WeRateDogs Twitter Archive – Data Wrangling Project

A report by Esosa O.

The jury's in, folks: People *really* love the dog equivalent of a teenager, or as twitter user @dogrates would call it, puppos!

WeRateDogs (twitter username : @dog_rates) is a Twitter account that rates people's dogs with a humorous comment about the dog. These ratings almost always have a denominator of 10. The numerators, though? Almost always greater than 10. 11/10, 12/10, 13/10, etc. Why? Because "**they're good dogs Brent**." WeRateDogs has over 4 million followers and has received international media coverage.

But what factors determine the rating that a dog receives? Do people connect more to images of dogs with names than to images of dogs that were uploaded without names? And how can other social media users drive engagement with their posts?

To answer these questions, I analysed three pieces of data gathered from 3 different sources – a downloaded twitter archive, an image prediction dataset containing predictions of dog breeds based on their uploaded images, and data extracted from Twitter's own databases after querying its API.

An analysis of the data revealed some interesting findings:
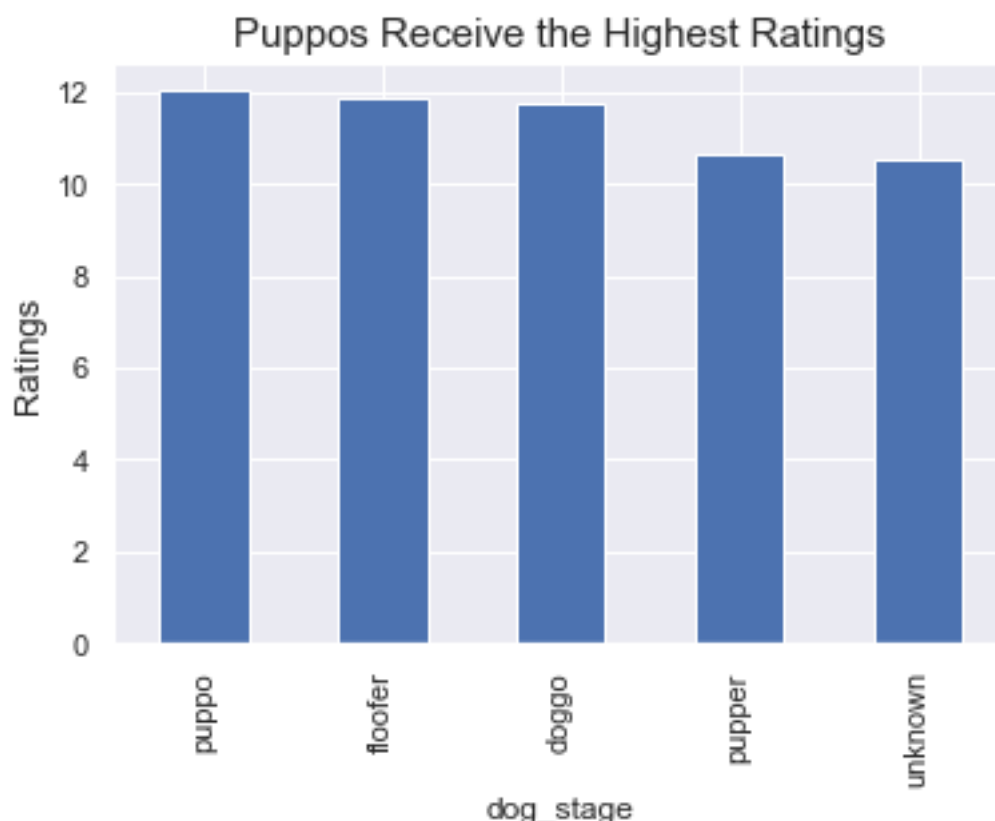
There's a pretty strong relationship between dog stage and level of affinity from users - on the average, dogs in the puppo stage received the highest ratings from users.

Average Favorite Count By Dog Stage
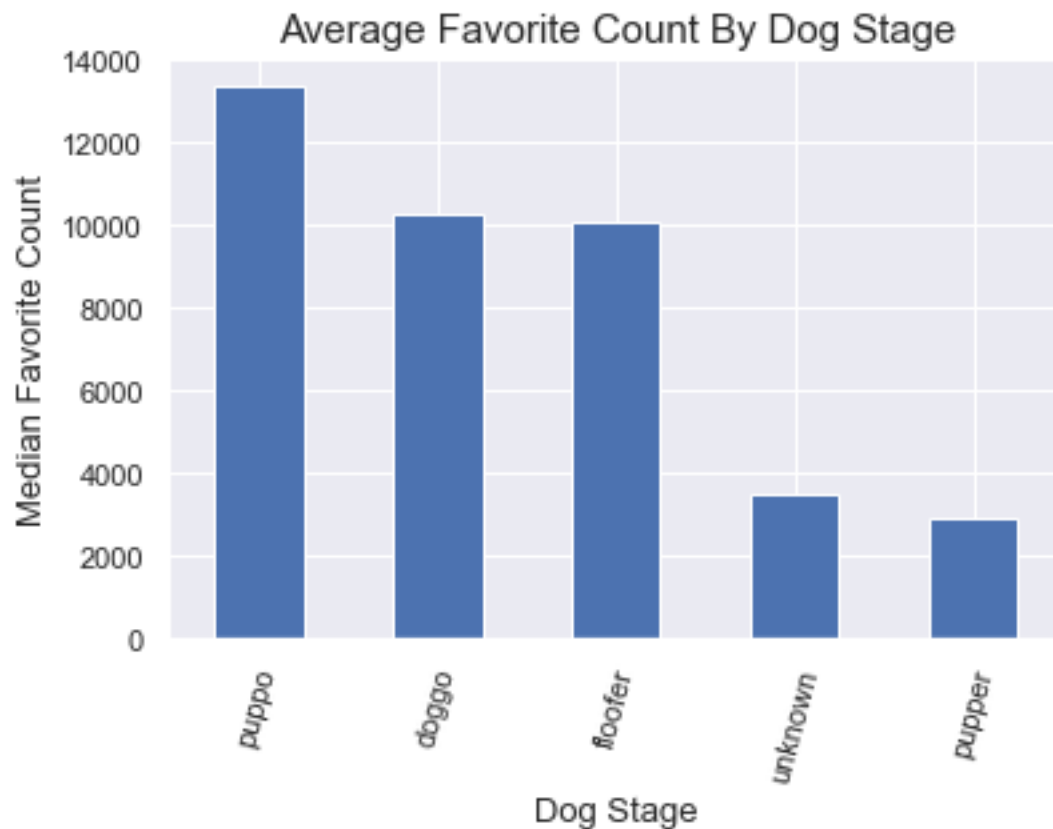
This visualization shows the relationship even more clearly – pictures of dogs in the 'puppo' stage received over 3,000 more likes on the average than pictures of dogs in the 'doggo' and 'floofer' stages, and over 10,000 more likes on the average than dogs in the 'pupper' stage.

Additionally, I discovered that dogs with names got a higher level of engagement (more retweets and favorites) than dogs without names – this is unsurprising really; human beings generally connect better to social media posts with a personal touch.