@WeRateDogs Twitter Archive Project – Actual Report

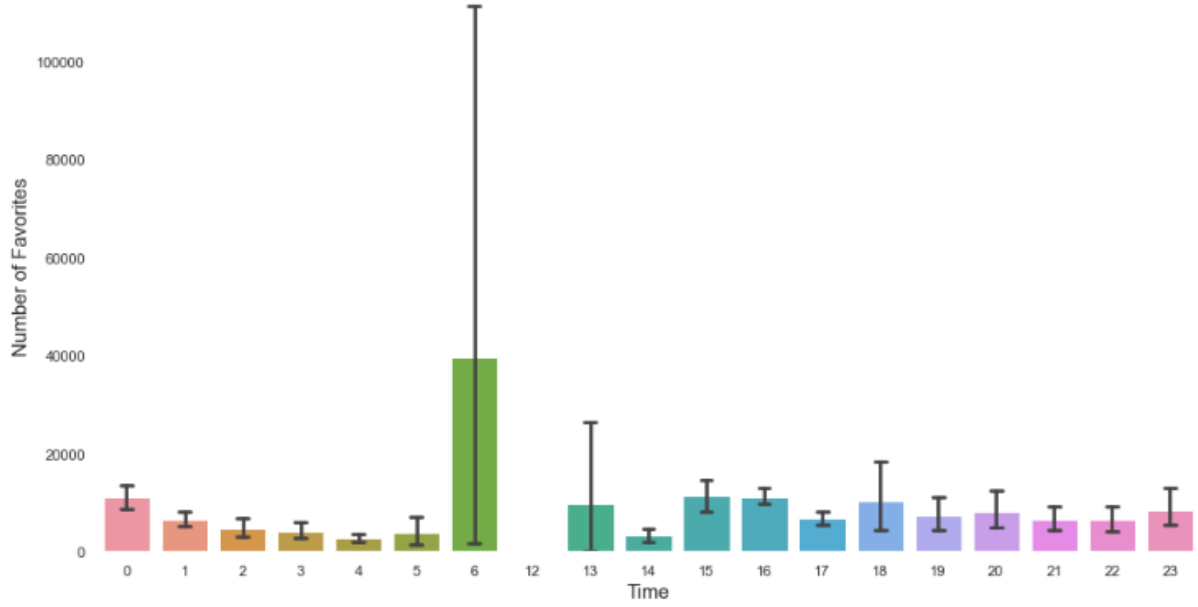
By Manuel Cabrera

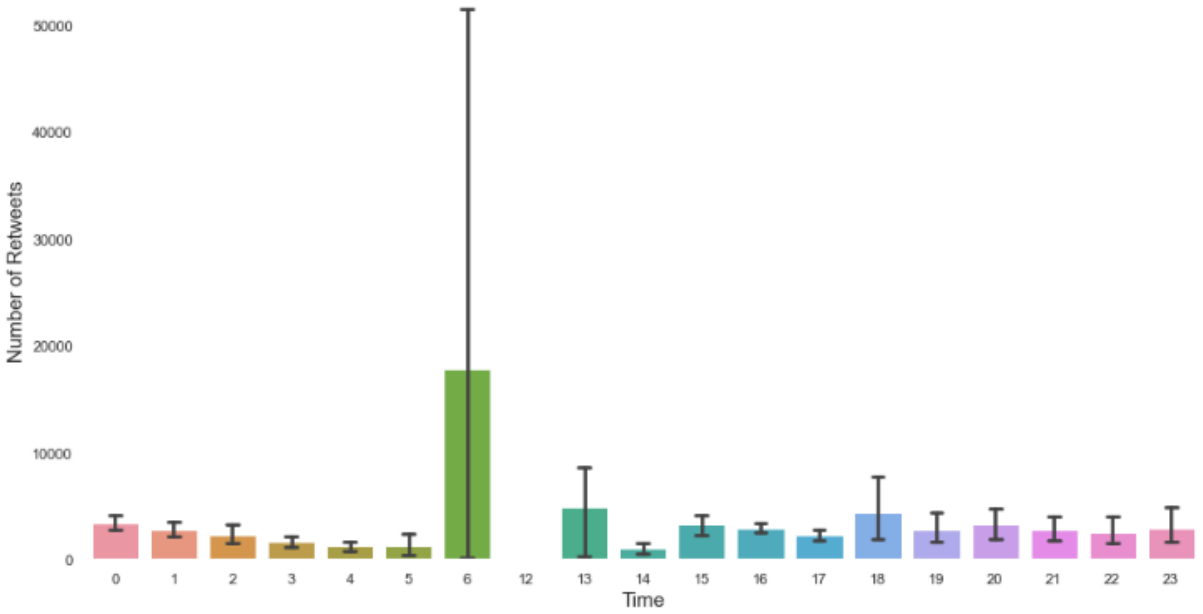
This report is a summary of the most relevant insights on the analysis performed on the @WeRateDogs Twitter account data.

