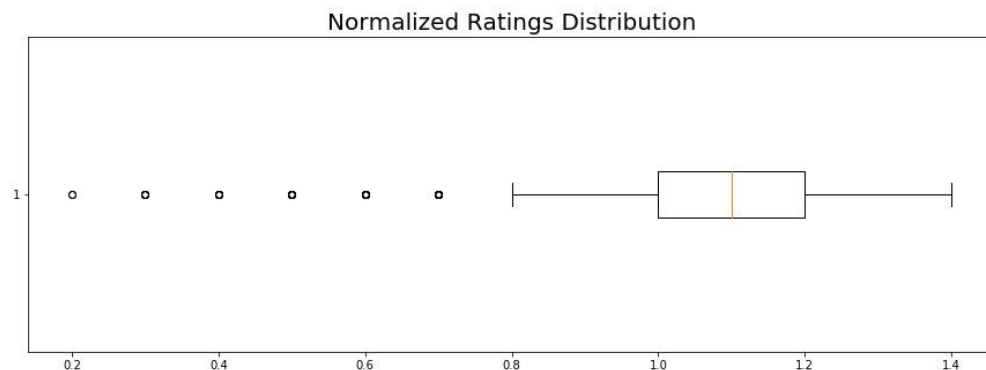


WeRateDogs Twitter Analysis

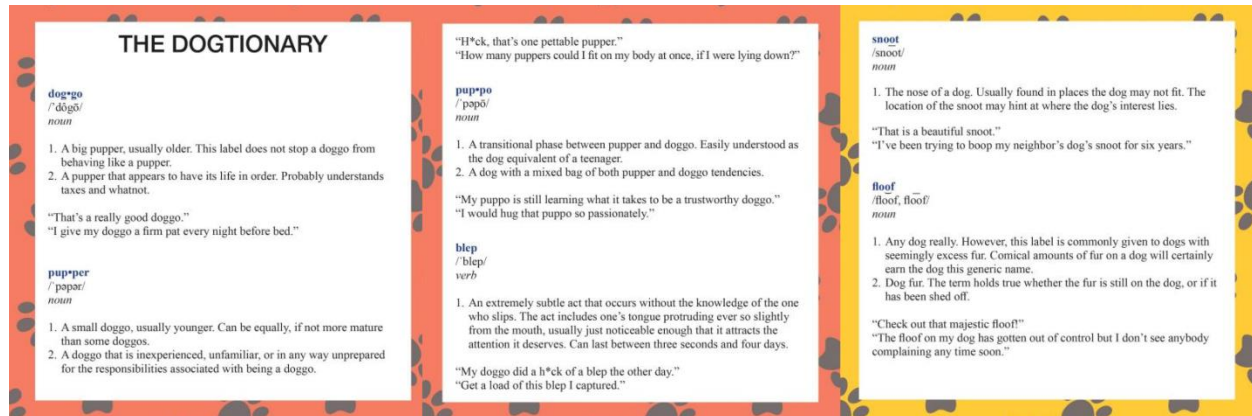
WeRateDogs is a Twitter account that has grown widely in popularity since its origin several years ago. The account now has over 4 million followers, a book, a merchandise shop, and has received international recognition in the media. Here's how it works: people send in pictures of their dogs and some information about the dogs, and this comically cute account then tweets the dogs picture with a caption giving some information about the dog, such as their name and "breed", and gives the dog a rating.



