

Insight Report

From our combined normalised plot we gather that people are more selective about retweeting than favouriting. But we see that retweet has a higher mean value meaning that it is common for people to retweet and not favourite, so favourite is not the only measure to how much people respond to a tweet, retweeting must be taken into account. From our linear relationship plot we see a very strong correlation between favouriting and retweeting.

From our time series data we observe that the amplitudes of the fluctuations get wildly higher for favouriting as time goes on meaning that after 2017-Jan, certain posts started to gain major traction. We see for these events the rise in retweeting did increase but not to such a great magnitude meaning people were still hesitant whether people in their network would appreciate such a tweet. The slow and steady growth in fluctuations of retweets is a sign that as people got more familiar with the channel, they were more willing to retweet once in a while. We see a big spike at the start of 2016 with the next major spike around the start of 2017 meaning that their strategy during 2016 did not work very well and should not be gone back to.

From the plots of ratings against favourite and retweet count we do see a somewhat linear relationship on average. The higher the rating WeRateDogs gave the dog, the more it tended to get retweeted or favourited, meaning that people are influenced by the rating. The sparse number of 1.4 or 14/10 ratings did do marginally better than 1.3 or 13/10 but not by the same degree if their rarity is relatively compared.