Timing of Tweets and User Interaction

Tweets made by @WeRateDogs seem to have a higher level of interaction (favorite and retweets) with other users at 00:00, 15:00 and 16:00.

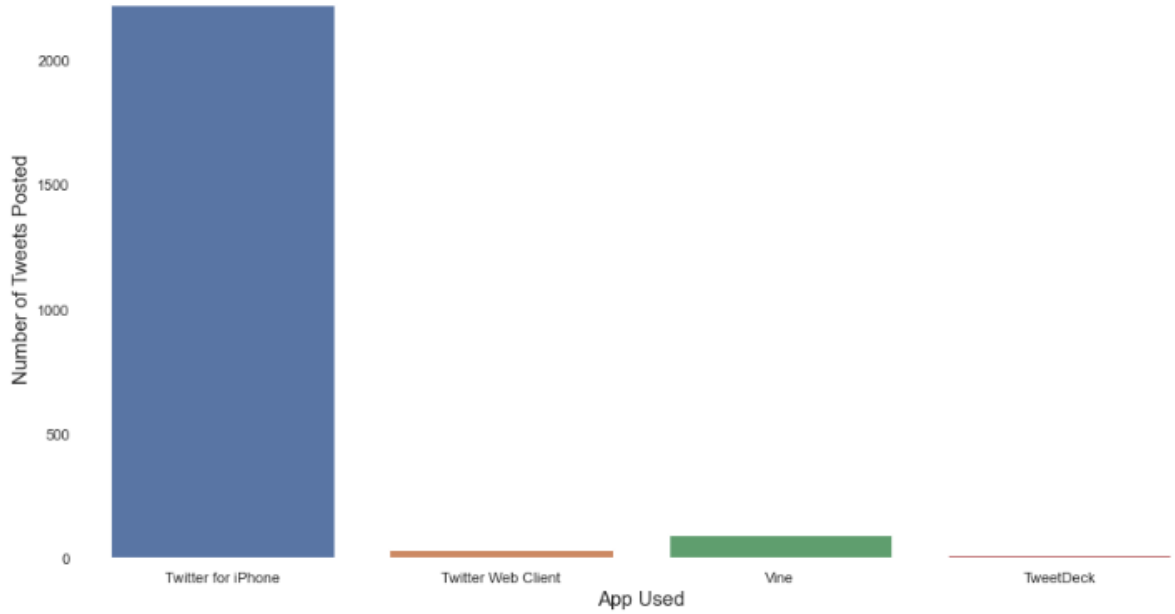
- Tweets made at 06:00 were ignored due to their high error bar.