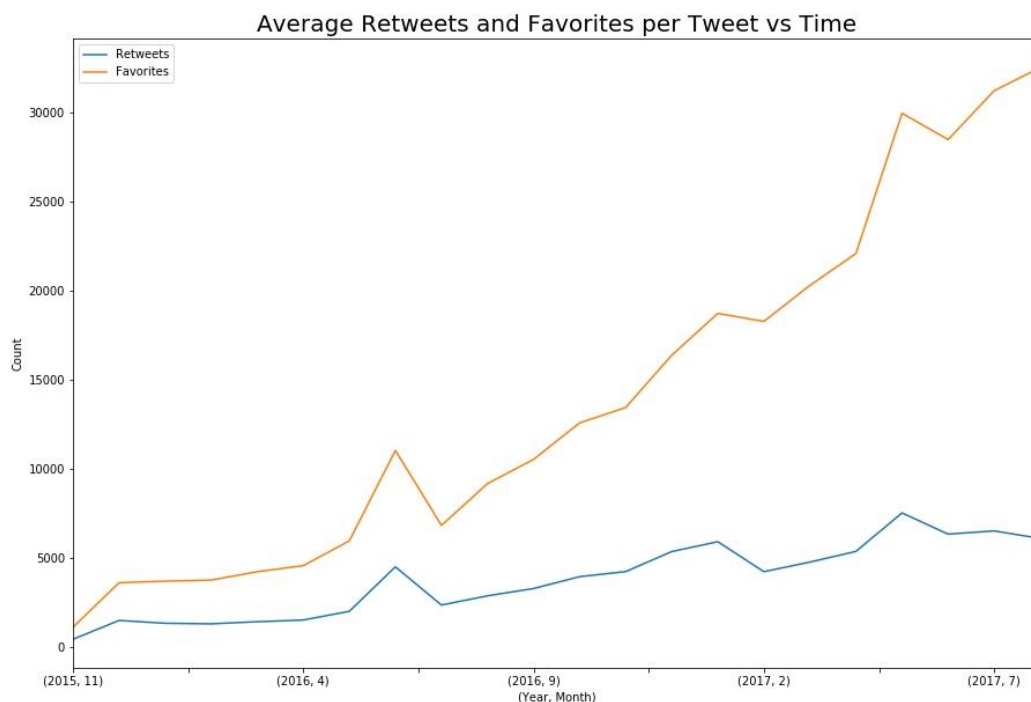
Part of what has made this account so "popular" is the rating system. The ratings are usually out of 10, but the rating is often greater than 10/10, with many instances of 12/10 or 13/10. When the validity of such a rating system was questioned, the author of the page famously replied that this was indeed a legitimate rating system because "they're good dogs Brent." Since 2015, the average rating has been 11/10, with nearly all dogs falling between an 8/10 and a 14/10 and the majority falling between 10/10 and 12/10.



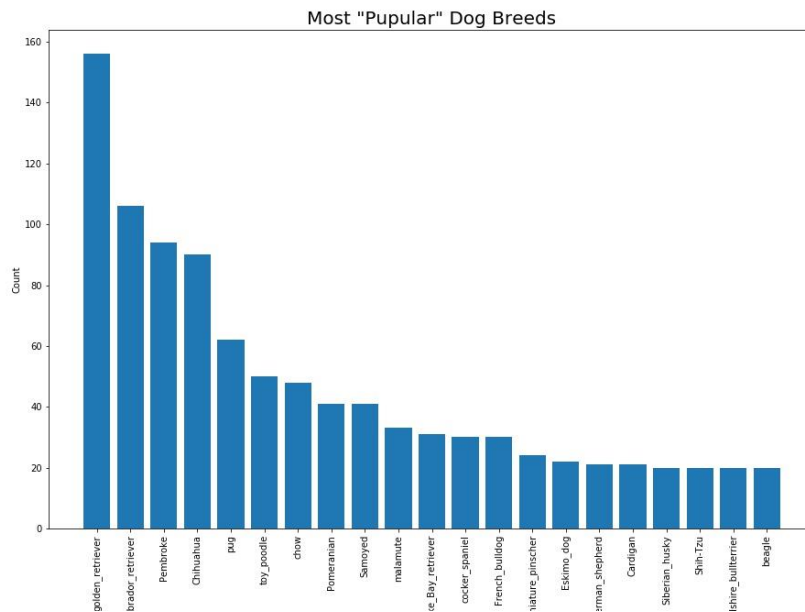
Another key to the pages “popularity” is the cute and funny terms used in the captions and the classification of the dogs into “stages” such as “doggo”, “pupper”, or “floof”. These classification terms, and many other dog terms, such as “blep”, “h*ck”, and “bork”, are explained in a section of the #WeRateDogs book called the Dogtinary.



The “popularity” of this page has been increasing since its origin as it has grown to the social media phenomenon it is today. The number of tweets posted monthly has decreased since 2015, but the average favorites and retweets per tweet each month has been increasing, especially the favorites which have blown up to more than 10 times the 2015 values!



With so many dogs being rated, there are bound to be some trends. Analysis of the WeRateDogs tweet archive reveals the answers to some of our burning questions such as which dog breeds are most popular and what are the most popular dog names? Based on WeRateDogs tweets, the top 5 most “popular” breeds are Golden Retriever, Labrador Retriever, Welsh Corgi, Chihuahua, and Pug, with the Golden Retriever being the most “popular”.



Based on the WeRateDogs tweet data, there are also a few names that seem to be “popular” for pooches. The two most common names for rated dogs are Lucy and Cooper, with Oliver, Charlie, and Tucker close behind.

