

# Rate this dog! The analysis of dog tweets on @WeRateDogs account.

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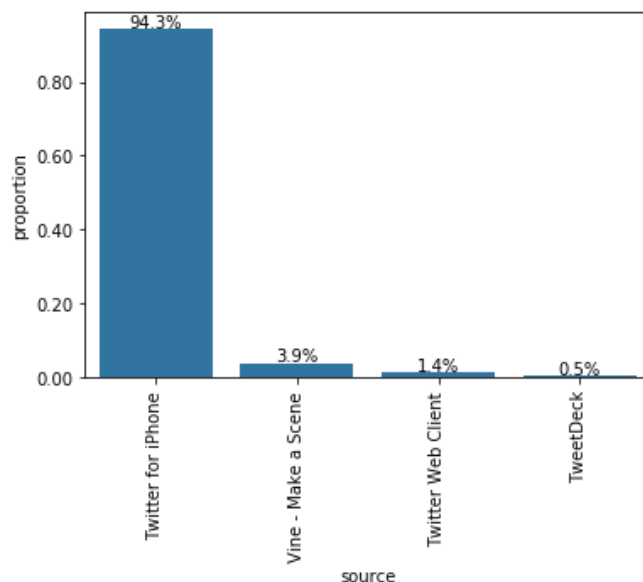
Since the day of creation @WeRateDogs account has become very popular on Twitter accruing more than 7.6 million dog lovers. An account with so many followers has a lot of data to analyze and if done so, there are probably some interesting insights that can be observed among the tweets.

Even though the comments on this account are supposed to be humorous as well as the ratings are, it's still possible to see what types of dogs are rated higher than others. Also retweets and likes indicate how one type of dogs is preferred above the other.

In this analysis I'll focus on the source of tweets (it will be interesting to see what devices are used the most and the least among the participants of this account). Next, I'll look at the most common breed of dogs submitted to the account and the breeds' average ratings, likes and retweets. Then I'll look at the same characteristics of dogs' stages. And finally, I'll investigate if there's any correlation between ratings, likes and retweets.

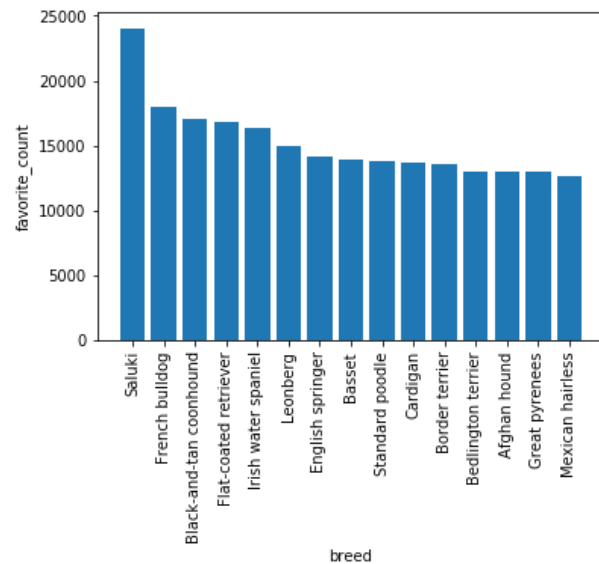
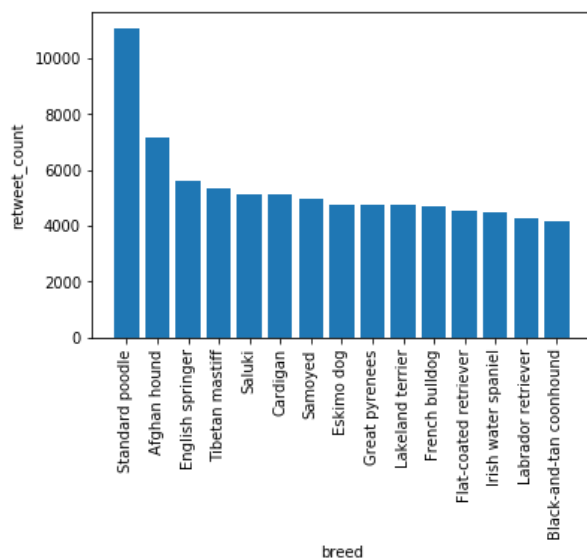
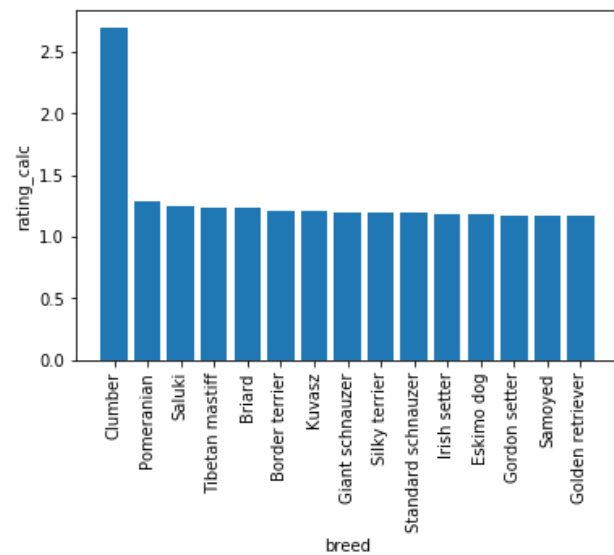
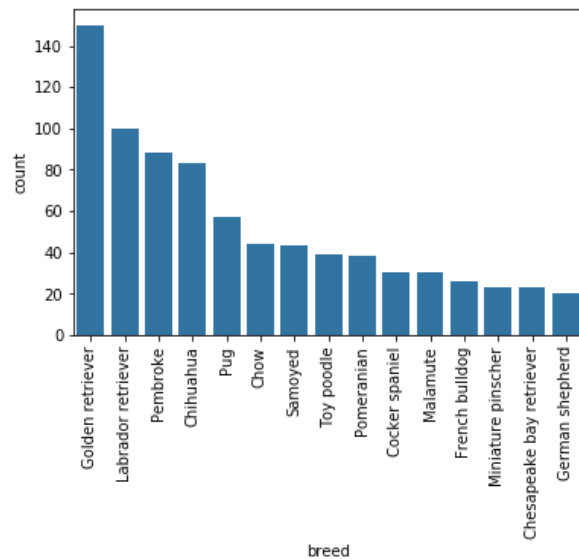
## Source of tweets