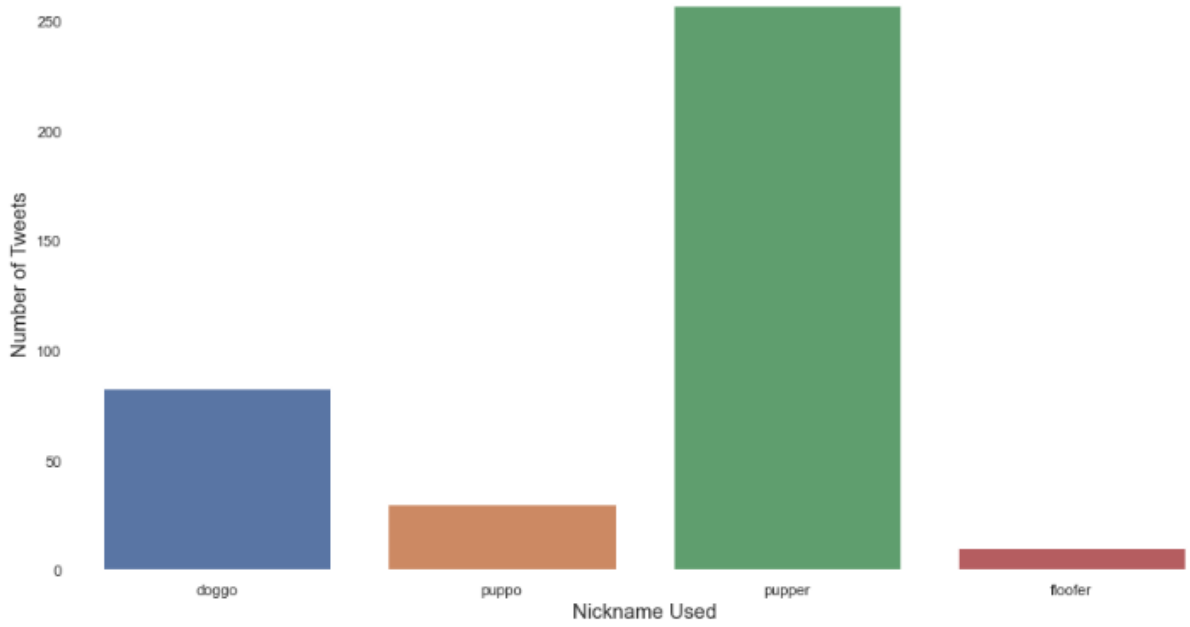
User Preferred Method or App to perform tweets

Most of the tweets posted from the @WeRateDogs account were done via the iPhone Twitter App.

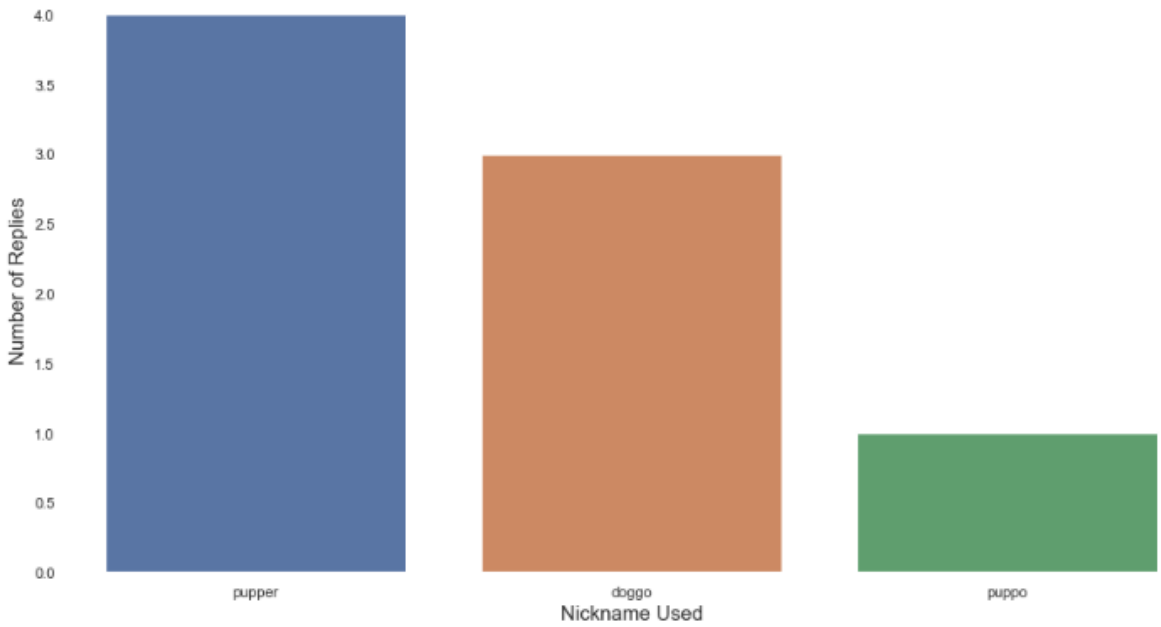


User Preferred Dog-Nickname

In general, the user has a preference for the nickname “pupper” when referring to dogs.

