We Rate Dogs Act Report

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20/04/2019 Berlin, Germany

1. Introduction

About WeRateDogs:

WeRateDogs is a Twitter account that humorously introduces dogs. Usually, dogs are being introduced by their name, a photo and a funny comment using doggo lingo, an internet language around the love of dogs. Dogs are mostly being classified according to their dog stage: 'doggo', 'puppo', 'pupper' or 'floofer'. Additionally, dogs are being rated by a not-so-serious number out of 10 points. Usually the number is higher than it's denominator.
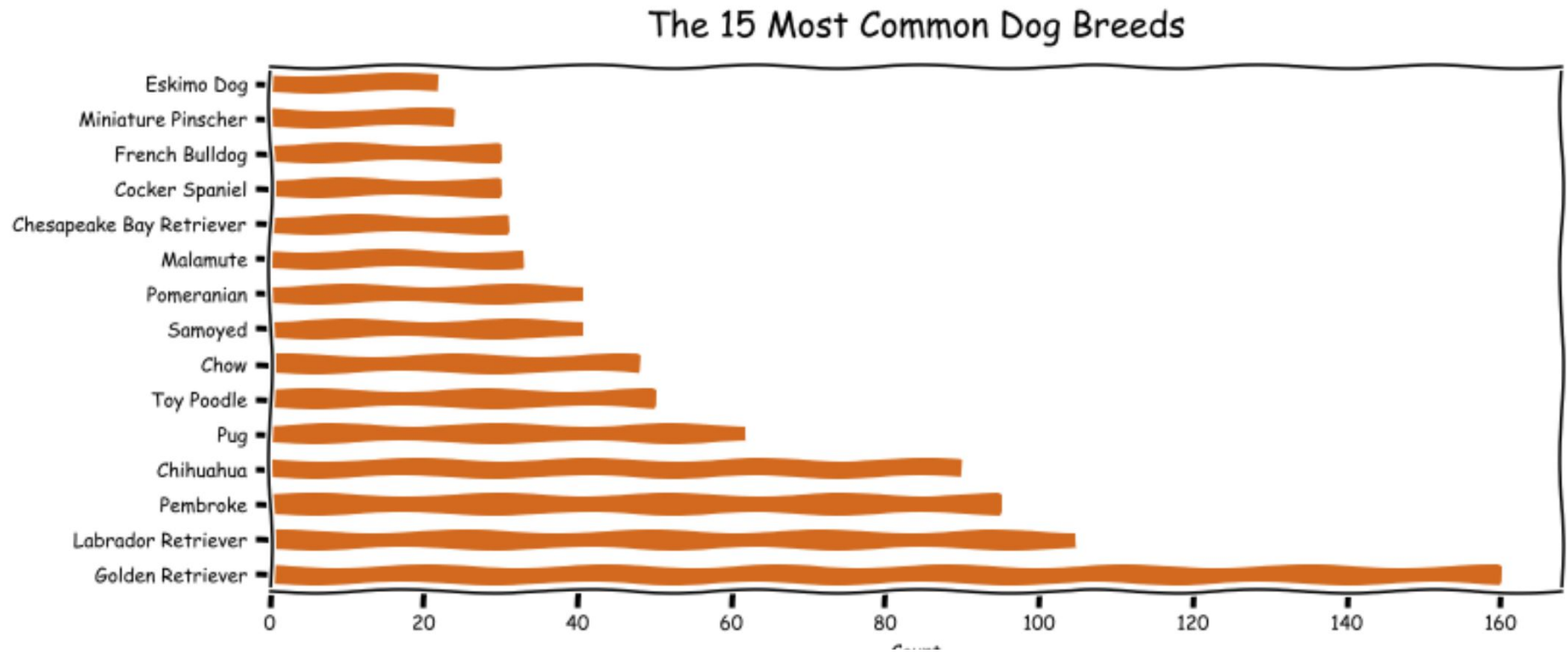
https://twitter.com/dog_rates/ (https://twitter.com/dog_rates/)
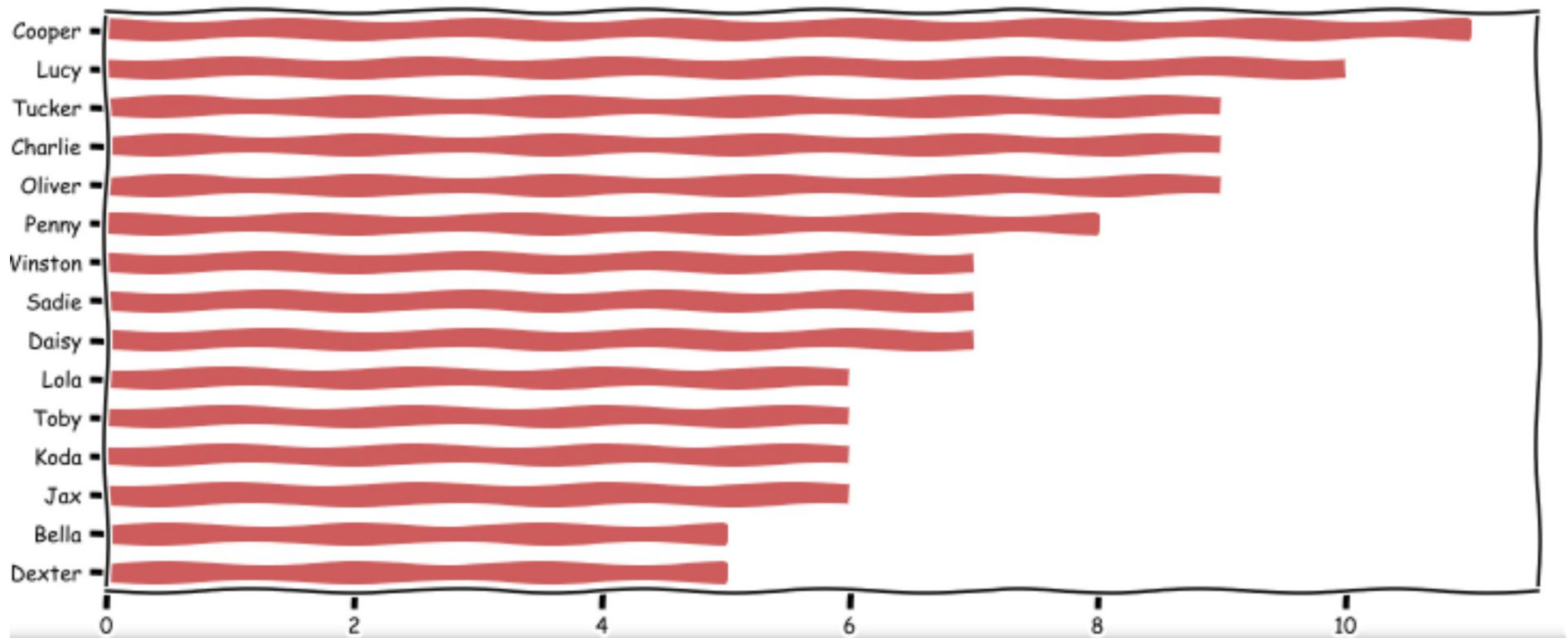
Our data

