Insight into WeRateDogs

By Sara Glal

WeRateDogs is a popular Twitter account that rates people's dogs with humorous comment about the dog. WeRateDogs asks people to send photos of their dogs, then tweets selected photos rating and a humorous comment. Dogs are rated on a scale of one to ten, but are invariably given ratings in excess of the maximum, such as 11/10, 12/10, 13/10, etc. These ratings seem to make no sense. But why do they even exist? Because "They're good dogs Brent". This is a famous quote from Twitter account @dog_rates during a celebrated exchange in which a person taking issues against their rating system. However, their unique rating system is big part of the popularity of WeRateDogs. According to Wikipedia, the Twitter account has nearly 7.6 million followers as of December 2018.

This is a tweet about a dog named Guinness with rating 13/10. It looks so cute! I've read many interesting tweets and began to wonder what the popular dog breeds people like to tweet are. What are the average ratings for those breeds? What is the most common dog stage in all the tweets? I'll focus my analysis part of the project mainly on those questions. I've gathered data for this analysis from different sources with different format, assessed and cleaned before making analysis and visualization.

What are the popular dog breeds?

Although it is called WeRateDogs, some tweets are not about dogs. During assessing and cleaning process of the data wrangling, I found that many tweets with abnormal ratings are not associated with dogs, e.g., hen, jaguar, mailbox, peacock, cloak, etc. This tweet below is about a
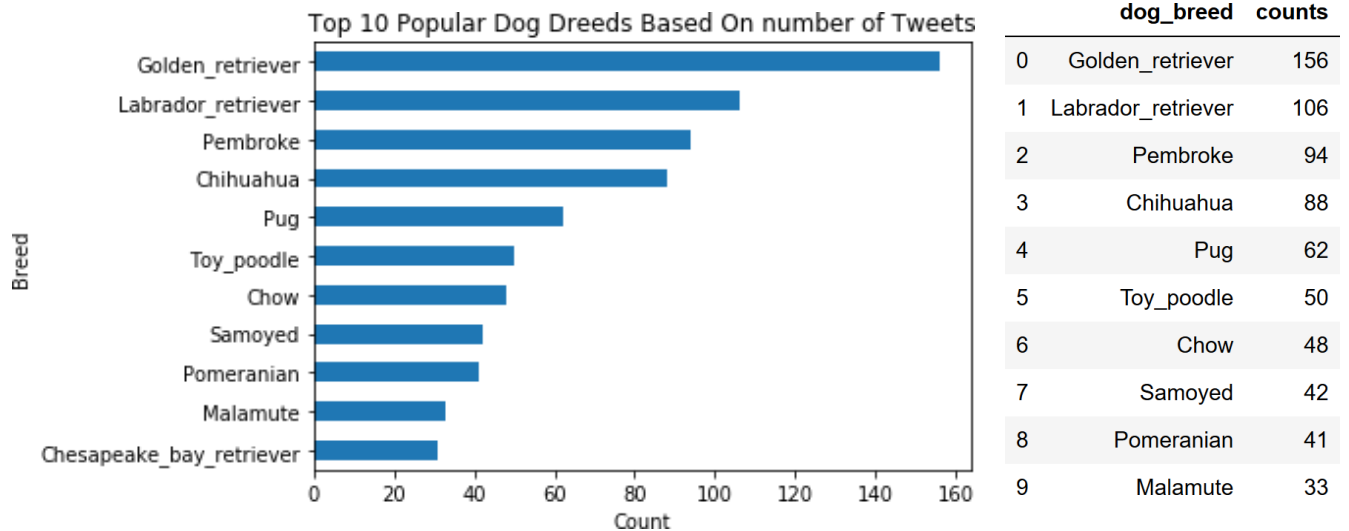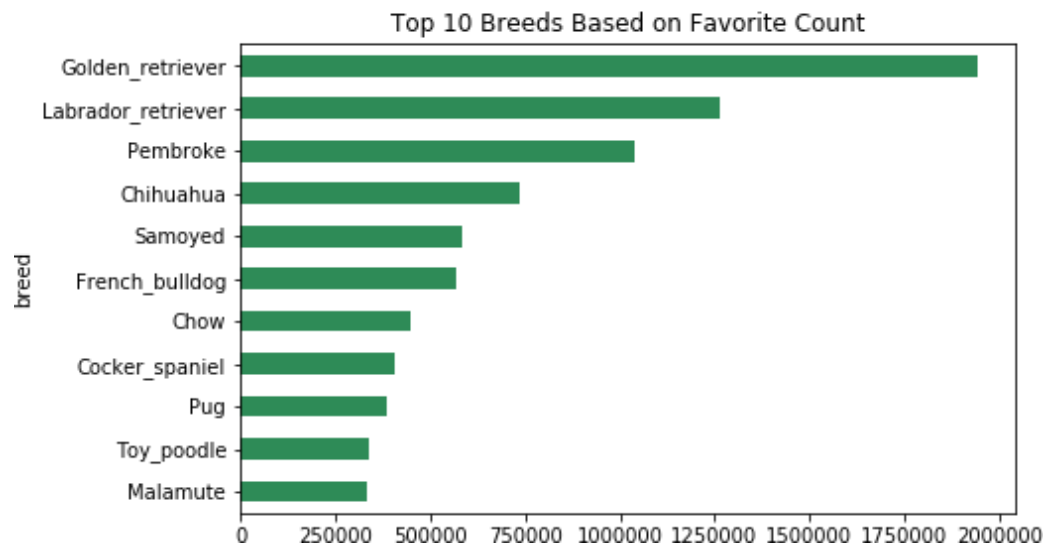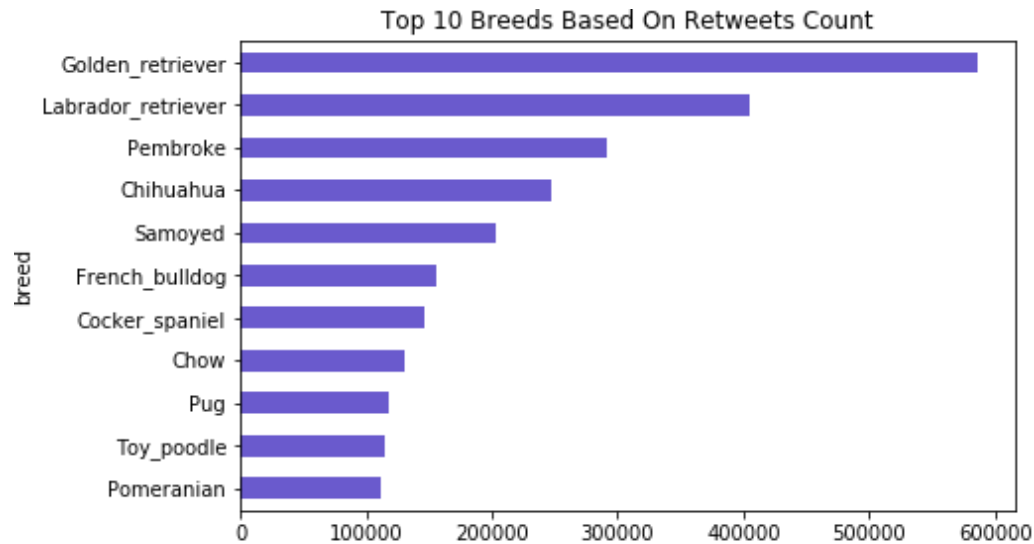
hen with rating 1/10. It's interesting to read but those entries not related to my analysis. I've removed many tweets not related to dogs in the cleaning part. Now let's dive deeper into the question popular dog breeds.

Let's first look at popular breeds people like to tweet about by comparing number of tweets of different breeds. From the graph below, we can see that Golden retriever is the most popular dog breed with 156 tweets. Labrador retriever is the second popular breed with 106 tweets. The next three breeds are Pembroke (94 tweets), Chihuahua (88 tweets) and Pug (62 tweets) followed by other breeds in descending order.

