

Insights from archive data of WeRateDogs Twitter



Have you ever wondered why this tweet from WeRateDogs can gain 18K retweets and 45K likes?

Yeah, the puppo is adorable, but there are further insights rather than just the photo of an adorable dog and an “interesting” rating.

WeRateDogs is a very popular account on Twitter, with 8.09 millions followers and 142K likes. They started in Nov 2015, and now they are still very popular. Their ratings of the dogs most of the time are for "humour" purpose. However, it would be interesting to find out how their ratings affects the 2 indicators of a successful tweet - Favorite count and Retweet count. Also, it's certainly helpful to WeRateDogs to know what would drive the crowd click on Like and Retweet, perhaps dog of a certain breed or stage may be liked more.

The following insights have been drawn from the archive WeRateDogs tweets collected from 2015-11-15 to 2017-08-01, and the predicted dog breed based on the image.

1. As expected, Favorite count and Retweet count have strong positive association.
2. There's no association between Rating and Retweet counts, and no association between Rating and Favorite counts. This clearly shows that how much the crowd likes the dog doesn't depend on the Rating given by WeRateDogs.
3. Dogs at Puppo stage has the highest favorite count and retweet count. However, the number of records with dog stage indentified is low, roughly 16%, so this insight may not be accurate.

4. The following 10 breeds of dog have both highest favorite count and retweet count

golden_retriever

Labrador_retriever

Pembroke

Chihuahua

Samoyed

pug

French_bulldog

chow

cocker_spaniel

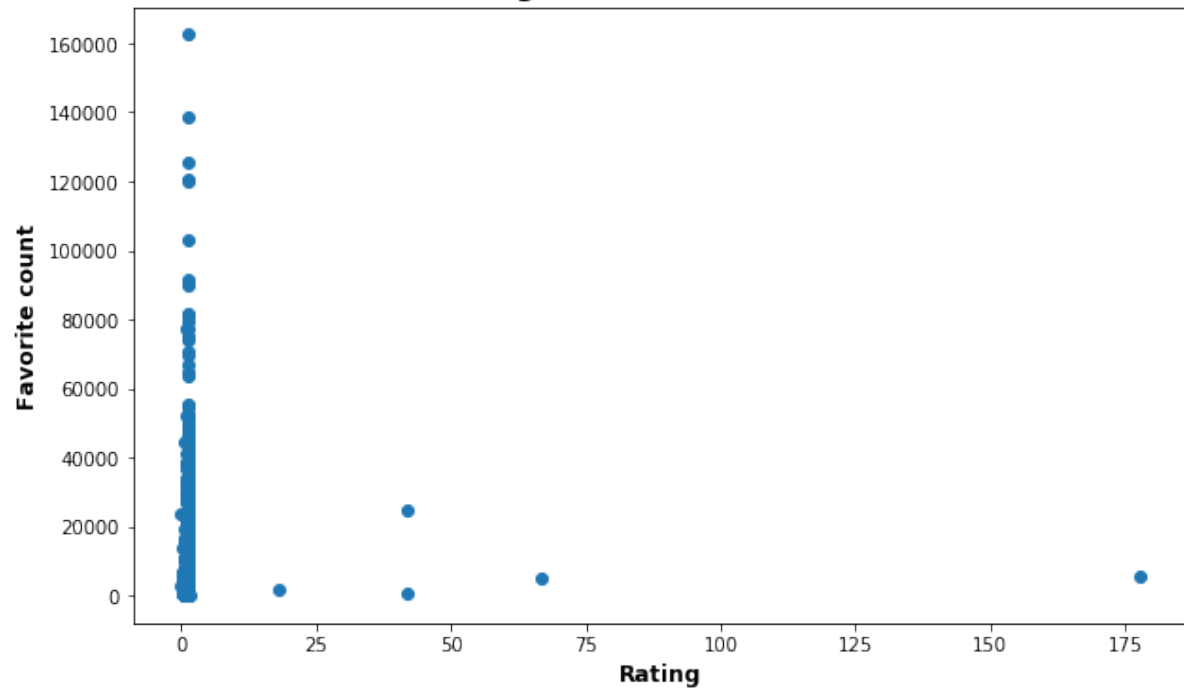
toy_poodle

To WeRateDogs, if they want to boost favorite count and retweet count of their tweet, perhaps they would choose to tweet about a Dog at a Puppo Stage and of any breed that falls into the 10 breeds listed in insight #4.

To WeRateDogs followers and the public, you are now aware that WeRateDogs tweet may be actually catering to your likings to keep their popularity on Twitter.

The diagrams illustrating the details of the insights can be found on the next page.

Rating and Favorite associate



Rating and Retweet association