As it can be seen from the chart below almost all of the tweets came from the "Twitter for iPhone" application which a tweet is tweeted from iPhone. The other sources combined make less than 6% of tweets in @WeRateDogs. It's worth noting that Vine and TweetDeck are no longer supported by their creators.



# Breeds of dogs

Before providing the results of the analysis I should warn the reader about the limitations of this analysis: first, not all dog tweet breeds were correctly labeled - as for the predicting algorithm some of the images was marked as not related to dog breeds and the second, not all the predictions are accurate enough to be 100% sure that it's the correct breed of a dog. However, it's the best dog breed labeling that is available in this project so I decided to use them in my analysis.

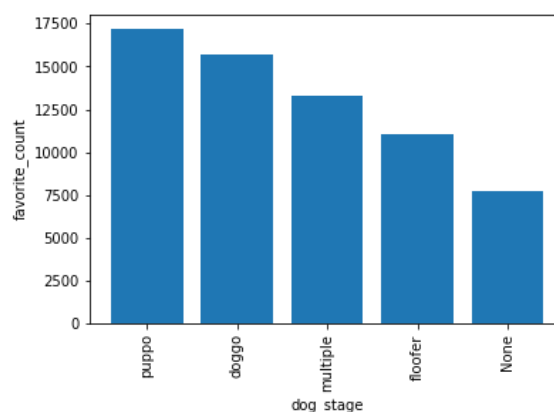
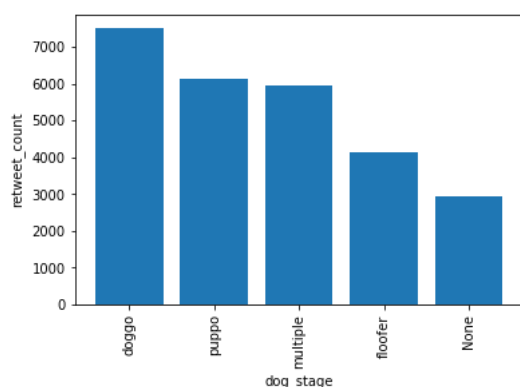
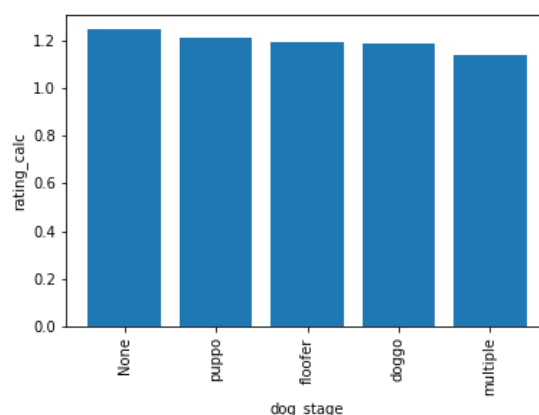
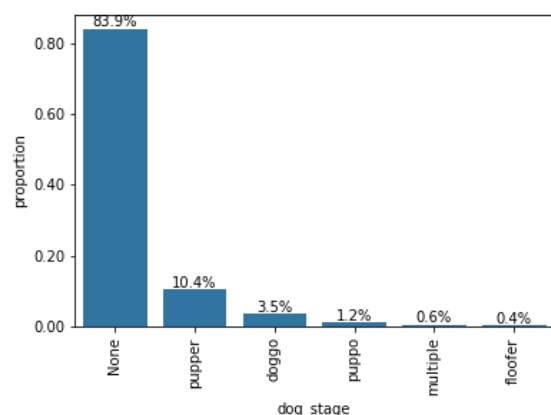


