

# WERATEDOGS

A Comparison of @dog\_rate's tweets with what people actually favorite

**WERATEDOGS™**  
#1 Source for Professional Dog Ratings

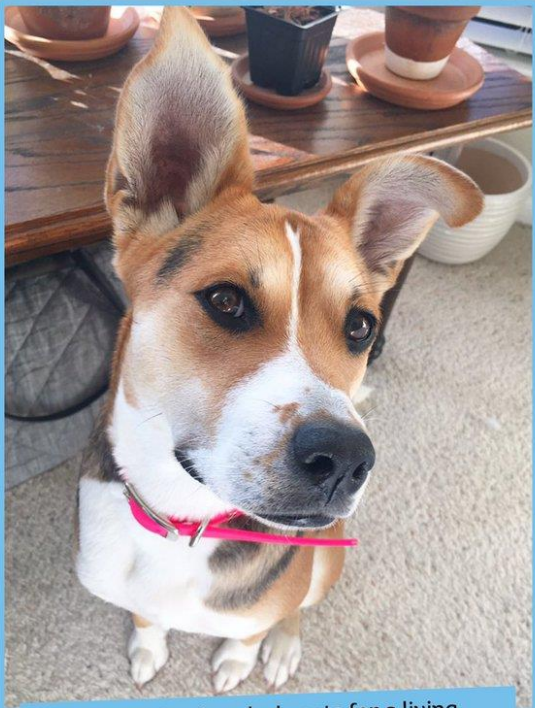


PHOTO COURTESY KIM OTHREESOLE ON INSTAGRAM

This is Kylo. She breaks hearts for a living. Left ear permanently functions at 70 percent. 13/10 would be too nervous to pet




PHOTO COURTESY INSTAGRAM @THEPALEBLOG

This is Bailey. He is practicing his kisses. Looks like they could still use some work, but I personally would accept them. 12/10 for the smooch pooch

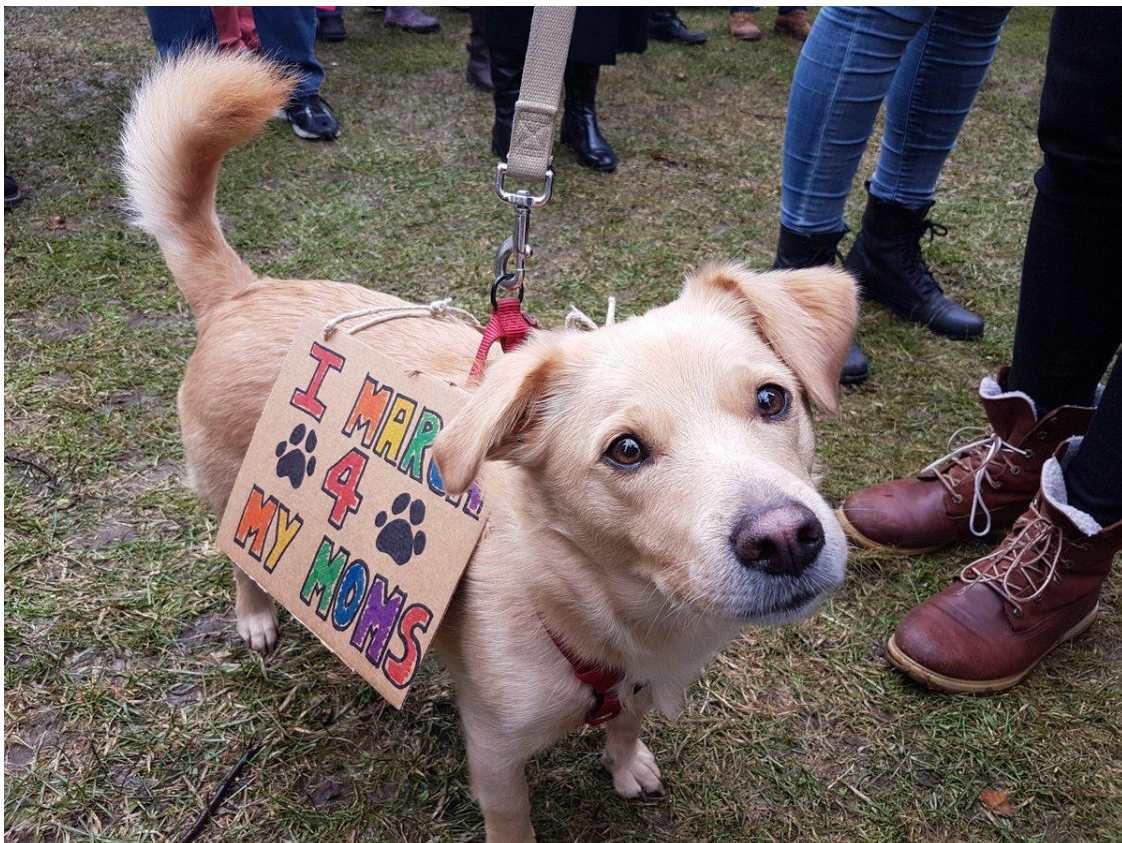
**2019 CALENDAR**  
By Matt Nelson (a.k.a. @dog\_rates on Twitter)

