Analyzing and Visualizing the WeRateDogs Data

By Benjamin Bukombe

I was born and grew up in the central and eastern parts of Africa, my people were mostly farmers, with much focus on livestock. This activity involves having dogs that accompany cowherds, protect cattle or homes. Most were named after "**Tiger**" or " **Mangoose**" (all suggesting how dangerous they were). It is until late 2014 when I got to meet my friends' dogs during my stay in Europe. Unlike dogs back at home, the dogs in Europe are friendly and mainly for social happiness. They have cute names and are adorable. This was a great experience for me. What do I mean by this?
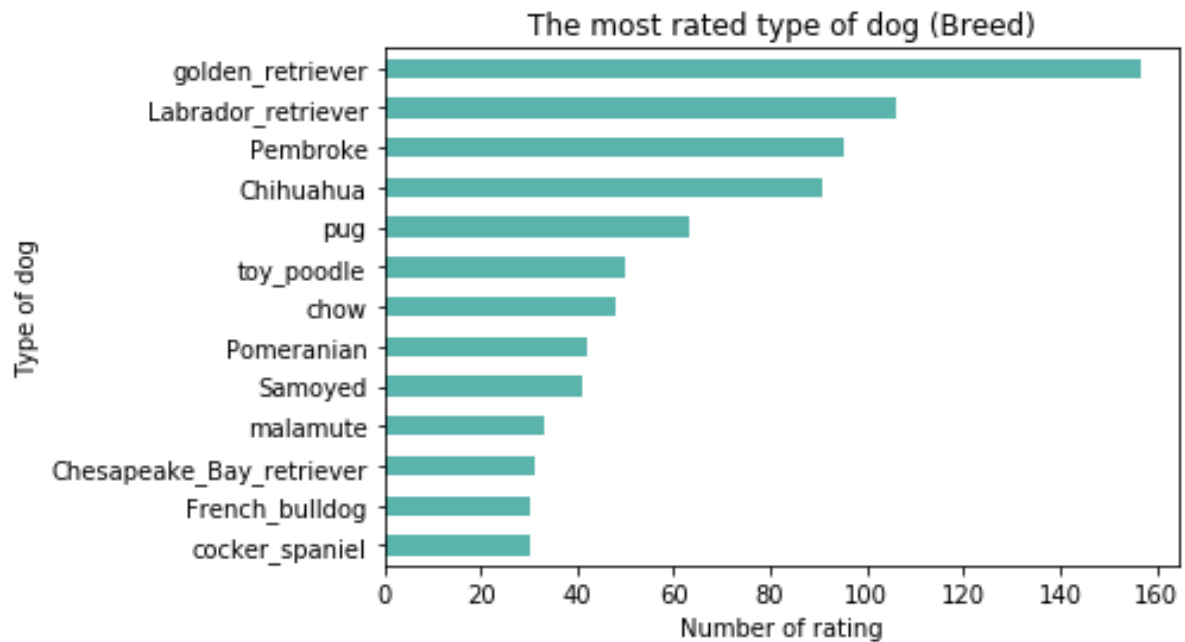
If you are active on social media and fun of dogs, you have probably come across one of the most famous memes "*they're good dogs Brent*" and the Twitter account "*WeRateDogs*", if not, well, I will tell you about it and provide you an overview with some interesting analysis of the *WeRateDogs* Twitter data in this short article.

WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog. The account has over 8.9 million followers at the time I am writing this article and has received international media coverage. The ratings are almost always on a scale of 1 to 10. Sometimes, though the rate is greater than 10 (i.e: 11/10, 12/10, 13/10, etc.) because of "they're good dogs, Brent".

