

WeRateDogs Twitter Archive - Act Report

The WeRateDogs Enhanced Twitter archive contained over 5,000 tweets up until 1st August, 2017. After assessing and cleaning the data provided, 2,016 tweets out of the 2,356 provided were suitable for analysis.

Insights

What is the most common rating?

It was found that most ratings were greater than 10 despite the denominator being 10. A total of 1,626 out of 2,016 tweets (80.7%) had a rating greater than 10. The mode for ratings was 13/10. This shows that the ratings almost always exceed 10, the reason WeRateDogs states is because 'they're good dogs Brent'.

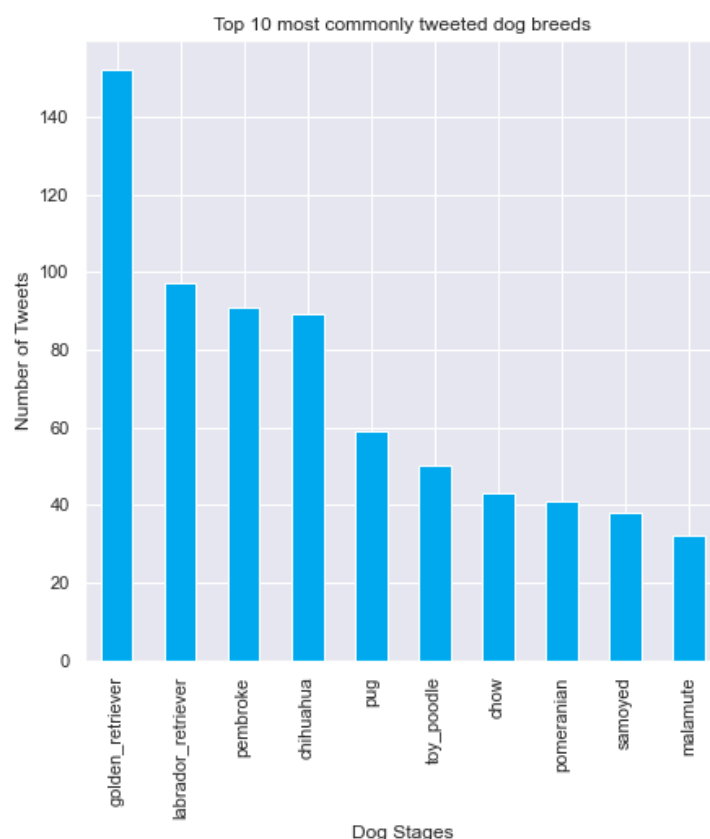
What is the most common tweet source?

It was found that the most common tweet source was from an iPhone consisting of 93.6% of all tweets. The next most popular was by Vine, then the Twitter web client and finally TweetDeck.

What is the most common dog stage?

Most tweets where the dog stage was mentioned were about puppies. These typically refer to puppies. There were also a few tweets that mentioned multiple dog stages, all of these referred to a doggo and one other dog stage. The least common individual dog stage was a floofer, a dog that has 'seemingly excess fur'.

What are the top 10 most commonly tweeted dog breeds?



A total of 113 dog breeds were identified with the image prediction neural network. The graph above shows the top 10 most commonly tweeted dog breeds.