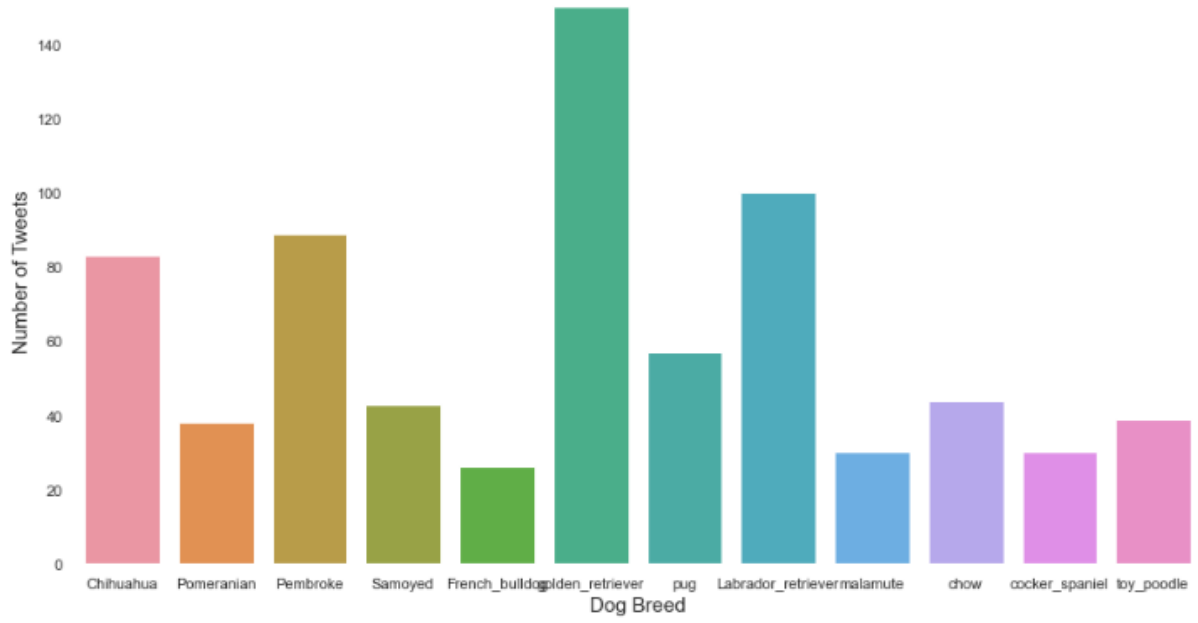


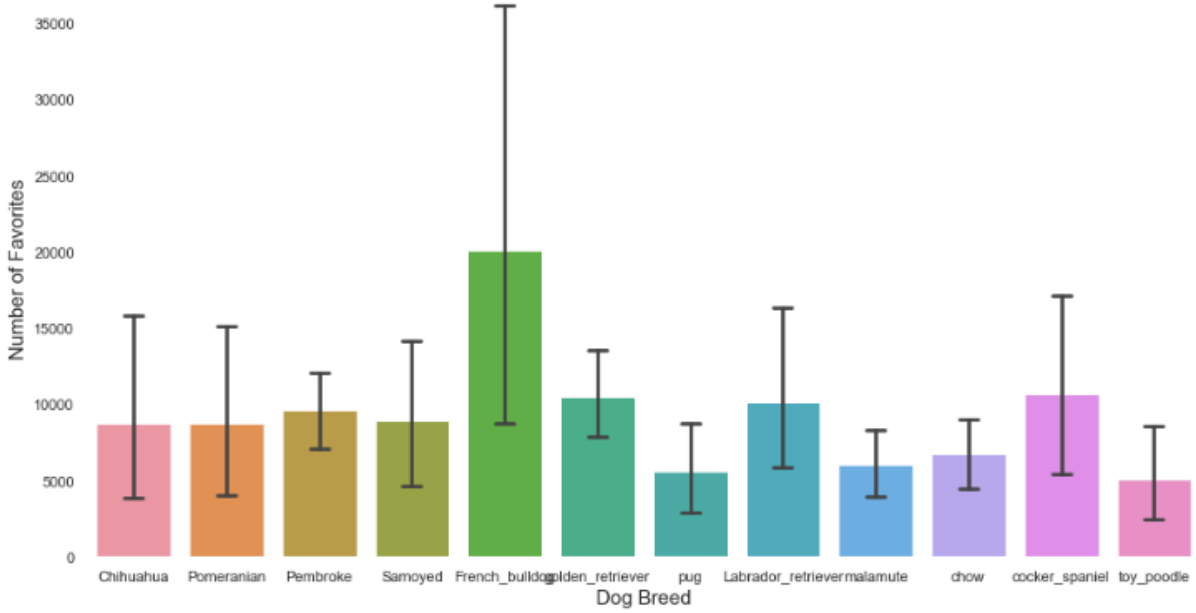
However, when replying to tweets the user uses does not use “floofer” and increases the usage of “doggo”, but “pupper” would still be the preferred nickname.

