

WeRateDogs

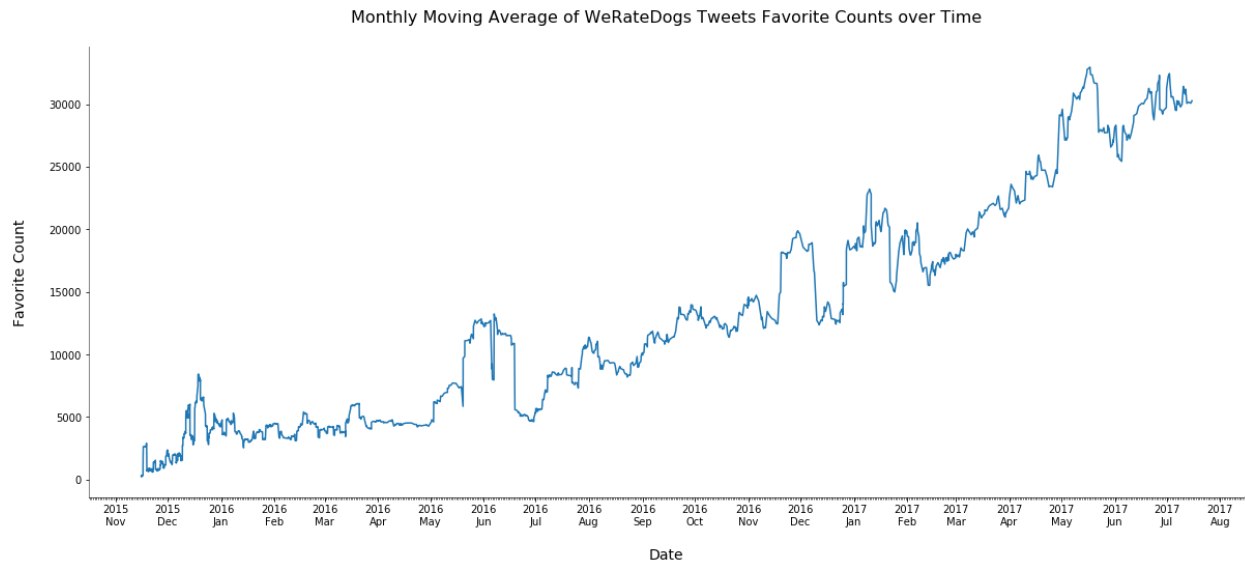


If you love cute puppies, WeRateDogs is for you!

WeRateDogs, a twitter page created by **Matt Nelson** in Nov, 2015 rating from cute little puppies to lazy old doggos

Since then, the page has become very popular with over 8 million followers and below is analysis of factors of the page success over time

