

act_report

April 21, 2020

WeRateDogs

With over 8.7 million followers as of April 2020, including J.K. Rowling and Lin-Manuel Miranda, [WeRateDogs](#)' absurdist content clearly enjoys mass appeal. The account, started by Matt Nelson in November 2015, was inspired by so-called "Weird Twitter", a broad and loosely associated group of Twitter users known for their eclectic and amorphous humor (sources: [This Weird Dog-Rating Twitter Account Gets 10/10](#), [Weird Twitter](#), [Weird Twitter: The Oral History](#), and [Wikipedia](#)).

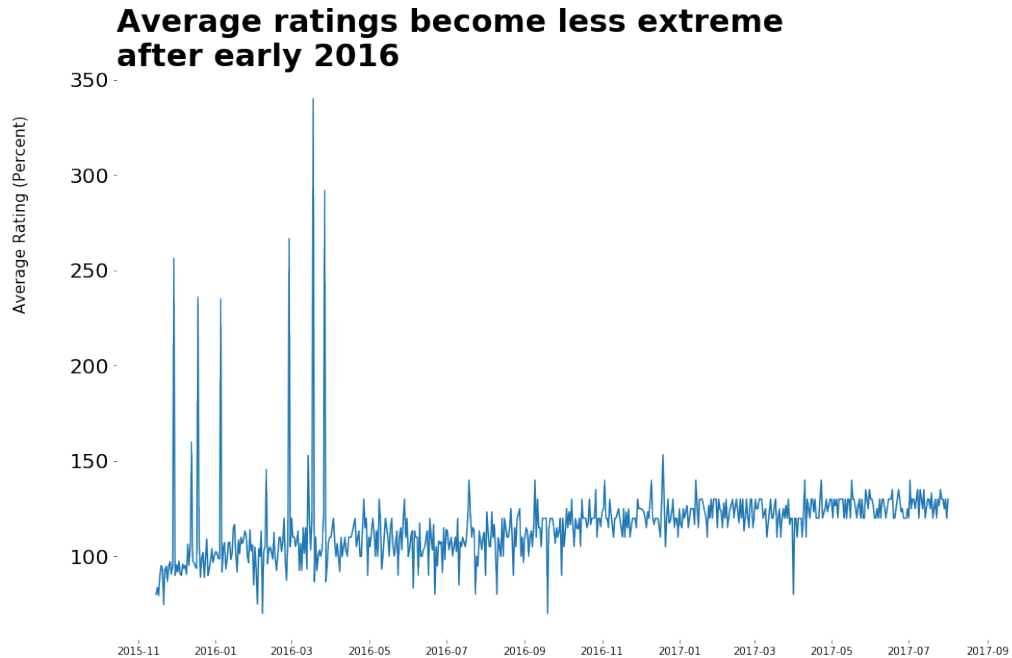
They're good dogs, Brent

Users submit photos of their dogs, which, if selected, are later tweeted along with captions and ratings. While the ratings are ostensibly on a scale of one-to-ten, most dogs receive ratings like "12/10". Although these ratings are one of the account's most characteristic features (spawning the viral "[They're good dogs, Brent](#)" meme), the extremity of its ratings has decreased since the blog first began, as can be seen in the graph below.

```
[1]: # import packages
import warnings
import numpy as np
import pandas as pd
from functools import reduce
import matplotlib.pyplot as plt
import seaborn as sns
from IPython.core.display import Image, display, HTML
%matplotlib inline

# allow full text to be displayed
pd.set_option('display.max_colwidth', None)

# suppress warnings
warnings.simplefilter('ignore')
```