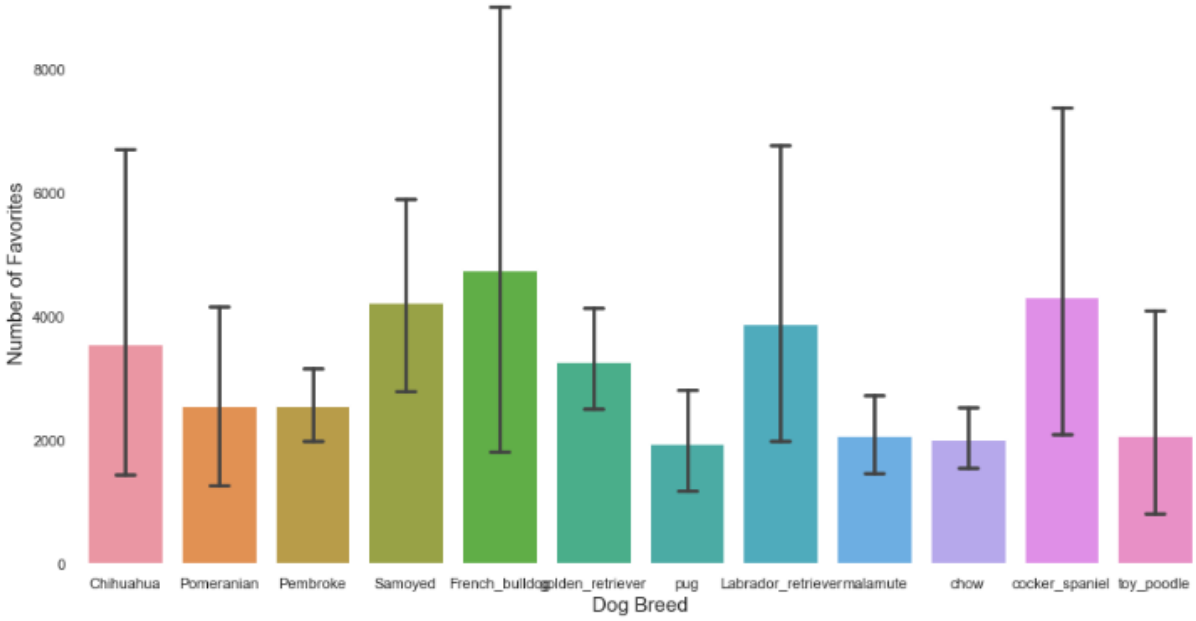


Most common Breeds in tweets

Most of the tweets and interaction by the user are with Retrievers, mainly Golden and secondly Labradors. However, the breeds that rack up the highest user interaction are the French Bulldogs and the Cocker Spaniels.