Constance Martineau

# INTRODUCTION

Even if you aren't on Twitter, you've no doubt heard about the WeRateDogs Twitter account – created by college student Matt Nelson. WeRateDogs is a Twitter account that rates people's dogs and includes humorous comments. It was started in 2015 and has received international media coverage – for both content, and for attention drawn to social media copyright law.

WeRateDogs tweets dog photos submitted by their humans. Each tweet also includes a rating and a humorous caption. Dogs are rated on a scale of 1-10, but many dogs are given ratings over the maximum, such as 14/10. As of October 2017, the Twitter account has nearly 3.75 million followers, with many posts having gone viral (posts with at least 30,000 favorites). His most popular post was of a dog marching in the 2017 Women's March, which was retweeted more than 50,000 times and favorited over 134,000 times.





## THE STORY OF BRANT

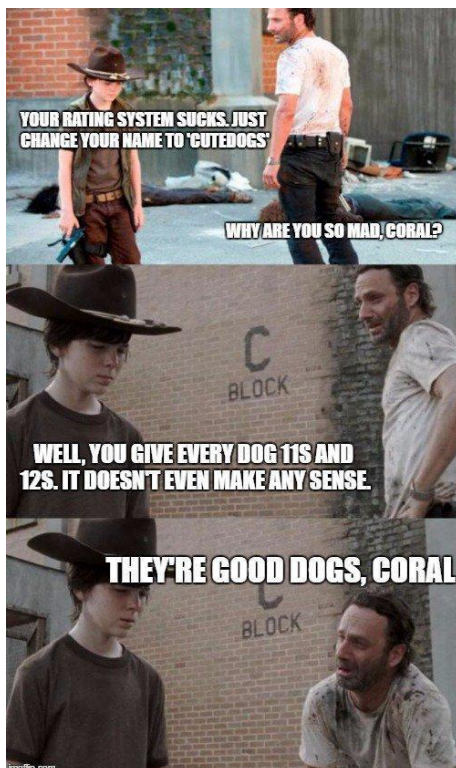


On September 12<sup>th</sup>, 2016, Twitter user @brant tweeted about the account's rating system and pointed out that it didn't make any sense. This resulted in the following Twitter exchange where WeRateDogs repeatedly changed the spelling of Brant's name.