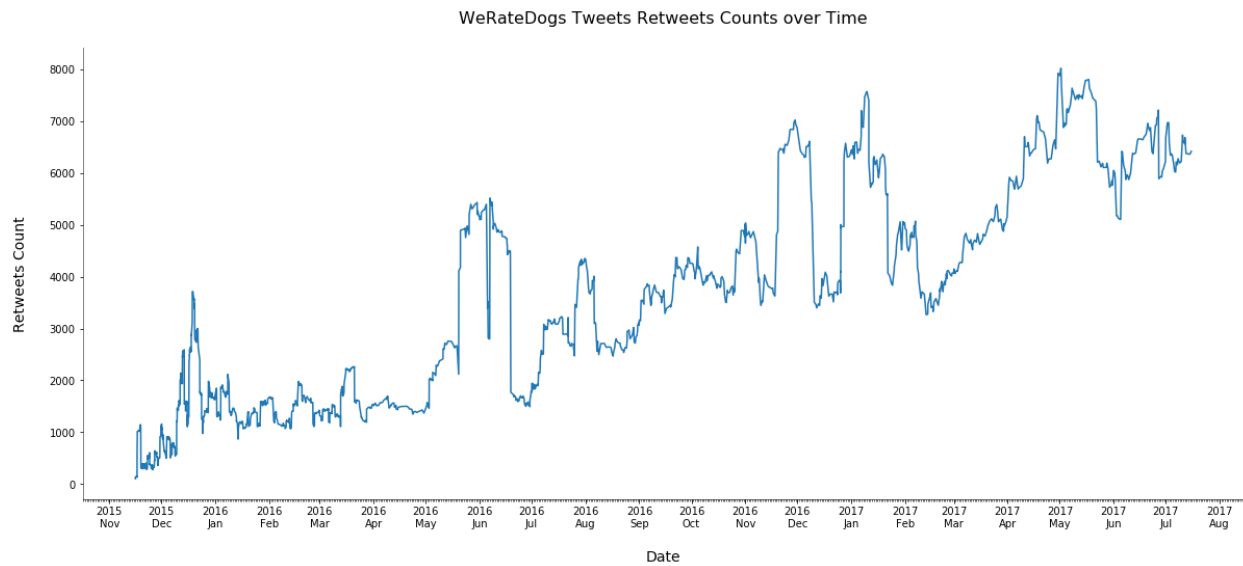
Tweets Favorite Counts



In the beginning late 2015 and start of 2016, the page got a fair amount of favorite counts that averaged around or below 5000, then between June and July 2016, you can see the peak in favorite counts due to multiple successful tweets about cute dogs, one important one is a cute [golden retriever swimming](#). Then, the favorite counts rose in a steady fashion, then other peaks between Dec 2016 and Feb 2017, then again favorite counts rose in a steady fashion, but even faster compared to previous interval.

Hence, the rate of friend counts rise increases from [Jul 2016, Nov 2016] period compared to [Jan 2016, Jun 2016] period, and from [Mar 2017, Aug 2017] compared to [Jul 2016, Nov 2016] and that's due to the increase of the number of followers over time.