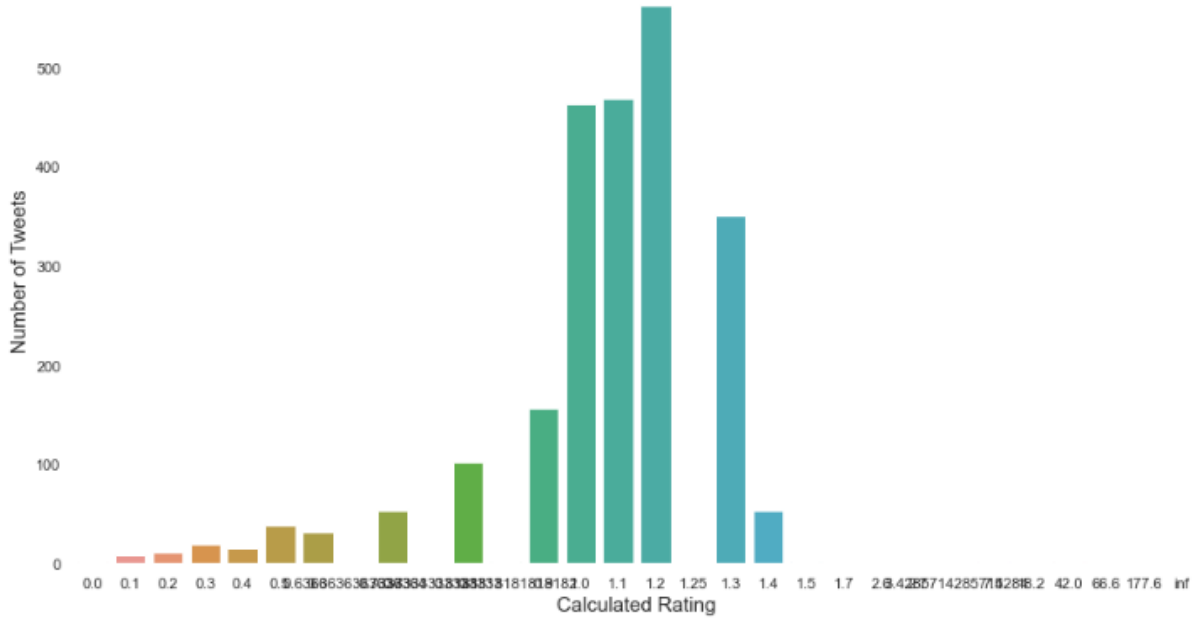




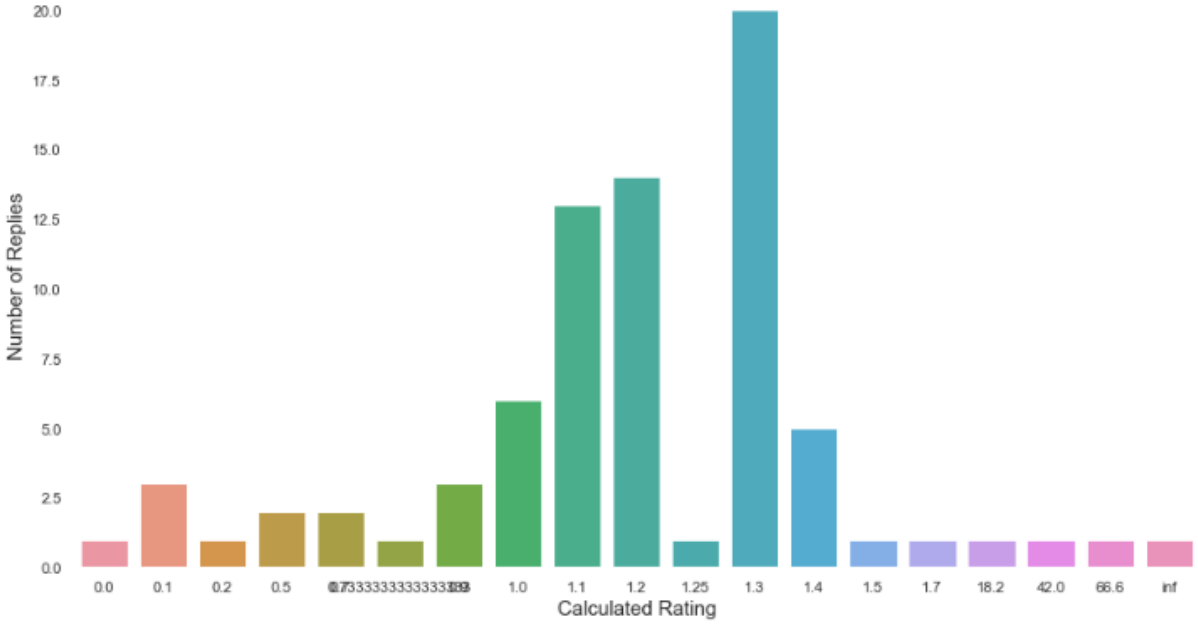
Calculated Rating

The purpose of this account is to constantly provide ratings to images and/or videos of dogs. However, the rating system used by the user seems to be flawed since most of his scores are well beyond the calculated rating (numerator / denominator ratings) of 1.

The reason the user does this is to denote that all dogs are “good boys” regardless of what they do or look.



However, it is important to note that it seems that the user gives even higher ratings when replying than when he normally tweets.