Top 10 Popular Dog Dreeds Based On number of Tweets

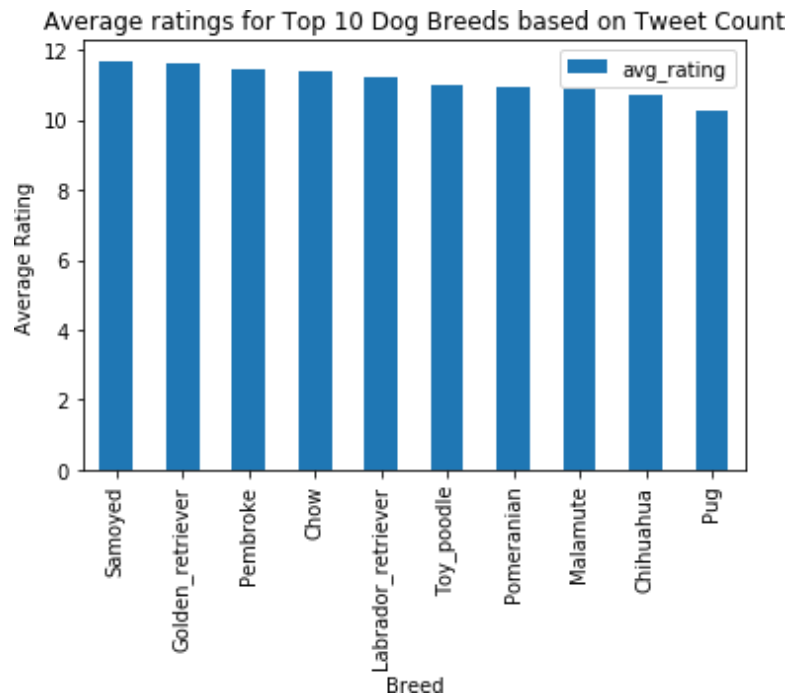|	dog_breed	counts
0	Golden_retriever	156
1	Labrador_retriever	106
2	Pembroke	94
3	Chihuahua	88
4	Pug	62
5	Toy_poodle	50
6	Chow	48
7	Samoyed	42
8	Pomeranian	41
9	Malamute	33

Retweets count and favorite count are also important variables to look at. We'll then look for popular dog breeds based on number of retweets and favorites. The graphs below show top 10 breeds based on number of retweets and number of favorites respectively.

Top 10 Breeds Based On Retweets Count

Top 10 Breeds Based on Favorite Count

Top 10 popular breeds based on **tweet count** are: Golden retriever, Labrador retriever, Pembroke, Chihuahua, Pug, Toy poodle, Chow, Samoyed, Pomeranian, Malamute and Chesapeake Bay retriever in descending order. Top 10 breeds based on **retweets count** are: Golden retriever, Labrador retriever, Pembroke, Chihuahua, Samoyed, French bulldog, Cocker spaniel, Chow, Pug, Toy poodle and Pomeranian. Top 10 breeds based on **favorite count** are very similar to retweet count(except 5th: French bulldog, 6th : Chow, 7th: Cocker spaniel, 10th: Malamute) probably due to the possible correlation between retweets and favorite since people who retweet are likely to click favorite, vice versa. The three graphs demonstrate the same pattern that Golden retriever, Labrador retriever, Pembroke, and Chihuahua are the top four popular breeds of dogs with **Golden retriever** being our No.1 popular dog in all standard.
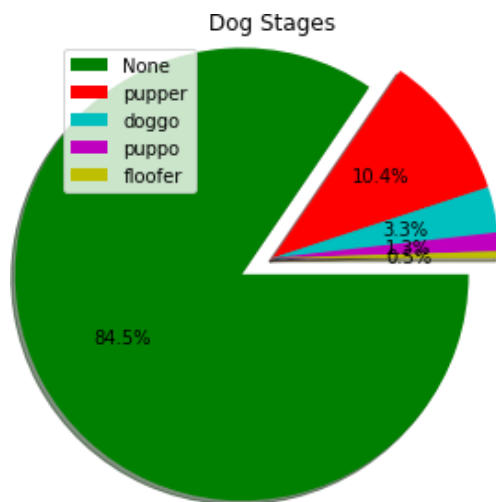
What are the average ratings for popular breeds based on number of tweets?

Average ratings for Top 10 Dog Breeds based on Tweet Count

breed	avg_rating
Samoyed	11.690476
Golden_retriever	11.612179
Pembroke	11.425532
Chow	11.416667
Labrador_retriever	11.198113
Toy_poodle	11.000000
Pomeranian	10.945122
Malamute	10.878788
Chihuahua	10.693182
Pug	10.241935

We can see that the rating for popular dogs are very similar to each other.

What is the most common dog stage?

From the pie chart we can see that more than 80% of the tweets do not provide dog stage information in the post. For those have the stage information, pupper is most common stage among all those tweets.

References:

https://en.wikipedia.org/wiki/WeRateDogs

https://knowyourmeme.com/memes/theyre-good-dogs-brent