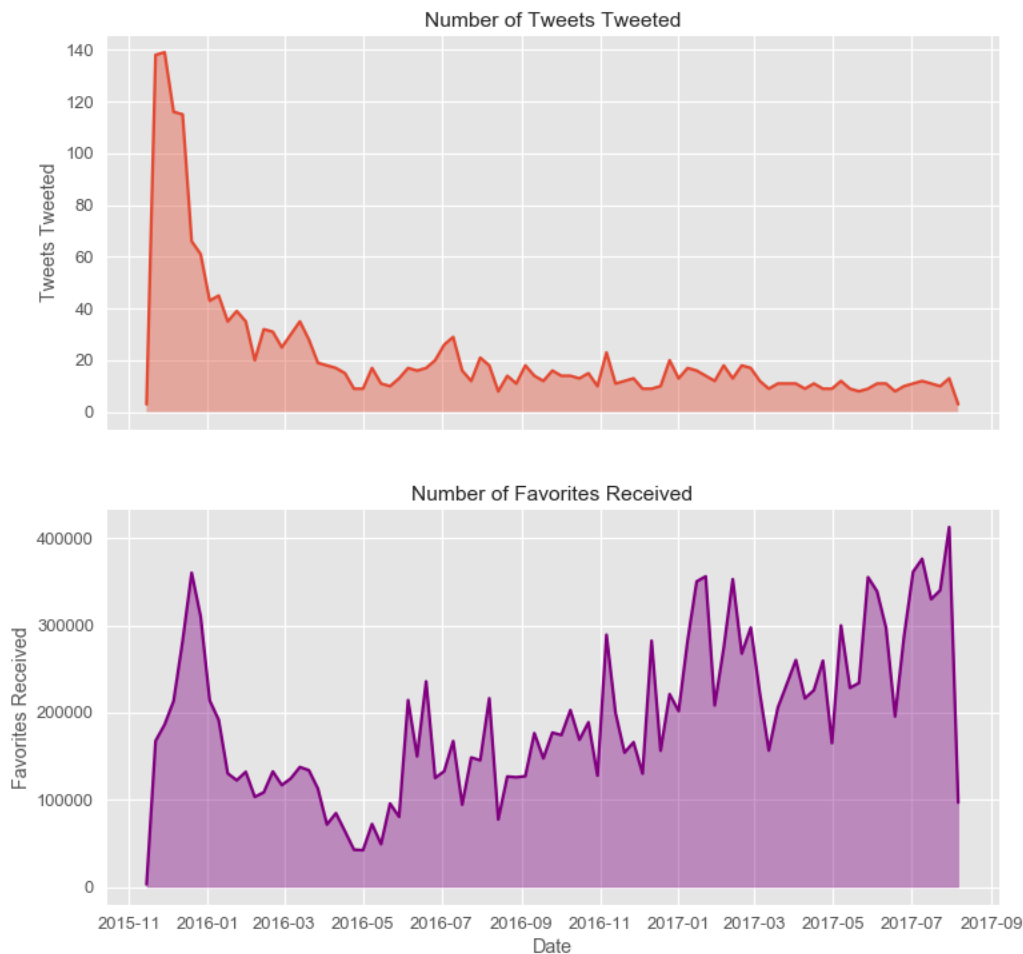
The exchange went viral and was the basis for many memes.



# QUANTITY VS QUALITY

## HOW OFTEN DOES MATT ACTUALLY TWEET??

While going through Matt's Twitter account, I was curious about whether there was a relationship between the types of dogs that Matt rates, and the number of favorites a tweet receives. When comparing the weekly total for how often Matt tweets, vs the weekly cumulative amount of favorites these tweets receive, we can see that although there is a drastic decline in the amount of tweets tweeted, the tweets themselves are much more popular.



Some interesting tidbits:

- *On average, between November of 2015 and September of 2017, Matt submits 22 tweets per week;*
- *However, this is skewed due to the number of tweets that Matt tweeted when he was trying to get his account up and running;*
- *The median amount of tweets Matt submits is 14 tweets per week, but most weeks, Matt submits only 11 tweets per week;*

### ***Is that... a dog imposter??***

While scrolling through the account, it became apparent that Matt not only rates dogs... every once in awhile he will rate dog imposters. Such as this one:



**WeRateDogs™** ✓  
@dog\_rates

Follow

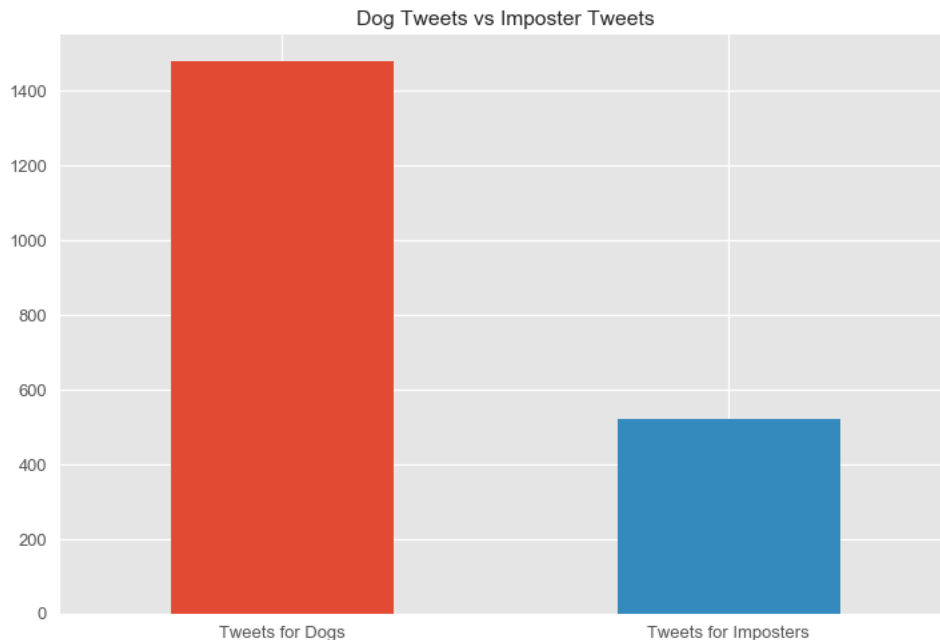


Vibrant dog here. Fabulous tail. Only 2 legs tho. Has wings but can barely fly (lame). Rather elusive. 5/10 okay pup



### ***So – how many dog imposters tweets are there?***

As part of the analysis – we ran all images through an image recognition model to determine dog breeds. An unintended consequence of this is that we can also easily figure out who the dog imposters are.



