We Rate WeRateDogs – How Engaging is Their Content?

By Linn Olsson

The Twitter account WeRateDogs @dog_rates is devoted to humorously reviewing pictures of dogs, often giving them scores above 10/10. It has acquired 7.5 million followers since its debut in 2015. The account's language has generated an Internet lingo about "doggos" and "puppers" and is the origin of the meme "they're good dogs Brent".

By analyzing WeRateDogs' tweets we can see how popular their dog ratings actually are - do they engage people as much as expected?

A typical dog rating by WeRateDogs, the rating score is almost always higher that 10/10.

We got a hold of WeRateDogs' Twitter archive and after some data wrangling and magic, where a neural network was used to predict the dog breed in the tweet, we can see how many retweets and favorites (likes) the tweets get and how this is

related to the breed and the dog "stage" (this is WeRateDogs' famous lingo, dogs can be a *Doggo*, *Fluffer* and more) being rated in the tweet. The data used in this anaysis is from WeRateDogs' Twitter archive as it stood on 1st of August 2017 and only includes original tweets that have a rating and image of a dog.
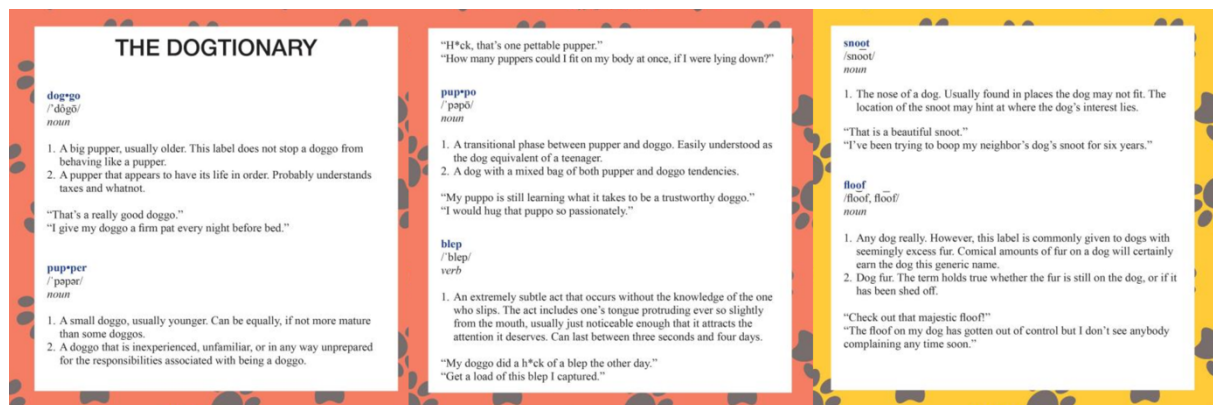
The WeRateDogs Dogtionary, showing the different dog "stages".