We analysed about 1600 tweets of the WeRateDog Twitter account posted betweet November 2015 and August 2017. To identify dog breeds we used a dataset that predicted breeds from the photo using neural network image recognition software.

2. Most common dog breeds and dog names

When it comes to the most shared dog breeds of this account, we have a clear winner. Golden and Labrador retriever seem to be best friends of hoomans. Cooper, Lucy, Tucker, Charlie and Oliver are the most common doggie names in this account.

The 15 Most Common Dog Breeds

Breed	Count
Eskimo Dog	~22
Miniature Pinscher	~25
French Bulldog	~30
Cocker Spaniel	~30
Chesapeake Bay Retriever	~31
Malamute	~33
Pomeranian	~41
Samoyed	~41
Chow	~49
Toy Poodle	~50
Pug	~62
Chihuahua	~90
Pembroke	~95
Labrador Retriever	~105
Golden Retriever	~160

The 15 Most Common Dog Names

3. Popularity contest

Ultimately, we were curious to find out who are the most popular dogs around the block. We started by analyzing how often tweets were favorited and retweeted. Interestingly, we found a positive relationship between Retweets and Favorites. Retweets seem to grow exponentially with the Favorites. We conclude, that the number of retweets is the stronger measure of popularity.

Relationship between Favorites and Retweets
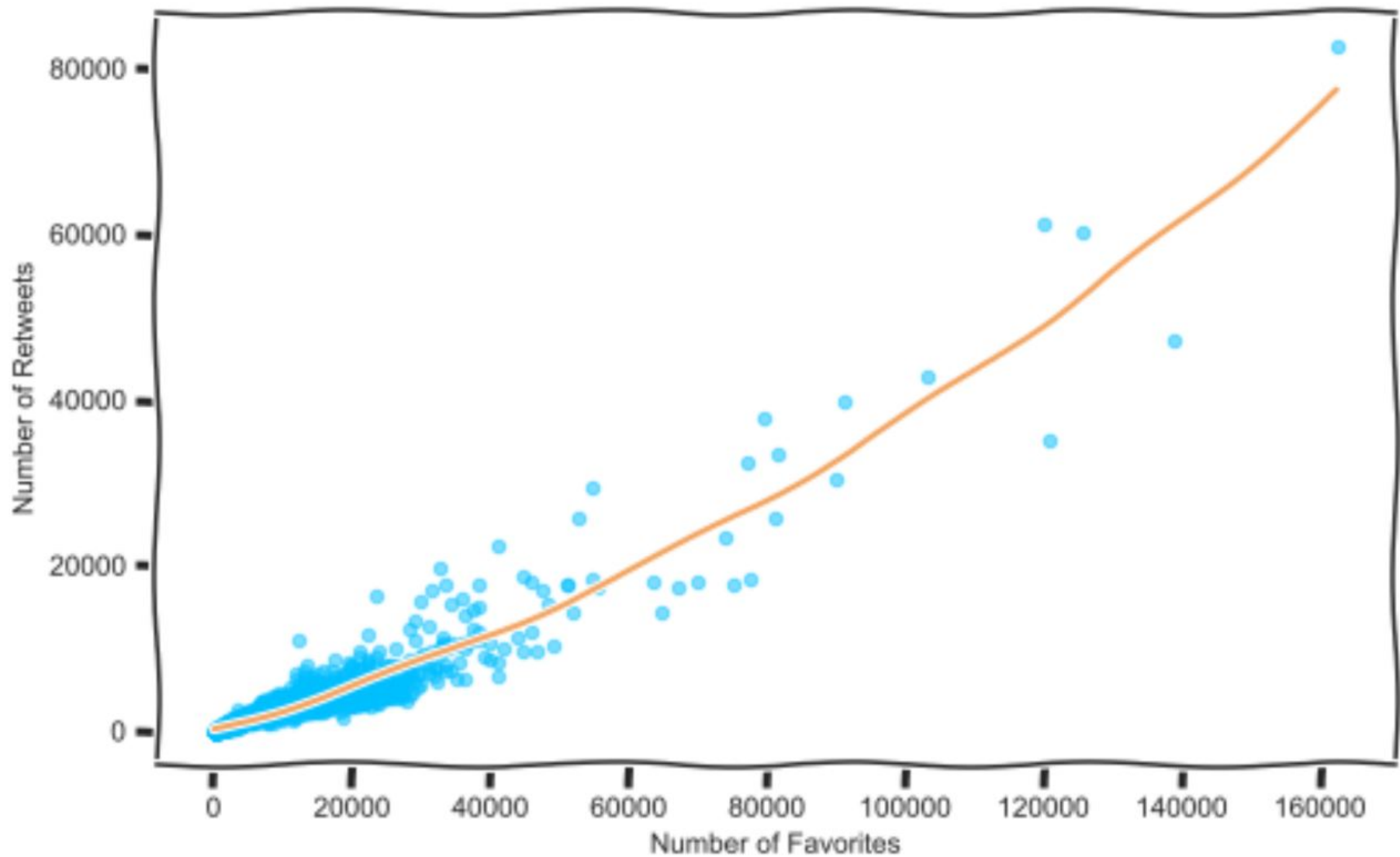
If we sort our doggies by retweet count first, and favorite count second, we found the star amongst our best friends. 162,710 hoomans favorited and 82,790 retweeted this little friend of unknown name at the time of the analysis. A round of barking applause for this Labrador.
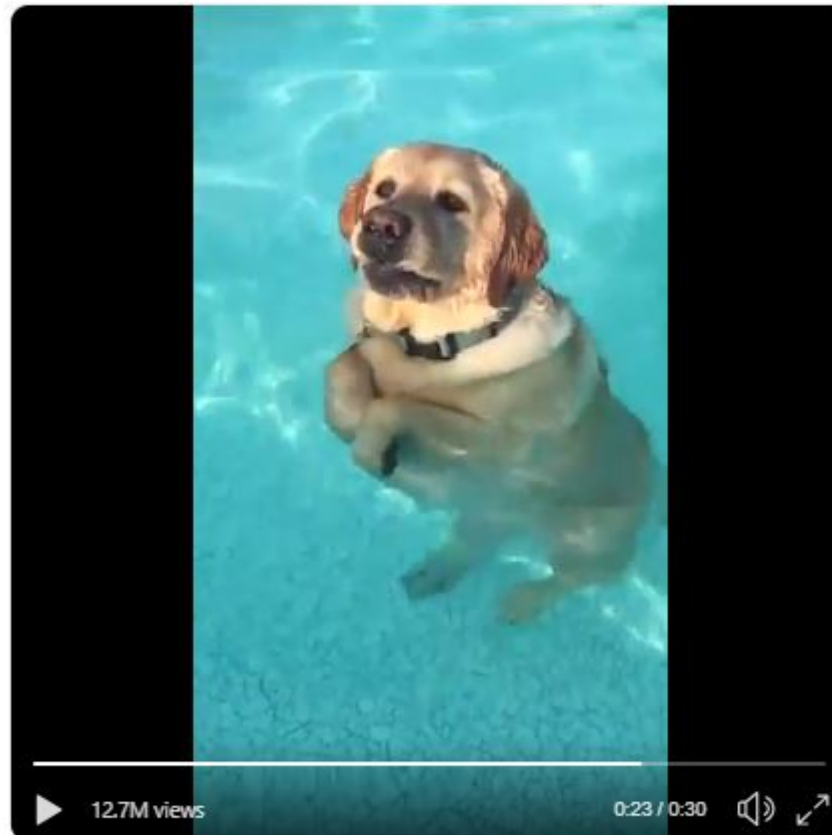
WeRateDogs™ ✔
@dog_rates