Roughly a quarter of all tweets that were analyzed were for Dog Imposters.

You might be thinking that we could have probably figured this out using the text of the tweet – there were many that politely requested for people to stop submitting photos of things other than dogs. According to the captions, this seems to be a major problem. There have been people who have submitting photos of Jesus, polar bears, and even seals.





**GOTCHA! Those are all still clearly dogs!**

And that is why, folks, it is always important to validate your assumptions before coming to any conclusions. Matt clearly has a sense of humor.

## DOGS VS IMPOSTERS

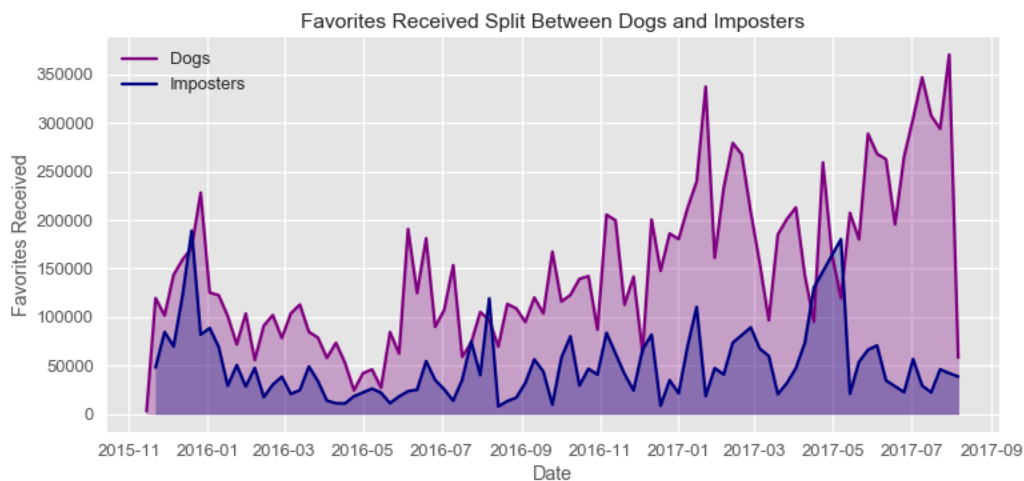
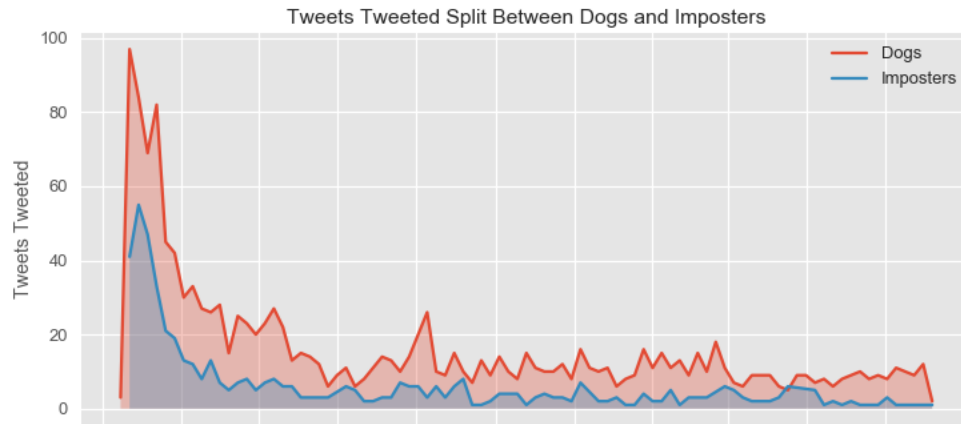
### **DO PEOPLE PREFER ACTUAL DOG PICS?**

So, the next question: How often does Matt tweet about dogs in comparison to imposters, and do people tend to favorite dog pics, or imposter pics?

