

DATA ANALYSIS

TWITTER WERATEDOGS

10 MARCH 2019

Background

WeRateDogs is a Twitter account that rates people's dogs with a humorous comment about the dog. It was started in 2015 by college student Matt Nelson, and has received international media coverage both for its popularity and for the attention drawn to social media copyright law when it was suspended by Twitter.



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We Rate Dogs

The Card Game

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Available April 2019 wherever games are sold



Tweets **Following** **Followers** **Likes** **Moments**

9,854 12 7.83M 141K 4

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📧 「DM YOUR DOGS」
[weratedogs.com](#)
📅 Joined November 2015
📷 3,100 Photos and videos



Tweets **Tweets & replies** **Media**

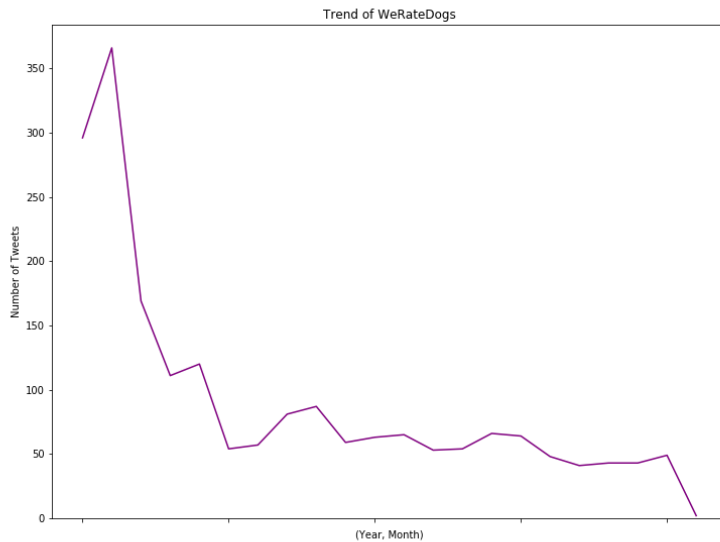
**Pinned Tweet**
**WeRateDogs™**  [@dog_rates](#) · Feb 27
We made some fancy vintage hats for you! Three designs in three different colors. On sale for the next 24 hours :)
[weratedogs.com/collections/ha...](#)



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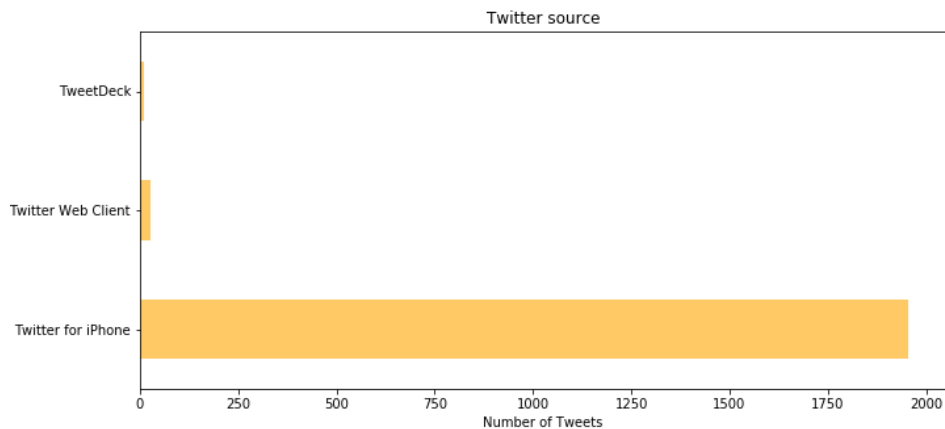
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Trend of WeRateDogs