Here's a doggo realizing you can stand in a pool. 13/10 enlightened af (vid by Tina Conrad)

12.7M views   0:23 / 0:30

11:26 AM - 18 Jun 2016

82,658 Retweets 162,522 Likes

💬 1.3K   ⟲ 83K   ♡ 163K

They say, true beauty is reflected in a dog's inner soul. There is a second chance for all the doggies that don't care too much about their popularity on social media. The owner of the Twitter account rated the dogs with true dog loving expertise. Dogs were rated between 0 to 14 points out of 10. Most dogs achieved a rating between 10 to 13 out of 10 points. There were only a few that made it to the best rating of 14/10.

Dog Rating Distribution
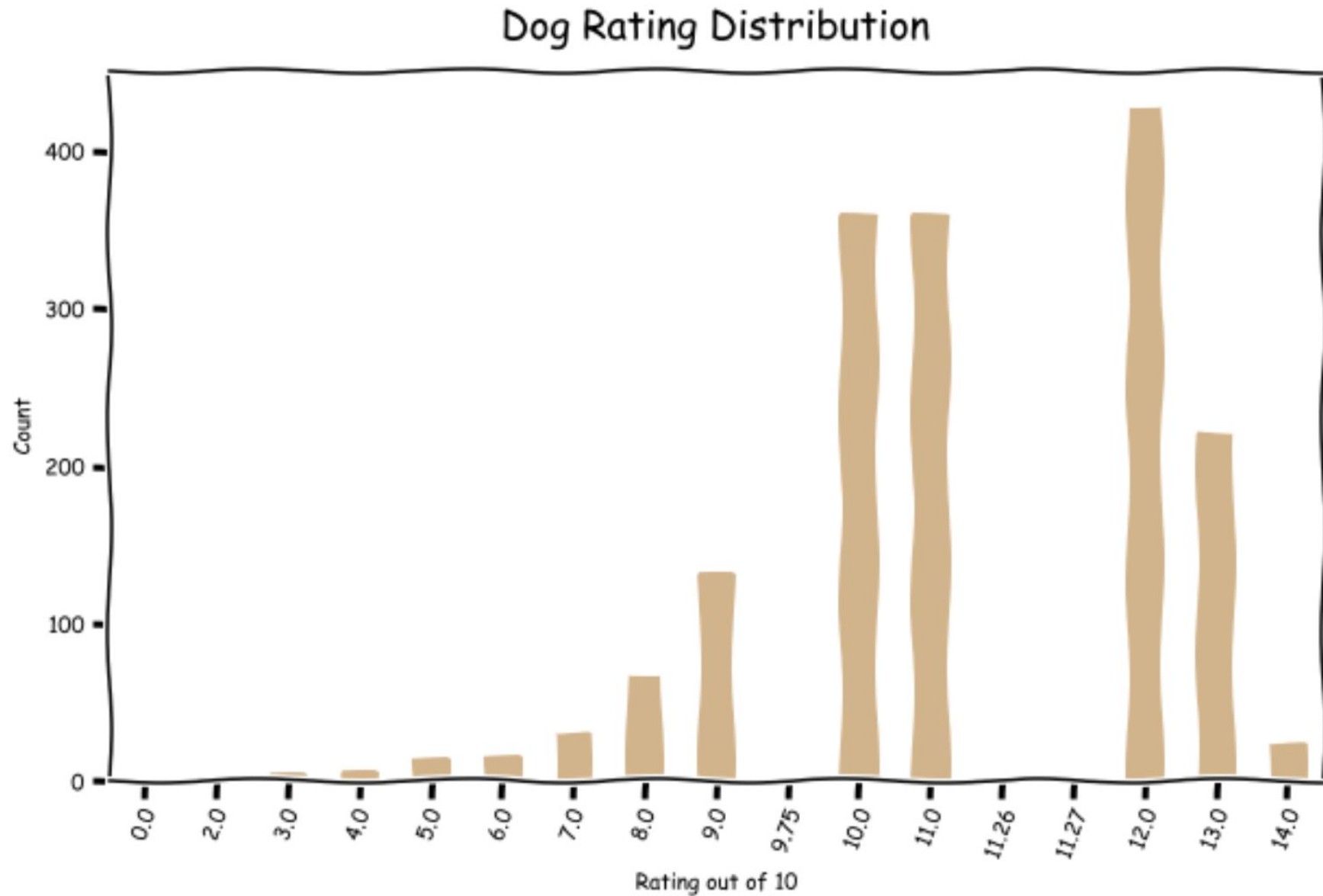
Sorting our data on the scale of the WerRateDogs acocunt first, makes one dog exceptional.

Let's introduce the winner in to you...

~~ Bo ~~

Bo truly stands out. Bo, also know as the first dog, is a member of the Obama family. You can read about his achievements and adventures on wikipedia [https://en.wikipedia.org/wiki/Bo_(dog (https://en.wikipedia.org/wiki/Bo_(dog))](https://en.wikipedia.org/wiki/Bo_(dog)). Take a look at him, such a good boy.

This is Bo. He was a very good First Doggo. 14/10 would be an absolute honor to pet

6:15 PM - 10 Jan 2017

39,652 Retweets **91,284** Likes

💬 258   ⟲ 40K   ♡ 91K   ✉

4. Dog stages

Many tweets of the dog rates account categorize their dogs into the dog stages pupper, doggo, puppo and floofer. However, by far most posts of our cleaned data frame do not refer to any of the stages (1409 tweets). With 166 mentions, puppers seem to be most common, followed by doggos (54) and puppos (21). 8 times doggo and pupper were mentioned in the same tweet. Floofers seem to be a rare one (7). 1 point each goes to a combination of doggo and pupper respectively doggo and floofer.

