008) model, starting with data reduction, followed by data display, and concluding with data verification (Nur Rahmadani et al., 2022). Sugiyono (2013) explains the Miles and Huberman model as follows:

1. Data Reduction

Data reduction refers to summarizing, selecting essential elements, focusing on significant aspects, and identifying patterns and themes. Data reduction was conducted after data collection.

2. Data Presentation

Data presentation involves organizing information in a way that enables conclusions to be drawn and further action to be taken. In qualitative research, data is presented in the form of brief descriptions, flowcharts, and other visual formats.

3. Conclusion Drawing or Data Verification

Conclusion drawing is the final step in the data analysis process. It involves finding meaning in the presented data. After the data is collected, conclusions are drawn and subsequently verified and tested for validity.

Result and Discussion
1. Result

The research data show that most of the videos share a common characteristic, which serves as a signature feature of Thewizardliz's content. The topic Liz frequently discusses often revolves around self-confidence. The findings of this study are presented in this subsection, based on the key points and research objectives outlined in the previous discussion. Therefore, the results can be presented as follows:

a. The Accuracy and Relevancy

Table 1. The Result of the Accuracy and Relevancy of the Top 3 Videos on ThewizardLiz

The Accuracy and Relevancy			
No	Video's Title	The Accuracy	The Relevancy
1	This video will change your life	• Motivational and encourages self-improvement • Focusing on common self-help principles like setting goals, staying disciplined, and maintaining a positive mindset. • Lacks scientific backing and detailed, research-supported steps. The information quality is high for inspiration but low for actionable advice.	• For individuals who seeking motivation and a push towards self-improvement • Address universal themes such as overcoming laziness, building confidence, and striving for personal excellence, which can resonate with a wide audience.
2	This video make you feel confident	• It offers practical tips and motivational content to help viewers increase their confidence. • The advice is generally based on common self-help principles such as adopting a positive mindset, practicing self-care, and stepping out of one's comfort zone • The content lacks specific scientific evidence, but Liz once input a reference from the book she has read.	• The video's content is highly relevant for individuals with insecurities issues and looking to build or enhance their confidence. • It addresses common issues like self-doubt and social anxiety, making it applicable to a wide audience. • The video is particularly pertinent for those specifically seeking motivation to face insecurities
3	Confidence baby	• The video offers practical and motivational advice to help viewers build confidence. • The tips are rooted in widely accepted self-help principles, such as practicing self-care, positive self-talk, and stepping out of comfort zones. • However, like many motivational videos, the content lacks detailed scientific backing or empirical evidence to support the claims.	• The content is highly relevant for individuals looking to boost their self-confidence. • It addresses common issues related to self-esteem and provides relatable advice that can be applied in everyday situations. • The video targets a broad audience, making it accessible and useful for many viewers seeking personal growth and confidence.

The first factor assessed in this content analysis is the accuracy and relevance of the videos. The accuracy and relevance across the three videos

appear to be similar. The main goal of all the videos is to motivate and encourage self-improvement, particularly regarding confidence.

The first video has a different title compared to the other two, which have similar titles. The first video, titled "This Video Will Make You Confident," focuses more on self-improvement, specifically on general self-help principles, with one of the tips being how to build confidence. Meanwhile, the other two videos have similar titles. Although both focus on confidence, their content differs in terms of material focus and relevance.

The second video, also titled "This Video Will Make You Confident," aims to instill confidence in viewers by addressing common insecurities and providing practical advice on overcoming them. It emphasizes practical techniques and actionable advice for individuals struggling with insecurities, offering solutions to help overcome them. The third video, however, focuses more on motivation and affirmations to uplift the viewer. Its goal is to create a sense of empowerment and a positive self-image.

b.   **The Content's Delivery Style**

Table 2. The Result of Observing the Way Content is Delivered on Top 3 Thewizardliz's Videos

Content's Delivery Style		
No	**Video's Title**	**Delivery Style**
1	This video will change your life	**Tone:** Confident, Assertive, and Motivational **Emotion:** She conveys a sense of urgency and importance **Pacing:** Steady and deliberate pauses to emphasize key points **Gesture:** Natural gestures and body movements (hands gesture), and expressive face align with the video (smiles, nods, eye contact with to the camera but sometimes looks to the other side when she talks while thinking) **Clarity:** clear, easy to understand, well-articulated, and there is no ambiguity in what she says. **Visual:** the video takes place in her house (with the kitchen at the back), and minimal use of text or other visual aids (text only for the key points) **Engagement Techniques:** • Thewizardliz speaks directly to the audience (using "you" frequently to create a personal connection • She uses rhetorical questions • Use personal anecdotes and relatable scenarios to illustrate points **Use of Language:** simple and accessible, important points and phrases are repeated to reinforce the message
2	This video will make you confident	**Tone:** Motivational, Uplifting, Assertive yet warm, she balances between being authoritative and empathetic **Emotion:**