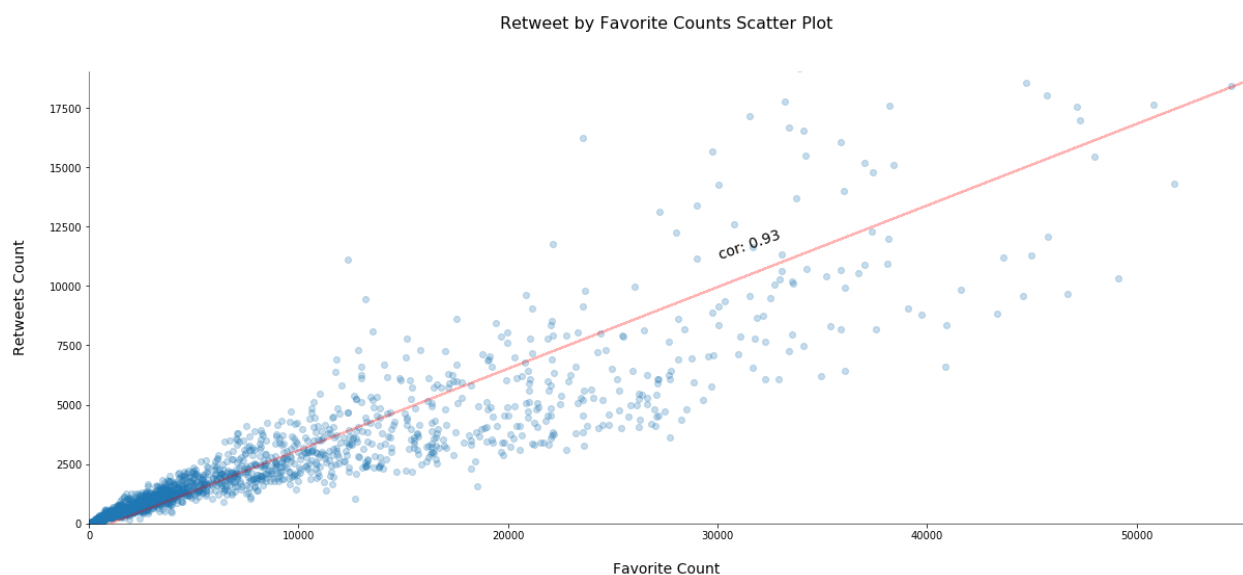
Retweets Counts



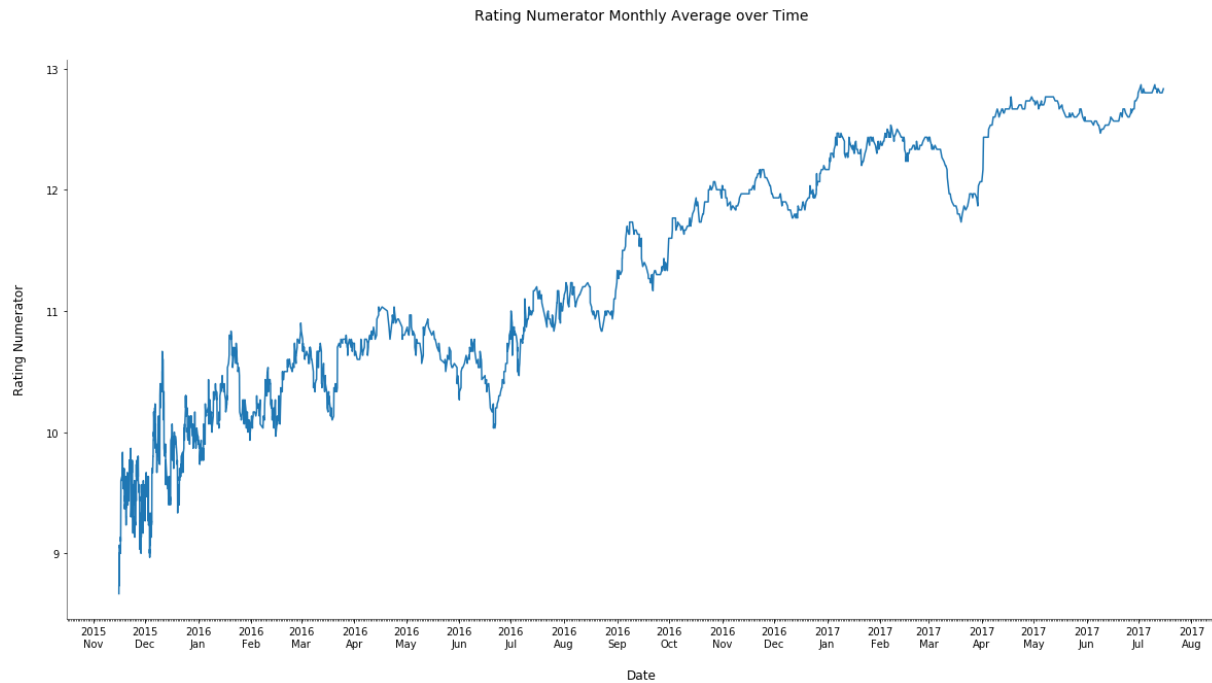
Retweet counts increases in the same way as favorite counts, [Mar 2017, Jun 2017] rate higher than [Aug 2016, Nov 2016] rate higher than [Jan 2016, May 2016], but there is more noise interval in the retweet counts compared to favorite counts.

Retweet counts in general is smaller than favorite counts. Evidently, people tend to like easier than sharing.

However, with .93 correlation coefficient favorite counts and retweet counts go hand in hand in affecting each other and ultimately affecting page popularity