Dog Stage Distribution
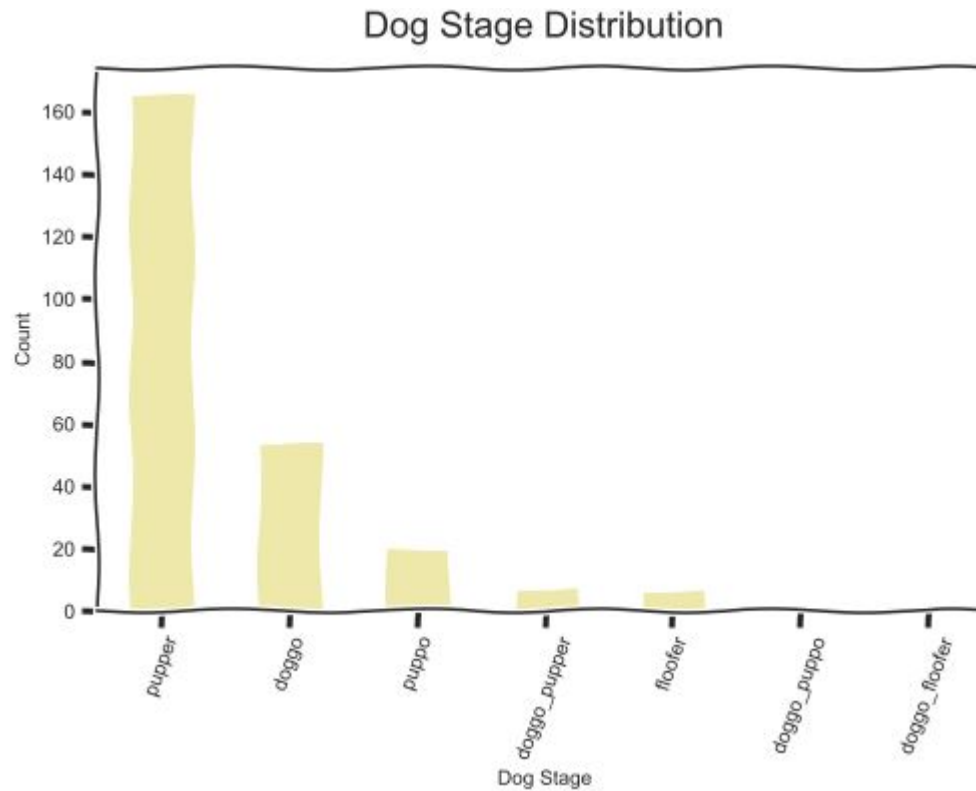
If we relate the dog stages to popularity, we find that puppos and doggos take the lead for user ratings and retweet/favorite ratings. Surprisingly, puppers slightly underperform. One theory, that still needs to be proven though, may be that the owner of We Rate Dogs values strong, brave and heroic dogs over cuteness.

However, we have to be very careful here to not jump to conclusions. The number of dog stage mentions is not high enough and unevenly distributed, so that we cannot rely on our results. Further research and data collection may bring an answer how a dog stage affects popularity.