| No | Video's Title | Content's Delivery Style |
		Delivery Style
		Pacing: Deliberate and measured
		Gesture: Open and expansive gesture with upright and poised posture. She occasionally uses hand gestures to emphasize key points. Her facial expressions are animated and supportive, often smiling to create positive and encouraging atmosphere. She also maintains good eye contact with camera.
		Clarity: She takes time to articulate each point clearly
		Visual: the video takes place in a bedroom with a warm-lighting, and minimal use of text or other visual aids (text only for the key points)
		Engagement Techniques: • She maintains a conversational style, making the audience feel like she is speaking directly to them. • She uses rhetorical questions • Sharing personal anecdotes and experiences • The video ends with motivational messages and a call to action.
		Use of Language: the language used is simple, direct, and motivational. She uses repetition for emphasis, and also analogies and metaphors to illustrate her points
3	Confidence baby	**Tone:** assertive and confident
		Emotion: enthusiastic, energetic, and emphatic
		Pacing: The pacing is steady, with a good balance between speaking quickly enough to maintain energy and pausing to emphasize key points
		Gesture: open body languages especially the hand gestures, and direct eye contact with the camera
		Clarity: clear, easy to understand, well-articulated
		Visual: the setting is clean and minimalistic with the warm atmosphere of a bedroom and only using minimal texts for the key points.
		Engagement techniques: • Addressing audience directly using "you" • Share personal anecdotes and experiences • Posing rhetorical questions
		Use of Language: • The vocabulary used is clear and simple with some positive affirmations. • She also talks in short and impactful sentences. • The use of metaphors, similes, and analogies. • Emphasis through repetition • Inclusive pronouns like "we" and "us"

The delivery style of Thewizardliz on YouTube is characterized by a unique blend of empathy, assertiveness, and motivational energy. She uses a direct

and conversational tone, making viewers feel as though they are receiving personal advice from a trusted friend. Her videos often feature structured content, where she breaks down complex ideas into easily digestible segments, utilizing clear and relatable examples. Thewizardliz also incorporates positive affirmations and practical tips, ensuring that her audience can immediately apply her advice to their lives. Her body language is confident yet approachable, and she maintains strong eye contact with the camera, fostering a sense of connection and trust. Additionally, her use of engaging visuals and dynamic editing makes the content visually stimulating and easy to follow.

2. Discussion

In qualitative content analysis, data are presented in words and themes, which allows for interpretation of the results (Bengtsson, 2016). Based on the findings, it can be concluded that Thewizardliz has successfully utilized YouTube as a tool for building her brand as a speaker. This is evident from the large number of fans of her YouTube content, which has garnered millions of views, demonstrating the high quality of her video content.

A video that attracts attention is one that is novel or showcases new trends currently popular among young people. In addition to novelty, the video content must also stand out by being unique and original to capture the

audience's attention (David et al., 2017; Adhantoro et al., 2024).

The analysis of Thewizardliz's YouTube content aligns closely with previous studies by Nurhalisa and Trisninawati (2023) and Hamid et al. (2018) on personal branding and audience engagement on YouTube. Nurhalisa and Trisninawati emphasized that successful YouTube creators use personal branding to build strong connections with their audience, as seen in Thewizardliz's consistent portrayal of confidence and motivation. This branding approach creates a relatable and trustworthy persona, enhancing viewer engagement. Similarly, Hamid et al. highlighted the importance of producing high-quality, trustworthy content for audience growth and loyalty. Thewizardliz's videos, characterized by clear articulation, motivational advice, and relatable anecdotes, exemplify these principles. Her effective content delivery fosters a loyal following and supports findings that emphasize the profitability and audience retention of high-quality YouTube content.

Conclusion

In conclusion, this study aimed to comprehensively analyze the understandability and information quality of YouTube videos by TheWizardLiz, focusing on their accuracy, relevance, and content delivery style. The findings reveal that TheWizardLiz's videos are motivational, centered around self-confidence, and

effectively engage viewers through a direct and empathetic delivery style. Despite the high motivational value, the content often lacks scientific backing, relying primarily on widely accepted self-help principles and personal anecdotes.

One limitation of this study is its focus on only the top three most-viewed videos, which may not represent the full range of content on TheWizardLiz's channel. Additionally, the qualitative nature of the analysis may introduce subjectivity, which could affect the generalizability of the results. Future researchers are encouraged to expand the sample size to include a broader range of videos from different periods. A mixed-methods approach, combining qualitative and quantitative analysis, could provide a more comprehensive understanding of the content's impact and effectiveness. Furthermore, incorporating viewer feedback and engagement metrics could offer valuable insights into audience reception and the long-term influence of the videos.

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