As it can be seen from the charts Golden retriever is the most common dog breed across the data winning the first place over Labrador retriever by a wide margin. But when it comes to

rating we can see that Clumber has almost twice more average rating than the second place holder Pomeranian that is closely followed by other dog breeds. However, it should be noted that there's only 1 instance of Clumber in the dataset. In terms of likes and retweets it turns out that Standard poodle has the largest average number of retweets and Saluki has the largest average number of likes. Also it drew my attention that not only Saluki has the first place in terms of likes but it also has the 5th largest average number of retweets which makes it look like a very popular dog breed. The other popular breeds (i.e. those that are present in both top-15 of likeable and retweetable dogs) are French bulldog, Standard Poodle, Cardigan, Great pyrenees, Black-and-tan coonhound, Afghan hound, English springer, Flat-coated retriever, Irish water spaniel. It is worth noting that 6 breeds in top-15 of both likes and retweets are hunting dogs.

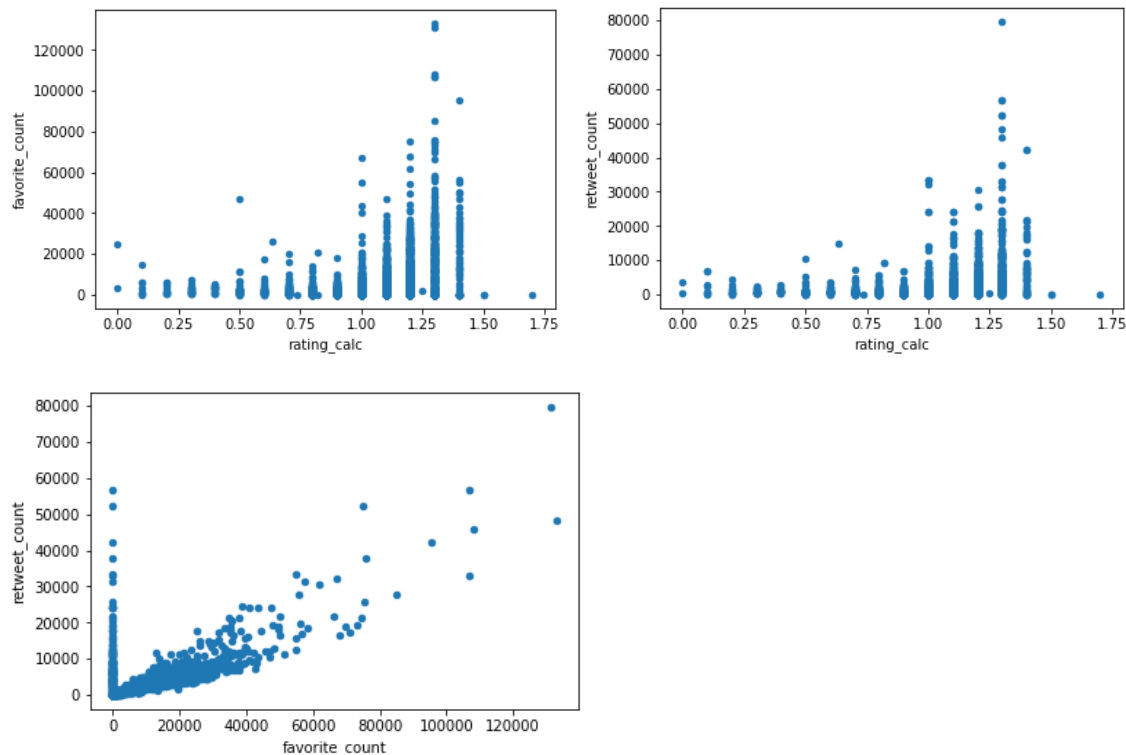
## Dog Stages

From the beginning of the analysis of dog stages it turned out that most of the data (83.9%) doesn't have dog stages labelling at all. Among the data that did have dog stage labelling it turned out that there was little difference in ratings, 'doggo' has the largest average number of retweets and 'puppo' has the largest average number of likes. It's worth noting that the dogs tweets with 'multiple' stage (which sometimes include 2 dogs in 1 picture) hold the 3rd highest average number of both likes and retweets and those dogs without stage hold the least average number of both likes and retweets.



# Correlation

In this part of analysis I investigated if there's any meaningful correlation between ratings, likes and retweets. It turned out that there's a weak correlation between likes and ratings and retweets and ratings even though the dog tweets with higher ratings tend, in some cases, to receive more likes and retweets. The correlation between likes and retweets is much stronger even though it demonstrates the volatility (or heteroskedasticity) when a like or a retweet value increases. It can also be observed that some dog tweets have a relatively few likes but a lot of retweets.



## Conclusion

The analysis shows almost all the participants of WeRateDogs are iPhone users with a tendency to like and retweet hunting dog breeds and 'doggo' and 'puppo' dog stages. It was also found the ratings aren't very practical to measure the actual popularity of a dog breed or type though the ratings tend to be higher when retweets and likes are also high and that the higher number of retweets means the higher number of likes.