Dog Stage and Rating Popularity

Popularity and Dog Stages
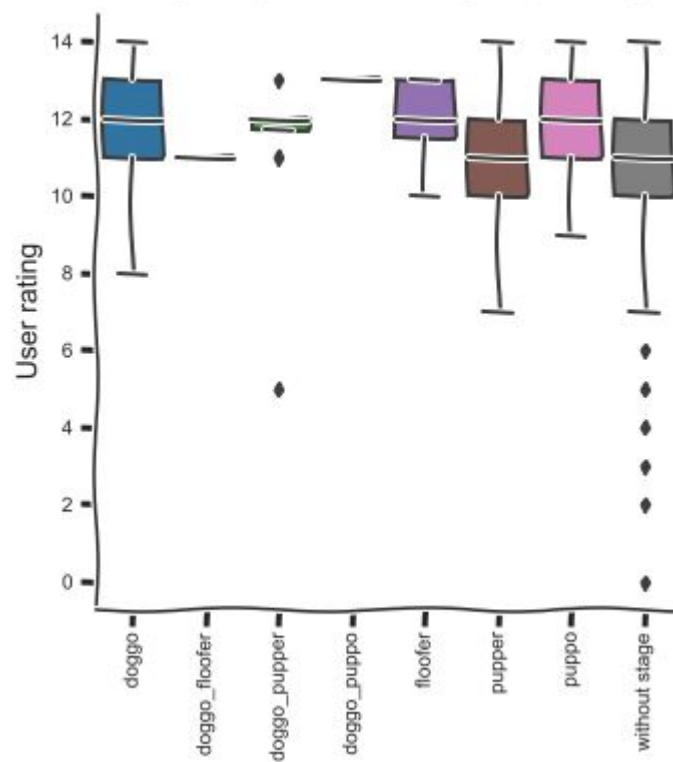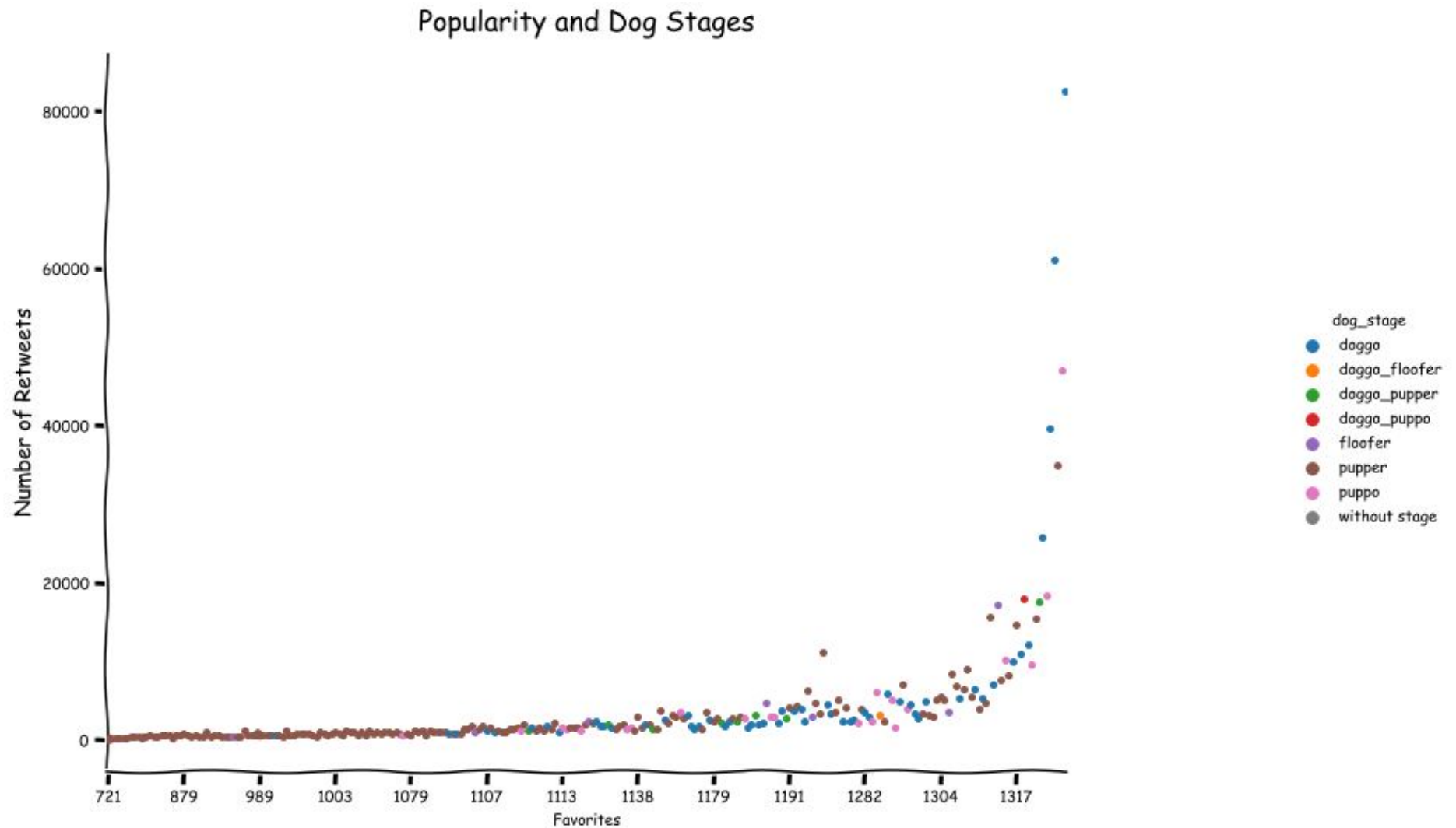
5. Account popularity over time

Analysing the number of retweets and favorites over time reveals that the popularity of We Rate Dogs increased over the period of end of 2015 to August 2017. Interestingly, the number of favorites shows a steeper growth than retweets. The timeline reveals an anomaly around June 2016. The peak of retweets and favorites indicates that an event must have drawn a lot of attention to the We Rate Dogs account. This event had an everlasting impact. The popularity of We Rate Dogs grew continuously thereafter.