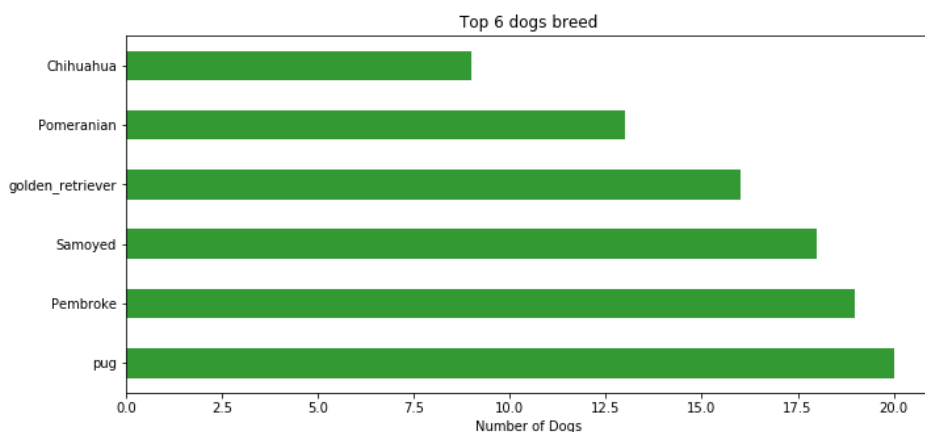
We found that most of the posts are between Nov 2015 and Mar 2016, and drastically decreased with time, particularly in 2017, which is less than 50 posts per month.

Twitter posted by source



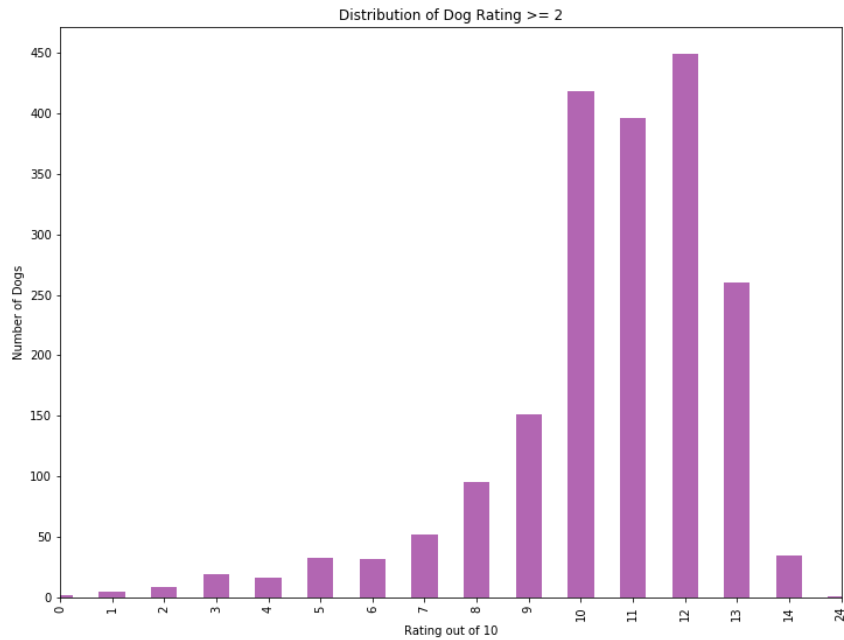
More than 98% users are using iPhone for posting WeRateDogs Twitter. While less than 2% are using Twitter web client and tweet deck for posting.

Top SIX dog breed



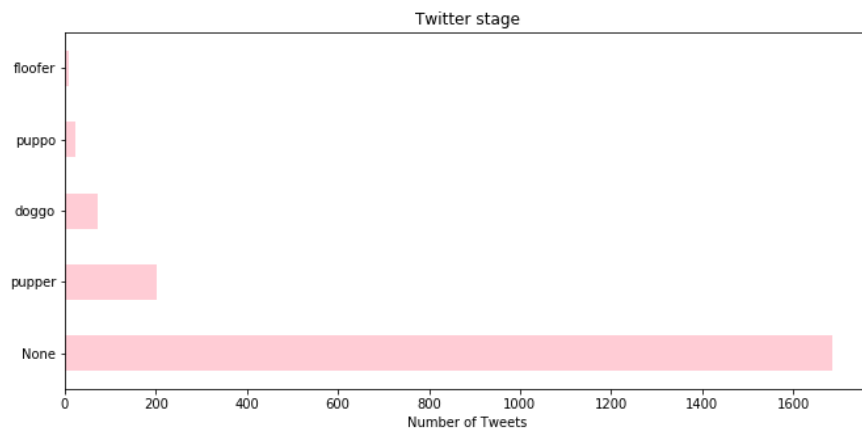
Around 90% cannot identify their breed from images. Top SIX breed come from pug, Pembroke, Samoyed, golden retriever, Pomeranian & Chihuahua.