The WeRateDogs account has been active since 2015 and the graph below shows how frequently they tweet over the months and years since the start.
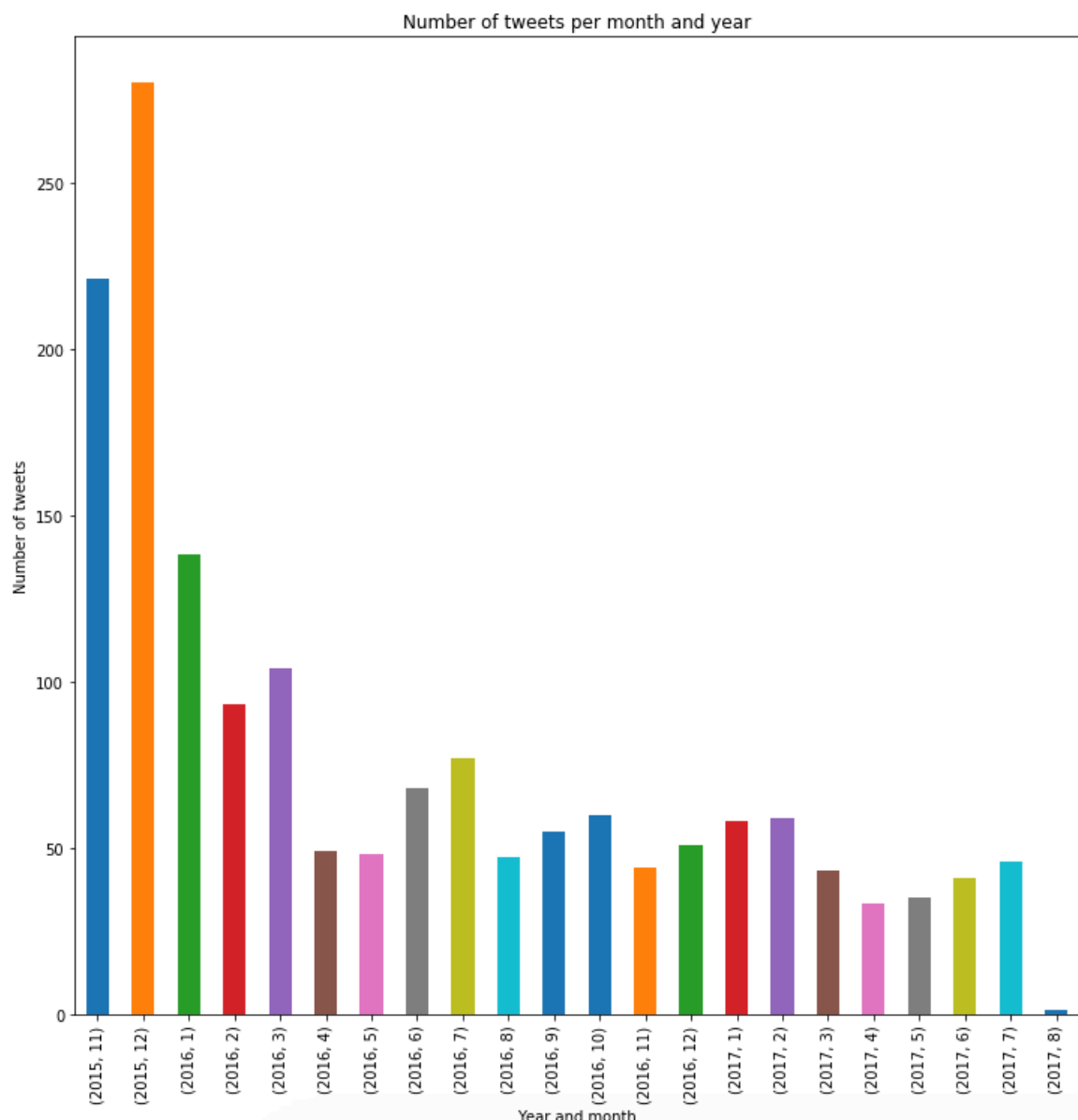
We measured how engaging a dog rating tweet from WeRateDogs is by an engagement rate (%). This engagement rate was calculated by adding the retweet and favorite counts of the tweet, dividing this with the number of followers the account has, and multiplying with 100 to get a percentage number.

On Twitter, an engagement rate between 0% and 0.02% is considered to be low. Engagement rates between 0.02% and 0.09% are considered to be good and an engagement rate between 0.09% and 0.33% is considered to be high ([source](#)).

The average engagement ate of a dog rating tweet from WeRateDogs is 0.159% which is a high overall rate for the account.

This dog rating tweet from WeRateDogs has the lowest engagement rate of all tweets analyzed, only 0.0012%.
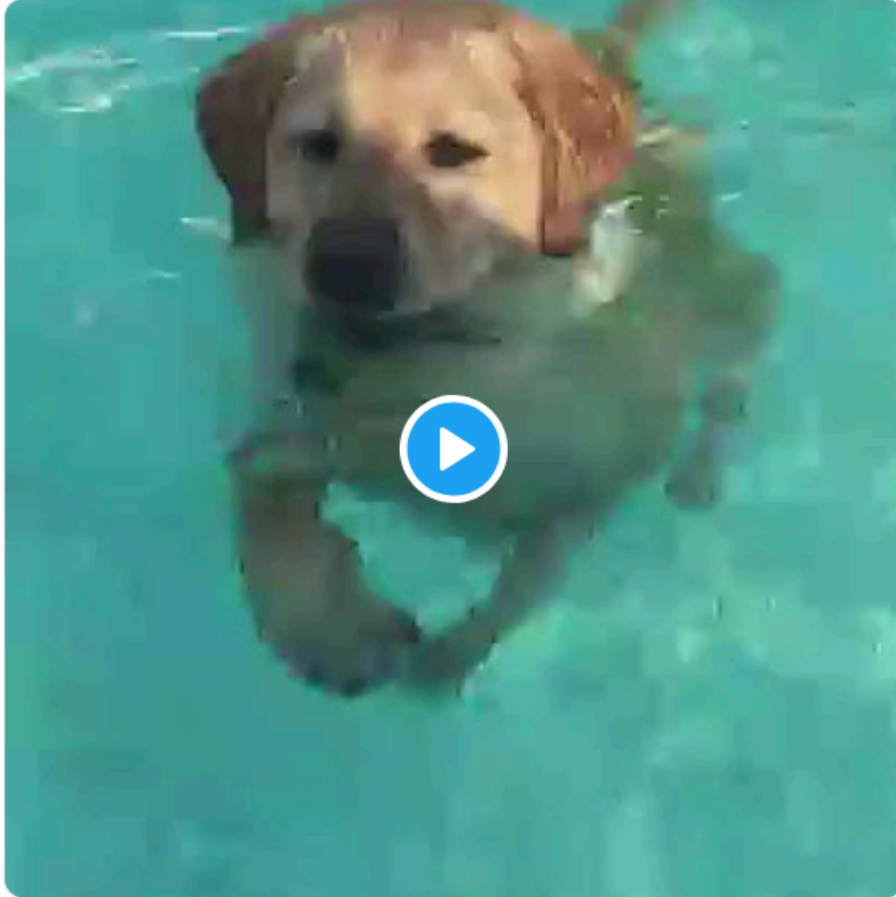
WeRateDogs™ ✓
@dog_rates