This is where things get interesting. It appears that the amount of dog tweets versus imposter tweets is proportional – but over time people seem to prefer the dog pics. I can relate to this. Because... dogs.







# MR POPULARITY

## WHAT KIND OF DOGS DO PEOPLE LOVE?

Over time, some vocabulary evolved to describe different types of dogs. And I wondered which dogs people loved best. These definitions are taken from Matt’s book “#WeRateDogs”:

### Doggo:

1. A big pupper, usually older. This label does not stop a doggo from behaving a like pupper;

2. A pupper that appears to have its life in order. Probably understands taxes and whatnot;



## Pupper:

1. A small doggo, usually younger. Can be equally, if not more mature than some doggos;
2. A doggo that is inexperienced, unfamiliar, or in any way unprepared for the responsibilities associated with being a doggo;



## Puppo:

1. A transitional place between pupper and doggo. Easily understood as the dog equivalent of a teenager;
2. A dog with a mixed bag of both pupper and doggo tendencies;



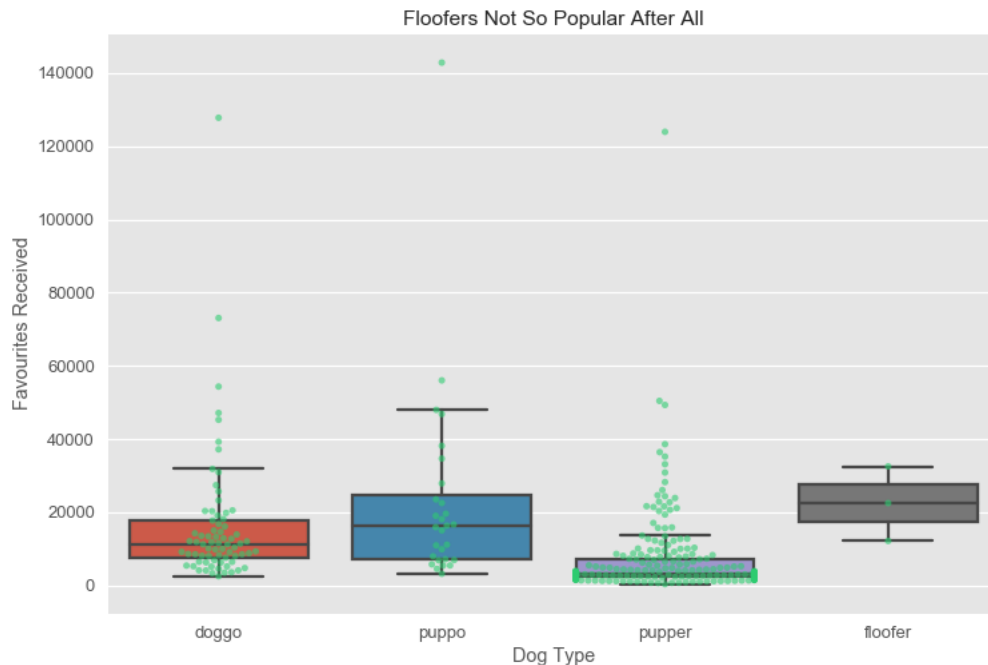
## Floofer:

1. Any dog really, however, this label is commonly given to dogs with seemingly excess fur. Comical amounts of fur on a dog will certainly earn the dog this generic name;
2. Dog fur. The term holds true whether the fur is still on the dog, or if it has been shed off;





When looking at the medians, it's clear that Floofers are what people like best... however, it's important to take these results with a grain of salt. Out of 2000 tweets analyzed, there were only 3 tweets for Floofers. The important question is: ***Does Matt have a bias against fluffy furballs?***



Another interesting thing to note is that puppies have the most number of tweets, but by far the lowest median. It seems that people don't appreciate puppies as much as Matt. The exception to the rule is this pupper with over 120,000 favorites: He sure is a cutie!