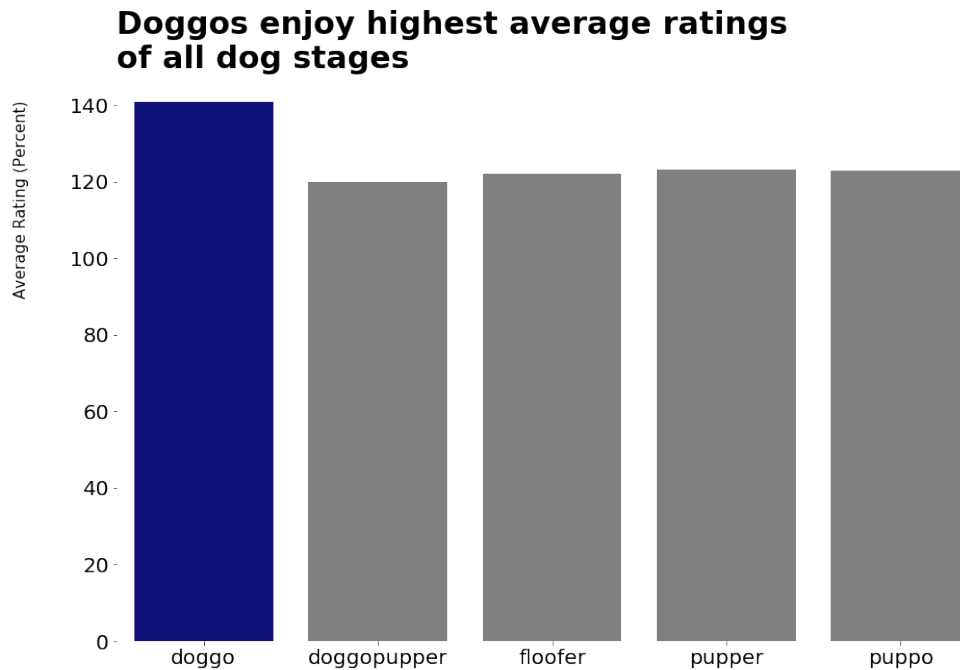


DoggoLingo

Initially, the account classified dogs into three categories: “dogs that are so adorable you almost have a stroke, dogs doing things dogs don’t normally do, and dogs” ([source](#)). Later, however, the site incorporated some of the terms characteristic of “DoggoLingo” - including doggos, floofers, puppers and puppos ([source](#)).

According to its [book](#), these categories are defined as:

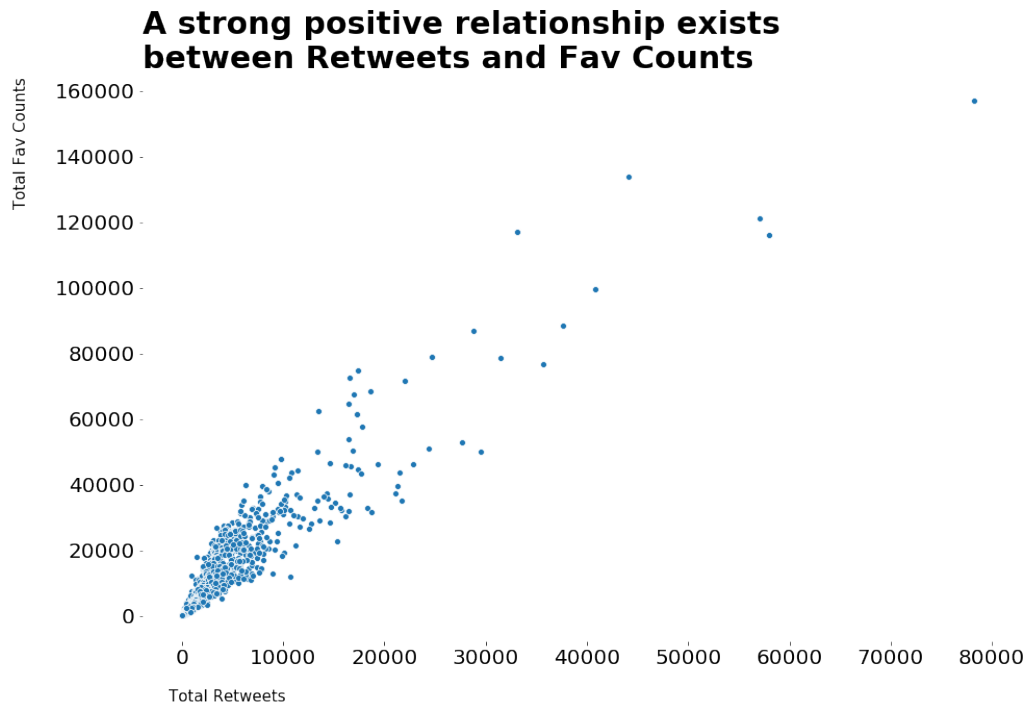
<p>THE DOGTIONARY</p> <p>doggo /ˈdɒɡo/ noun</p> <ol style="list-style-type: none"> 1. A big pupper, usually older. This label does not stop a doggo from behaving like a pupper. 2. A pupper that appears to have its life in order. Probably understands taxes and whatnot. <p>“That’s a really good doggo.” “I give my doggo a firm pat every night before bed.”</p> <p>pupper /ˈpʌpə/ noun</p> <ol style="list-style-type: none"> 1. A small doggo, usually younger. Can be equally, if not more mature than some doggos. 2. A doggo that is inexperienced, unfamiliar, or in any way unprepared for the responsibilities associated with being a doggo. 	<p>“H*ck, that’s one pettable pupper.” “How many puppers could I fit on my body at once, if I were lying down?”</p> <p>puppo /ˈpʌpɒ/ noun</p> <ol style="list-style-type: none"> 1. A transitional phase between pupper and doggo. Easily understood as the dog equivalent of a teenager. 2. A dog with a mixed bag of both pupper and doggo tendencies. <p>“My puppo is still learning what it takes to be a trustworthy doggo.” “I would hug that puppo so passionately.”</p> <p>blep /ˈblep/ verb</p> <ol style="list-style-type: none"> 1. An extremely subtle act that occurs without the knowledge of the one who slips. The act includes one’s tongue protruding ever so slightly from the mouth, usually just noticeable enough that it attracts the attention it deserves. Can last between three seconds and four days. <p>“My doggo did a b*ck of a blep the other day.” “Get a load of this blep I captured.”</p>	<p>snoot /ˈsnoʊt/ noun</p> <ol style="list-style-type: none"> 1. The nose of a dog. Usually found in places the dog may not fit. The location of the snoot may hint at where the dog’s interest lies. <p>“That is a beautiful snoot.” “I’ve been trying to boop my neighbor’s dog’s snoot for six years.”</p> <p>floof /ˈfloʊf, ˈfloʊ/ noun</p> <ol style="list-style-type: none"> 1. Any dog really. However, this label is commonly given to dogs with seemingly excess fur. Comical amounts of fur on a dog will certainly earn the dog this generic name. 2. Dog fur. The term holds true whether the fur is still on the dog, or if it has been shed off. <p>“Check out that majestic floof!” “The floof on my dog has gotten out of control but I don’t see anybody complaining any time soon.”</p>
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When broken down by these dog stages, doggos see the highest ratings with an average of 141.63%. Puppies received an average rating of 127.45%, followed by puppos with an average of 118.75% and finally floofers with an average of 117.50%.

The Best Dog?

Generally, posts that are most retweeted will be the most liked (or “favorited”) and vice versa - as displayed graphically on the next page. Despite this relationship, a top ten list of posts does vary slightly depending on the metric selected.



To account for these slight differences, the rankings for each metric were averaged together to create a final top ten list.

So which dog enjoys the most internet love? Unlike Wikipedia, which reported that Nelson’s “most popular most was of a dog marching in the 2017 Women’s March”, my analysis found that an unnamed doggo who discovered how to stand in a pool received the largest number of retweets and favorites. Although posts are retweeted an average of 2,458 times and usually favorited around 8,170 times, this doggo’s post was retweeted 78,253 times and favorited 157,108 times. Check out this beloved doggo on the next page!

```
[2]: images = pd.read_csv(r'images.csv')
display(Image(images.loc[images.tweet_id == 744234799360020481, 'jpg_url'].
↪values[0]))
```