Distribution of Dog Rating



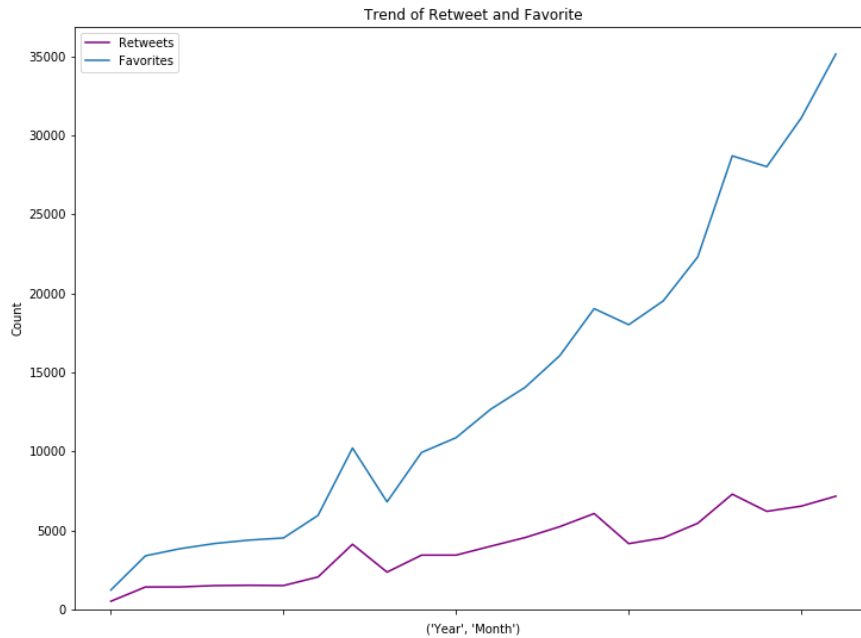
More than 58% are rating more than '10'.

Stage contribution



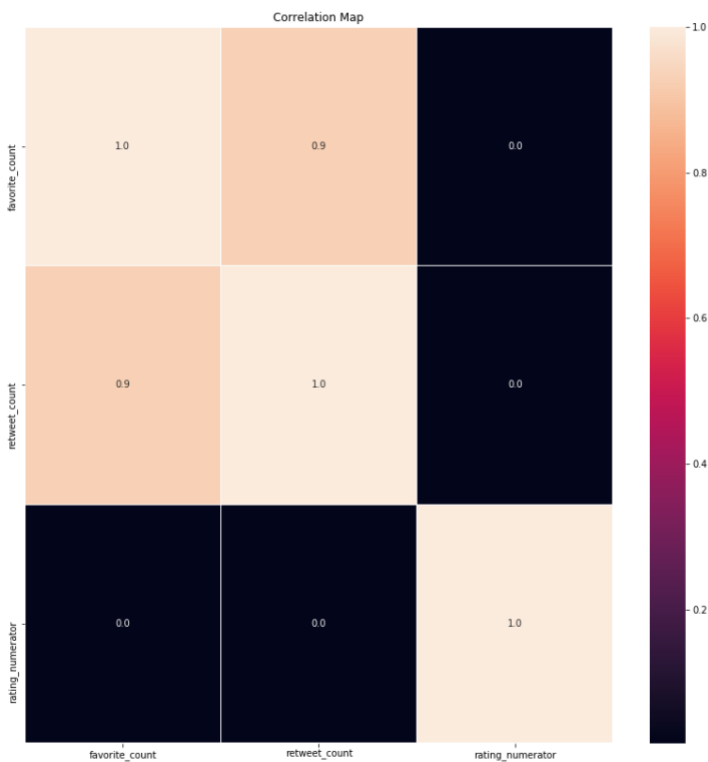
Around 85% cannot identify their stage. While Pupper are contributed the most.

Trend of Retweet and Favorite



Both Retweets and Favorite plots are increased with time. Obviously, favorite trend is much greater than Retweet. The mean count of retweet and favorite are 2630 and 8667, respectively.

Correlation Map



Only strong correlation (0.9) between favorite counts and retweet counts.