Follow

Here's a doggo realizing you can stand in a pool. 13/10 enlightened af (vid by Tina Conrad)

11:26 AM - 18 Jun 2016

83,925 Retweets 164,691 Likes

💬 1.3K   🔁 84K   ♡ 165K   ✉

This tweet has the highest engagement rate of all, 3.32%, which is incredibly high!

The scatter plot below shows the engagement rate of WeRateDogs' dog rating tweets over time. Overall the engagement rates have slightly increased over the years and the variation in engagement rates have become greater. The frequency of tweets have become lower over time.

Engagement Rate over Time
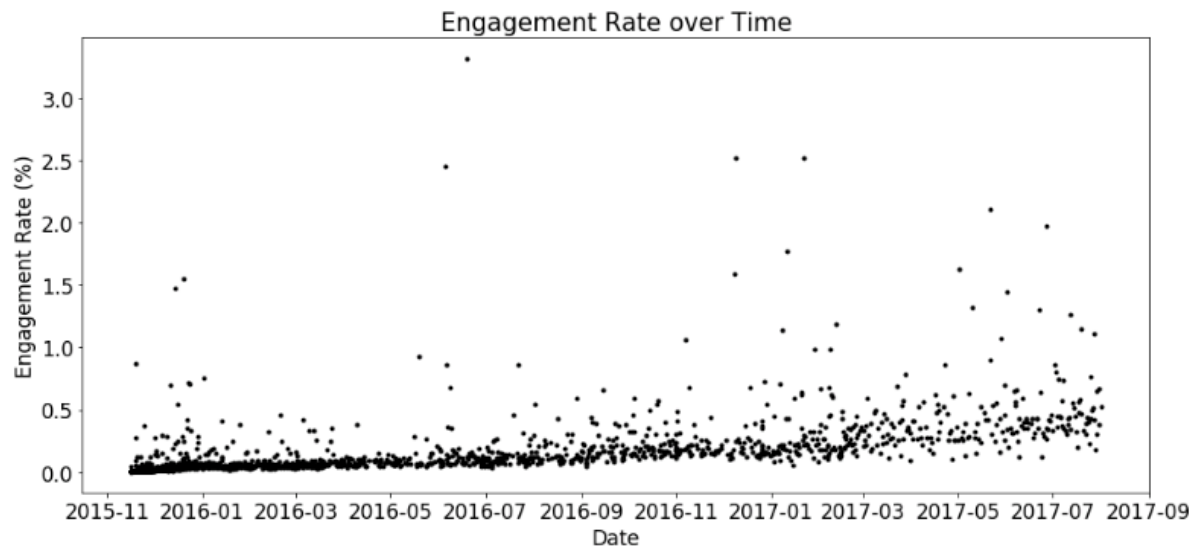
The most common dog breed present in the dog ratings is the Golden Retriever (9.39% of all dog ratings) but the breed with the highest engagement rate is the Bedlington Terrier with an engagement rate of 0.43%. When it comes to identified dog "stages", the most common one is the Pupper (11.14% of all dog ratings) but the one with the highest engagement score of 0.39% is the Puppo.

The average dog rating is 1.09, with the average rating numerator and denominator of 11.38 and 10.45. The Afghan Hound and the Bouvier des Flandres share first place as the dog breeds with the highest average rating of 1.3, but there is very little variance in ratings among breeds.

WeRateDogs' dog rating tweets have a great overall engagement score and their content is absolutely as engaging as expected! Bedlington Terriers and Puppos seems to engage the crowd extra much.

14/10 would follow account.