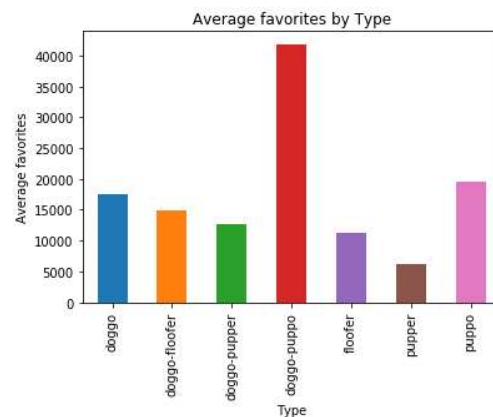
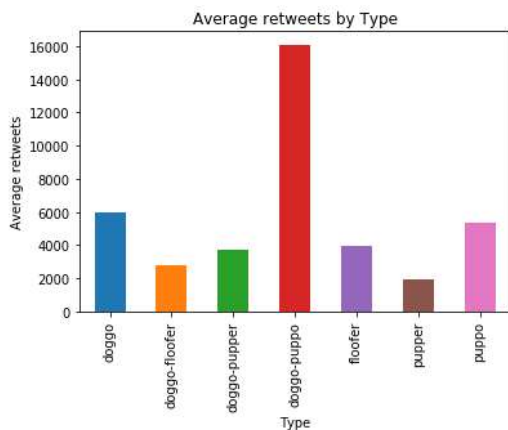


An Examination of the WeRateDogs Twitter account:

In an effort better understand the nature of popular social media accounts I recently did an analytical analysis of the WeRateDogs Twitter account. This account consists primarily of a cute picture of a dog, which the account sometimes names, and a rating of the dog's cuteness. I wanted to analyze how the likes and retweets were affected by things such as the name of the dog and the type of dog.

Firstly, I wanted to examine how top-heavy the account was in terms of retweets. By top-heavy I mean how is the average of the retweets affected by only the select few most popular tweets. Looking at the 910 tweets with named dogs, the average number of retweets per post was 2,121. Next, I wanted to look at how many of the tweets had above-average retweets and how many had below. If the account is top-heavy, we will expect to see a lower number of tweets above average, this is because if fewer are tweets above average the few that are, will need to have higher retweet counts to have dragged the average up. The counts showed that 276 had retweets above the average and 634 had below the average. This is consistent with the account being top-heavy.

Next, I wanted to see how the type of dog affects the number of retweets. To be specific, by type I do not mean breed. The account has a different label for dogs depending on factors such as size, age, and general attitude displayed in the photo. These types come in 4 main categories and 3 combination categories. These types are doggo, floofer, pupper, puppo, and the 3 combinations are doggo-floofer, doggo-pupper, and doggo-puppo. My next two insights came from examining two graphs of these types graphed by the number of favourites and retweets they received.



Two things become apparent when looking at these graphs. First is the combination of doggo-puppo is by far the most popular combination by average number of retweets. Second is that while the number of retweets and likes seems to correlate heavily, there is a significant change if this pattern when it comes to the combination of doggo-floofer. This is likely a result of there only being a single tweet with this combination, but if there is a greater reason this tweet broke with the general trend I was unable to find it and it could warrant further analysis.