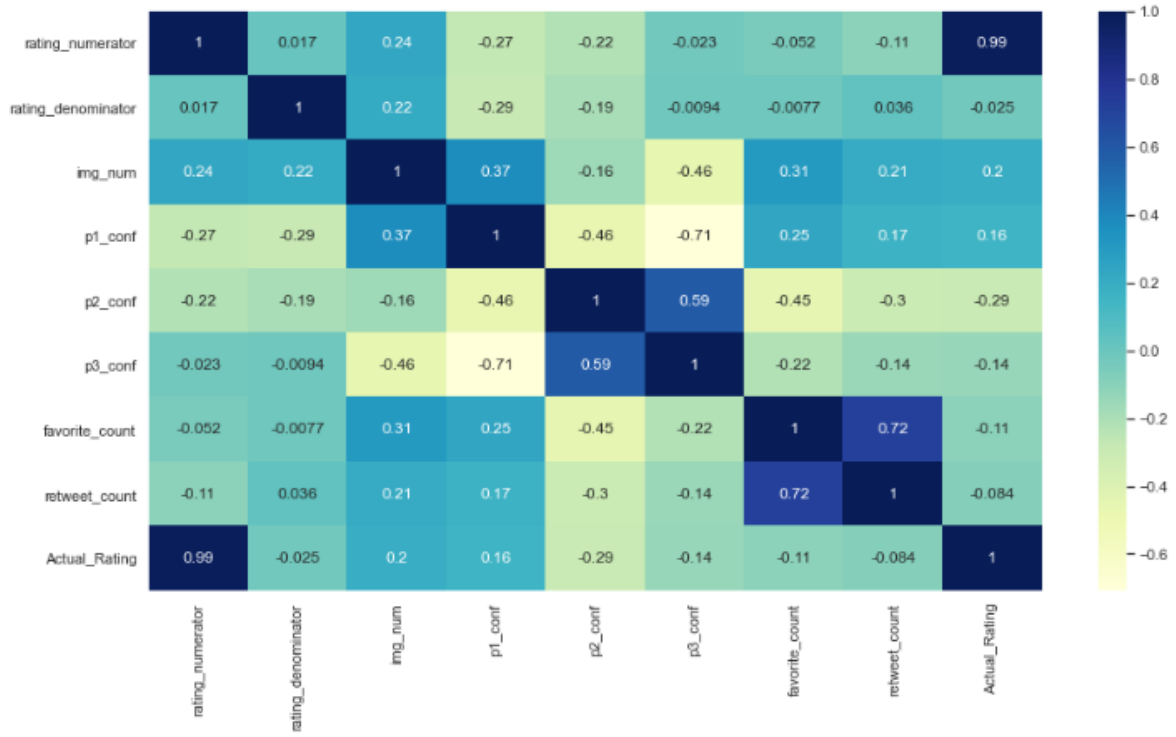


Pure breeds and User Interaction in replies

For this insight, several assumptions were made, and further investigation is required before taking any actions. One of these assumptions is that when the p1 confidence level is low, this is because the dog breed is not easily identifiable and could be a mixed breed.

In replies, there seems to be a high positive relationship between the calculated rating, retweets, favorites and the confidence level of P1, meaning that when the media of the dog can be easily identified by the AI this can generate higher user interaction.

This information can be seen when looking at p1_conf against the favorite_count, retweet_count and Actual_Rating.


rating_numerator
rating_denominator
img_num
p1_conf
p2_conf
p3_conf
favorite_count
retweet_count
Actual_Rating
1 0.017 0.24 -0.27 -0.22 -0.023 -0.052 -0.11 0.99
0.017 1 0.22 -0.29 -0.19 -0.0094 -0.0077 0.036 -0.025
0.24 0.22 1 0.37 -0.16 -0.46 0.31 0.21 0.2
-0.27 -0.29 0.37 1 -0.46 -0.71 0.25 0.17 0.16
-0.22 -0.19 -0.16 -0.46 1 0.59 -0.45 -0.3 -0.29
-0.023 -0.0094 -0.46 -0.71 0.59 1 -0.22 -0.14 -0.14
-0.052 -0.0077 0.31 0.25 -0.45 -0.22 1 0.72 -0.11
-0.11 0.036 0.21 0.17 -0.3 -0.14 0.72 1 -0.084
0.99 -0.025 0.2 0.16 -0.29 -0.14 -0.11 -0.084 1
1.0
0.8
0.6
0.4
0.2
0.0
−0.2
−0.4
−0.6