

An Analysis of the WeRateDogs

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In this post, we present a brief review of the WeRateDogs™ Twitter channel. WeRateDogs is a Twitter account created in 2015 for the purpose of attracting the attention of professional photographers to post funny pictures of dogs. With funny pictures and a humorous tone, the site attracts many competitors.

In WeRateDogs, dogs are classified by rank and dogs are also classified by different types of cuteness. The ranking purposely started to score dogs with values exceeding the maximum score and jargon was created to classify the cuteness of the animals.



1- Print: https://twitter.com/dog_rates?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

Humorous Response to Complaints

Complaints from followers about the ranking jokes were answered with good humor and a hint of irony. Such situations soon became memes that immediately yielded a lot of visibility, followers and Twittes to the channel.

To the analysis

We investigated whether breeds, retweets, and favorite voting and cuteness degree. Tweets between November 2015 and August 2017 are gathered, cleaned and analyzed using Python in Jupyter Notebook and some data views.

In this analysis, we use Python 3.6 with its main libraries. Particularly, Tweepy, which is used to store an API-obtained JSON set in a txt file for parsing with Pandas. The tweet ID, retweet count, and favorite count are considered here. And the visualization of results is done with Matplotlib.

We highlight the following insights: the number of retweets for each cuteness assortment, the most common dog breeds, and the most popular breeds.

1. Number of Retweets for each cuteness assortment

Looking at the averages found for the type of cuteness assortment and retweets series, we find that the dogs rated *doggo* and *puppo* are certainly the most retweeted (17,774). *Goggo* (6,237) and *puppo* (6,123) also had considerable numbers of separate occurrences.

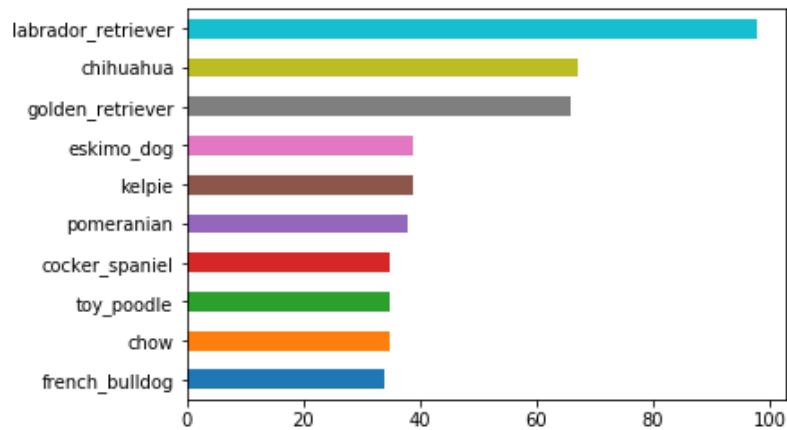
Output:

```
dog_cuteness
None          2432.211396
doggo         6237.859155
doggo, floofer 3153.000000
doggo, pupper 3991.333333
doggo, puppo  17774.000000
floofer       3766.555556
pupper        2269.520362
puppo         6123.956522
Name: retweet_count, dtype: float64
```

2. The most common dog breeds

Using the attributes of 'retweet_count', 'favorite_count', 'rating_denominator', 'rating_numerator, and considering the attributes of confidence for higher confidence in image recognition, we highlight the 25 most common dog breeds and plot the top 10 dog breeds in a bar chart. Therefore, the most common dog breeds are compared.

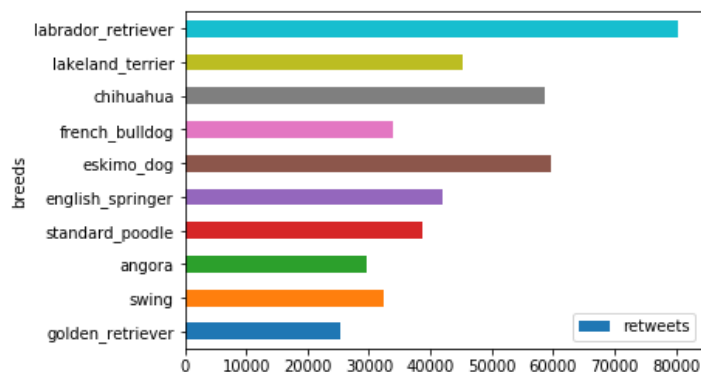
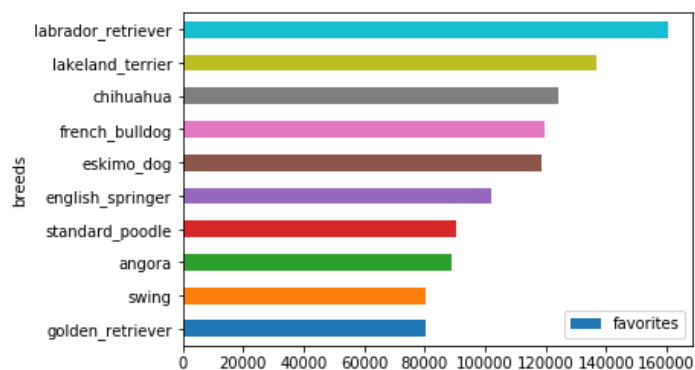
Among the tweets, 126 of 2097 tweets are not classified as classified as non-dogs by image recognition. It represents a rate around 28.5% higher than the most tweeted dog breeds (Labrador retriever).



Plotting the top 10 breed in a horizontal bar chart, three breeds stand out: Chihuahua, Golden retriever and, mainly, Labrador retriever.

3. The most popular breeds

We compare the favorites count and the retweet count grouped by the most voted as the favorites.



Among the 10 favorites breeds, Labrador retriever was demonstrated to be voted as favorite and also was the most retweeted breed. Lakeland Terrier and French Bulldog stand out as favorites, but they were not retweeted in the same proportion. The same as happen with English springer, Angora, and Golden retriever.

Image recognition

An image recognition rate close to 30% non-dog appears to be a reasonably high rate and should be investigated. Are there really so many non-dog picture posts? Or image recognition that feature high error rate? I believe the image recognition algorithms should be reviewed and improved.

The winner: Labrador Retriever

Labrador Retriever is pointed out as more popular by considering different attributes and recurrently voted as a favorite dog, as is retweeted as well.



2-Labrador Retriever, the top breed

Picture: <http://pureimg.com/photo/26723/animals-white-labrador-retriever>

Doggo & Puppo

As for cuteness, dogs with the *doggo&puppo* rating are the ones chosen. Which, in my opinion, seems somewhat incoherent, since *doggo* would be the older dog that behaves like a teenager and the *puppo* is the teenage dog that behaves like a middle-aged dog. But cuteness doesn't need to be explained, just liked, and retweeted.