**WeRateDogs™** 

@dog\_rates

Follow



This is Jamesy. He gives a kiss to every other pupper he sees on his walk. 13/10 such passion, much tender



5:28 PM - 21 May 2017

**36,205** Retweets **123,871** Likes



 Phillip McCarthy

 571

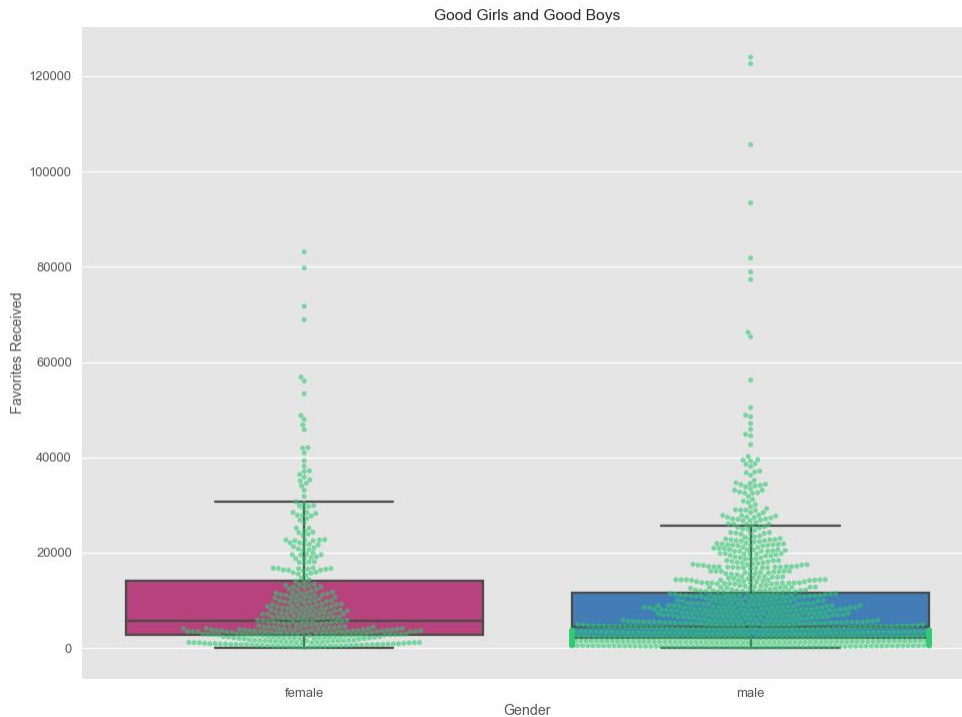
 36K

 124K



# GOOD BOYS OR GOOD GIRLS

## DO PEOPLE PREFER GIRL DOGS, OR BOY DOGS?

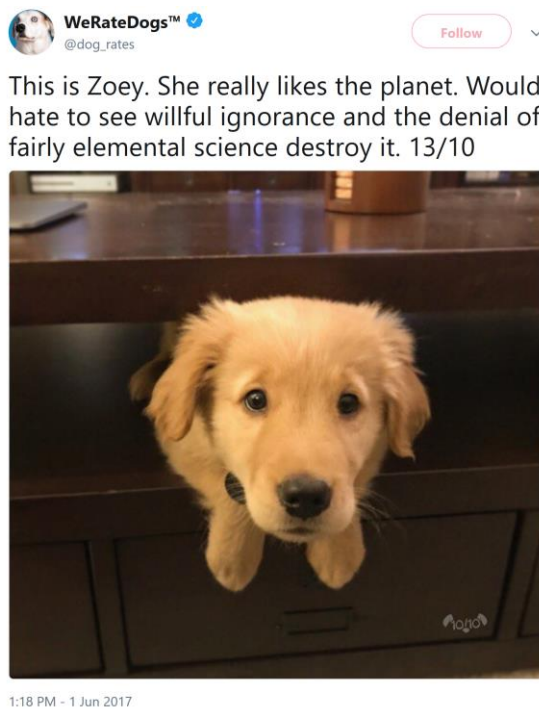


To figure out whether the dog was a Good Girl, or Good Boy, I first inferred the gender based on the pronouns used in the tweet. For the remaining dogs, we ran the dog names through the Genderize API – Genderize has created a model that infers the gender of something based on the name.

For this question, there is no clear winner. There are many more tweets for good boys, but the median for good girls is slightly higher, and good girls have a higher inter-quartile range. For good boys, many tweets have few favorites, but there are a few tweets that really stand out – so this one is a toss-up.



Most popular Good Girl with 83107 favorites:



Most Popular Good Boy – with 123960 favorites:



Yes, I already showed you this pic when talking about different dog types, but he is so adorable that I couldn't resist posting this again.

# CONCLUSION

WeRateDogs rates roughly 11 dogs per week, with most of the dogs being male, or a pupper. Roughly a quarter of the tweets are for things other than dogs. People tend to favorite floofers whenever Matt rates these type of dogs; however, this is a rare occurrence. A relatively recent trend has been for people to favorite dogs as opposed to dog imposters, which is something that Matt likely picked up on as there has been a decline in tweets for dog imposters within the last few months.