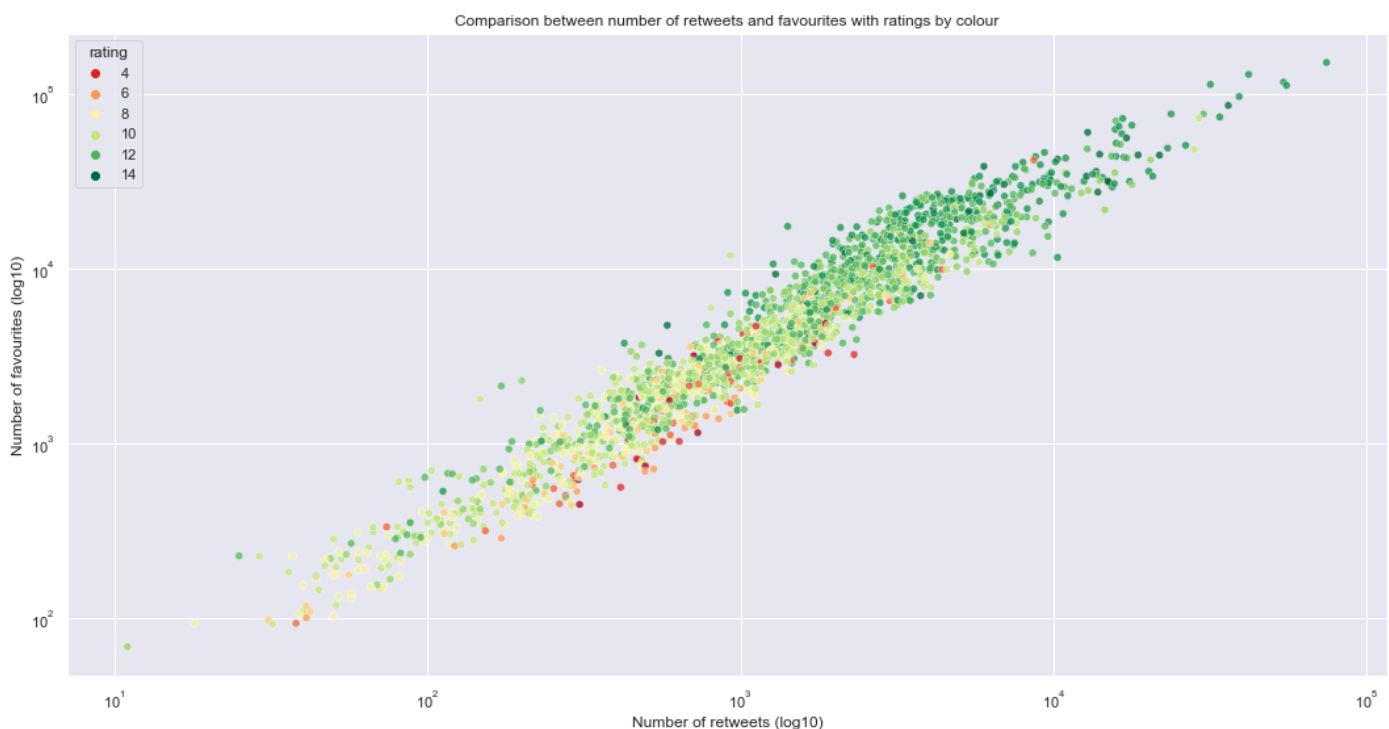
What are the average ratings by dog stage?

The average ratings for each dog stage is greater than 10 suggesting the ratings given are very generous. Puppys had the highest rating for a single dog stage.

What are the top 10 dog breeds with the highest confidence level from the image predictions?

The Komondor was the dog breed with the highest average confidence level from the image predictions. This is no surprise due to its distinctive look. The other 9 breeds identified with the highest confidence were: Clumber, Keeshond, Bull Mastiff, Brittany Spaniel, Bernese Mountain Dog, Blenheim Spaniel, Samoyed, Vizsla and Pomeranian.

Relationship between the number of favourites and number of retweets



The graph above shows the relationship between the number of favourites and the number of retweets for every tweet. Due to the large difference in favourite and retweet numbers, a more appropriate log scale was used for both axes. The data clearly shows that there is a strong positive correlation between favourites and retweets. This makes sense as people who favourite a tweet are more likely to then go on and retweet it also.

The colour of the datapoint shows the rating of the dog within each tweet. It can be seen that tweets that perform well, appear to have higher dog ratings also.

Relationship between the number of favourites and the date of the tweet

In the graph below, it can be seen that the more recent tweets have a higher number of favourites. This is to be expected as the WeRateDogs Twitter account grows over time and gains more followers, the tweets are visible to a larger audience and therefore is expected to

perform better. Therefore, it is to be expected that the average number of favourites per tweet is expected to rise as the Twitter account grows in popularity.

The colour scale also highlights that overtime, the dog ratings have become more generous. Most ratings now are at least 10. This may also explain why in the previous graph, tweets with a higher number of favourites and retweets generally have a better rating, because recent tweets have higher ratings. The number of favourites over time is therefore expected to continue rising and rating are expected to continue to be at least 10.