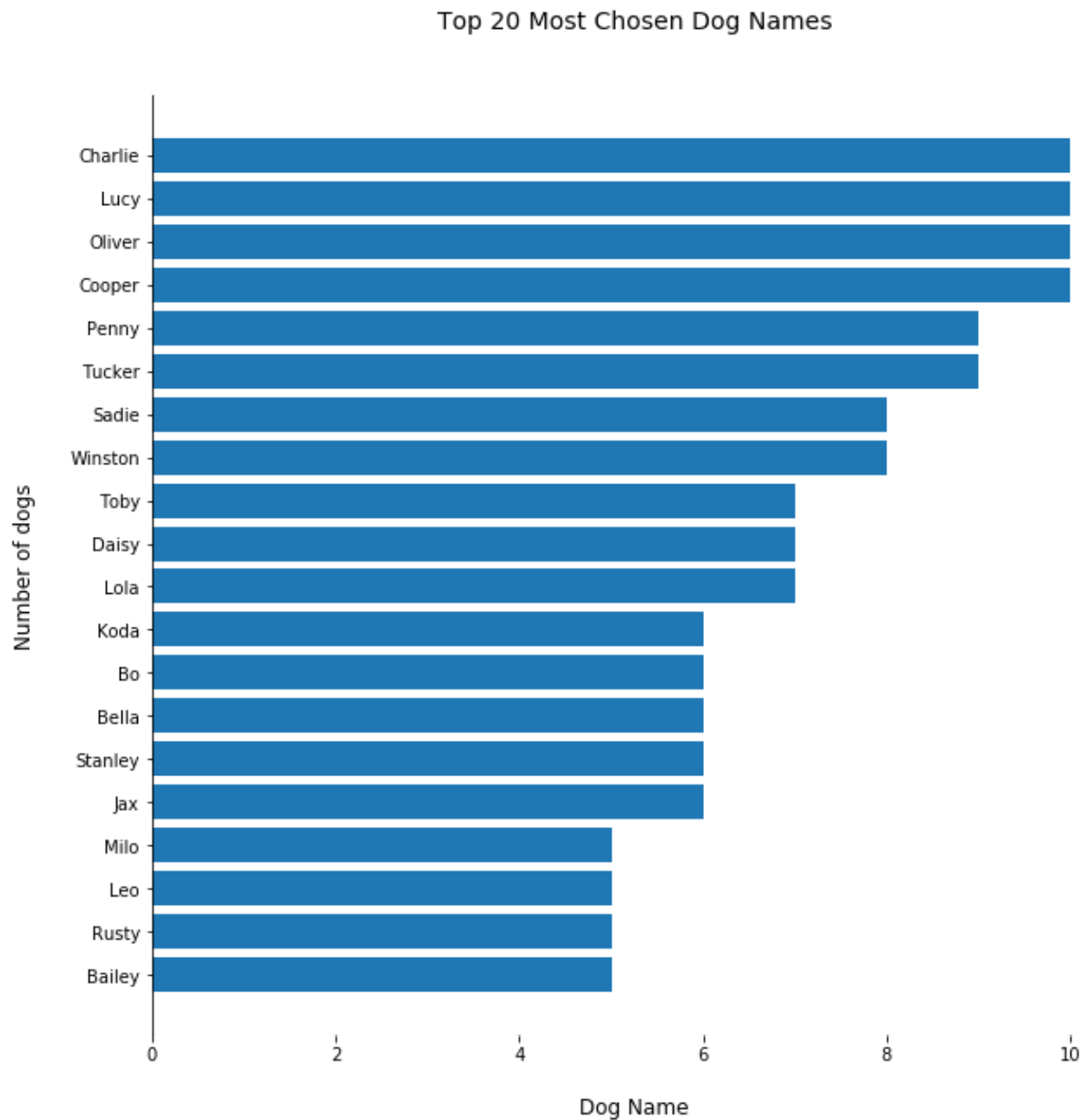
Rating System



WeRateDogs crazy rating system is maybe one of the unique characteristic that sets it apart from any other dog evaluators pages. In WeRateDogs, all dogs are good, whether your dog rated 15 or 4, they are all good dogs.

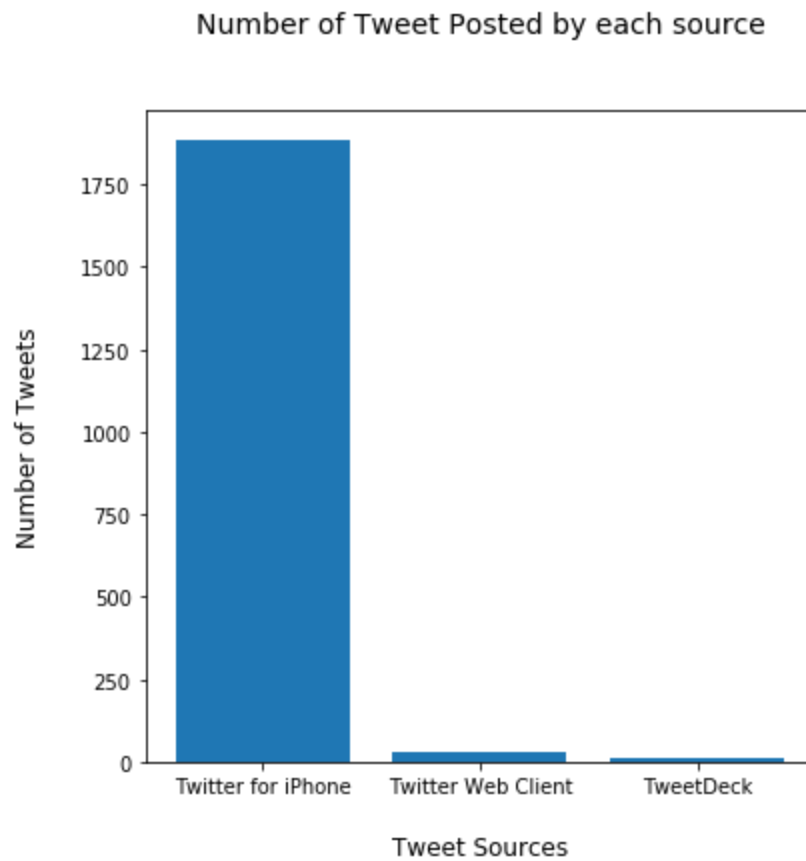
At start in 2015, WeRateDogs was adopting traditional rating system below 10, then the average rating was around or slightly higher than 10, then at Sep 2016 with [Brent Incident](#), the rating average kept rising almost monotonically, with averages higher than 11 and up to 13.

Top 20 Chosen Dog Names



There are many dog names, but Charlie, Lucy, Oliver, Cooper, Bo are seemingly popular names, but are those names in WeRateDogs tweets representative of the dogs original names. In WeRateDogs, not only ratings are crazy, but also names. According to [WeRateDogs changing names](#) link, Matt used to change original names to something funny, witty to be suitable for the post wording, so names in the tweets are biased, but fabricating names to fit posts could be really one factor of the success of the page, possible one factor to its demise if the user didn't take the consent of dog owners.

Twitter Source Used



Finally, I would liked to share with your this bar graph to show you that you don't need a laptop or a browser to create a successful page and manage it fast, here Matt almost always uses Twitter app for iPhone mobile phone. Just a mobile phone and twitter app and you can go create and manage a successful twitter page!