I extracted and looked at the Twitter data of this account to answer questions such as: What is the most popular type (breed) of dog, what is the average rate for each type of dog, or is there a relationship between the number of likes or retweets and the rate of a dog?
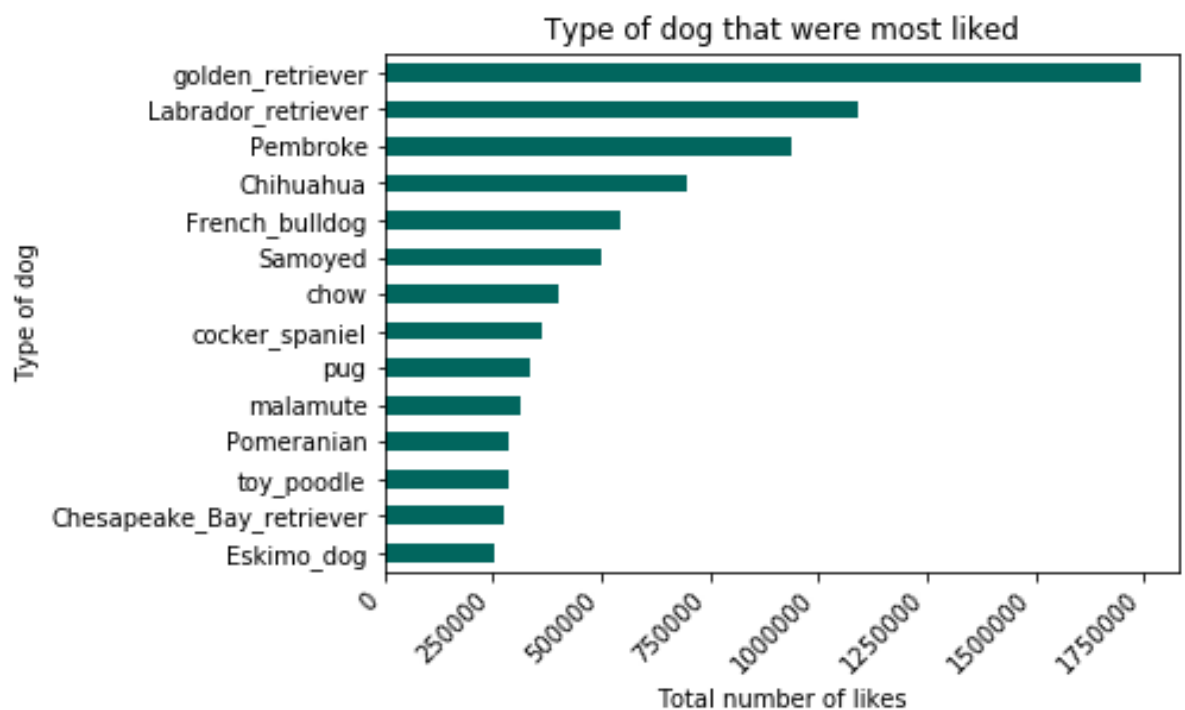
The most common dog type

For over two thousand (2000+) tweets I analyzed, I found that the most common types of dogs were *Golden retriever* and *Labrador retriever.*
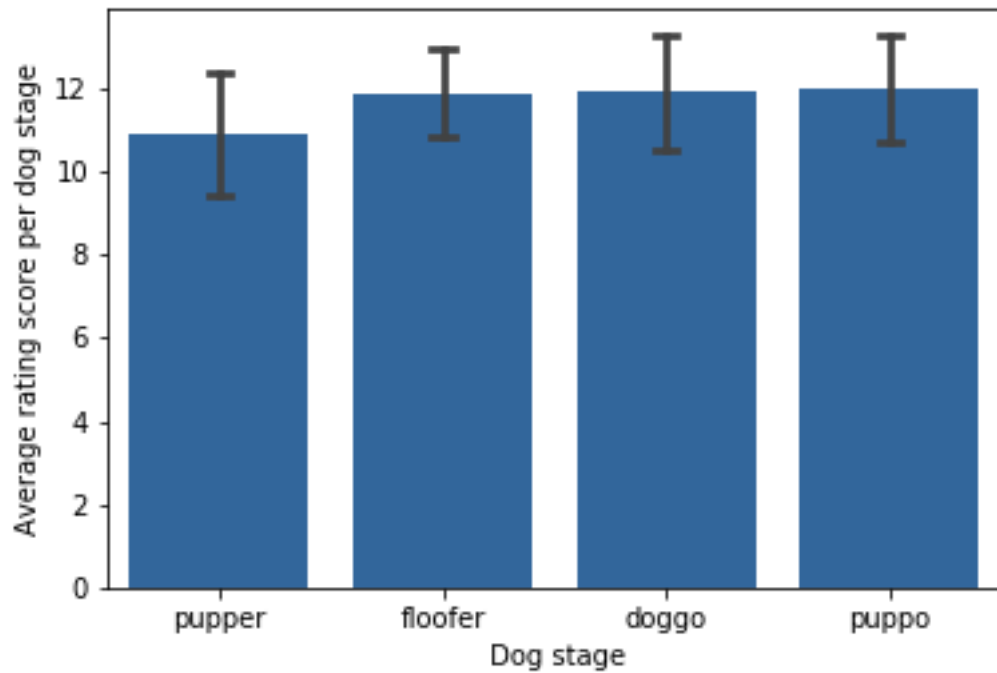
The most rated type of dog (Breed)

Type of dog, that received a high number of likes

The most common, and rated dogs are the ones that received a high number of likes on their tweets (posts). Golden retriever is the most liked type of dog with more than 1.5 million likes in total.

Type of dog that were most liked

Dog's rate in relation to their stage

On average people like and rate the same way all dogs regardless of their stage categories.

Likes, retweets, and dog rate

On average there is evidence of a clear relationship between a dog rate and the number of likes and retweets a photo has received.