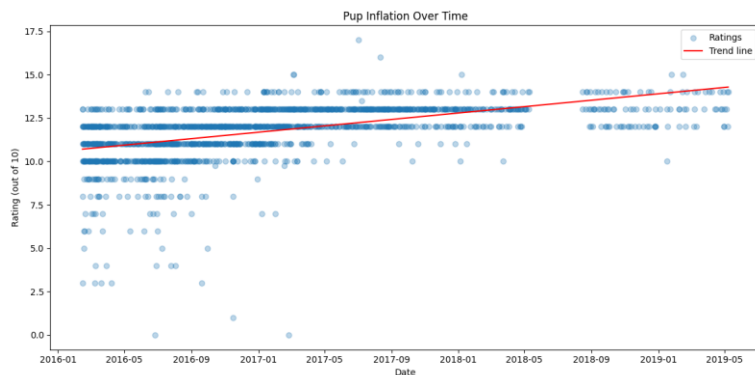


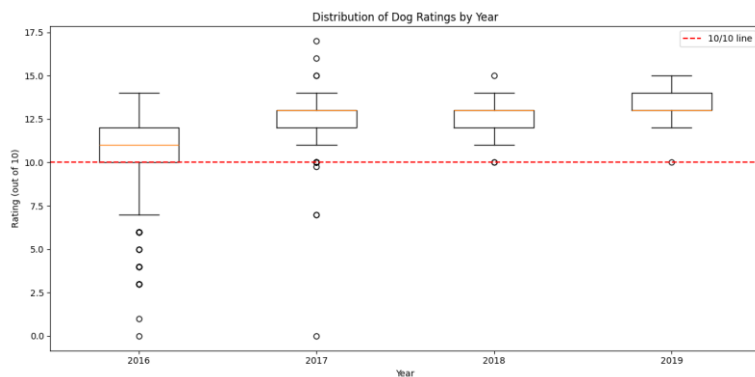
If you've been on Twitter, you've probably seen a @dog\_rates tweet: cute dog photos rated 13/10, 14/10—always above average. But how can that be?

That's what we explored in our analysis of *pup inflation*—the rising generosity in @dog\_rates scores over time. We analyzed thousands of tweets, pulling out each dog's rating and the date it was posted to see how things have changed, exluded those rate were too high (above 20).

In the scatter plot below, you can see every rating plotted against time, with a red regression line showing the overall trend. The result is clear: **ratings are rising**. While the earliest dogs averaged close to 11/10, more recent ratings are closer to 13/10, and the upward trend is statistically significant.



To understand this shift even better, we also created a boxplot showing the **distribution of ratings by year**. This chart highlights how the entire range of ratings has moved upward. In early years, a 12/10 was special. In recent years, it's the norm.



Pup inflation likely happened because all dogs were already great—and as audience love grew, so did the scores, which is just fine in the world of internet dogs.