Popularity over time
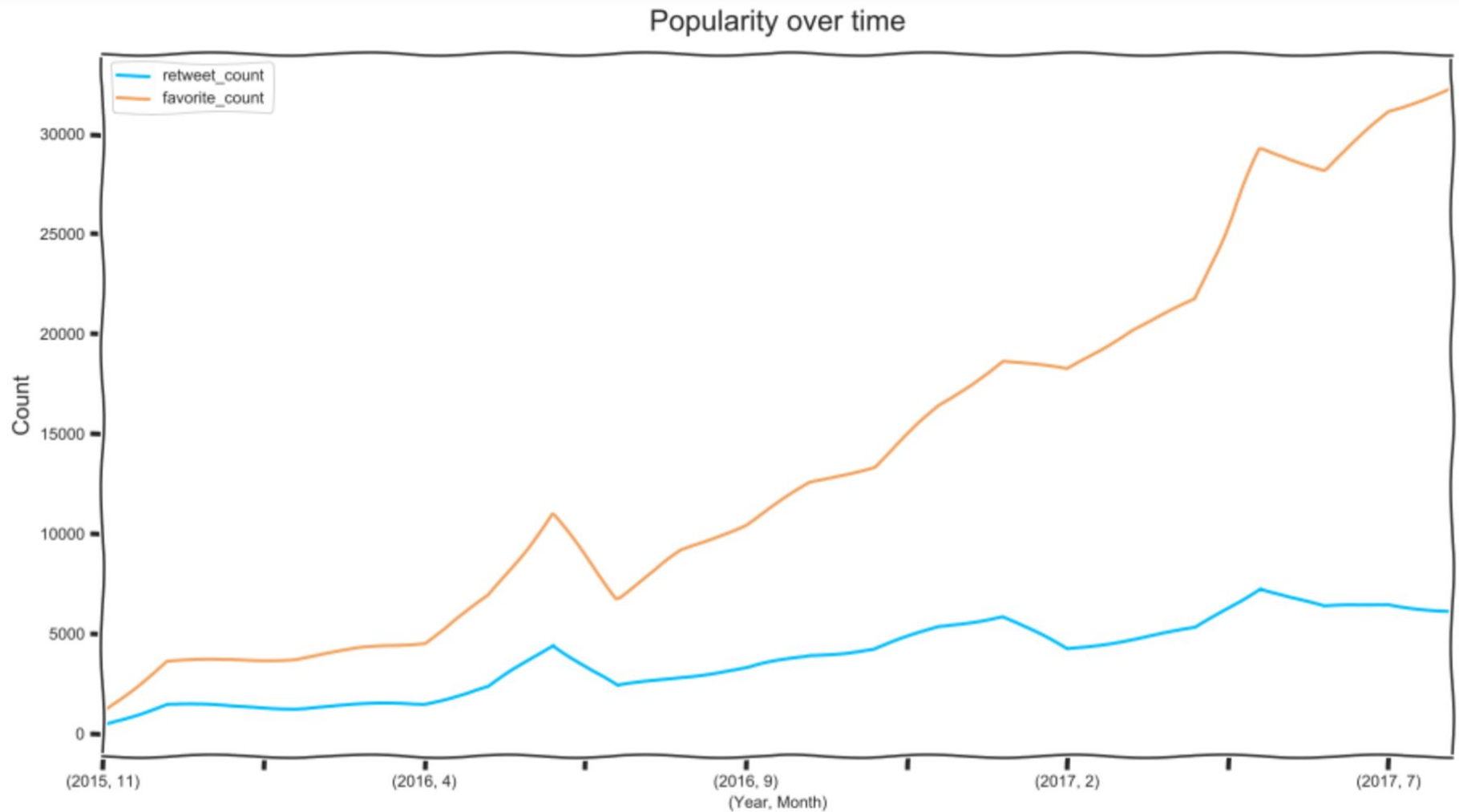
We took a look on the number of retweets according to the time of the first tweet. We found that during 05:30 to 14:00 UTC time there were hardly any tweets and retweets. This makes only sense: if we convert UTC to the North American times (NYC time and to Pacific Daylight time), we find that 22:30 PM (NYC)/01:30 AM (PDT) to 10:00 AM (NYC) / 07:00 AM (PDT) is actually night time. There seems to be an agglomaration of retweets/tweets around the time 0:00-02:00 UTC and 15:00-17:00 UTC. The conversion to North American times, results an lightly increased higher popularity if the tweet was posted in the early evening (17:00-19:00PM PTD or 20:00-22:00PM NYC) or in the morning (08:00/10:00AM PDT or 11:00AM/13:00PM NYC).

Rating Popularity according to time of a day
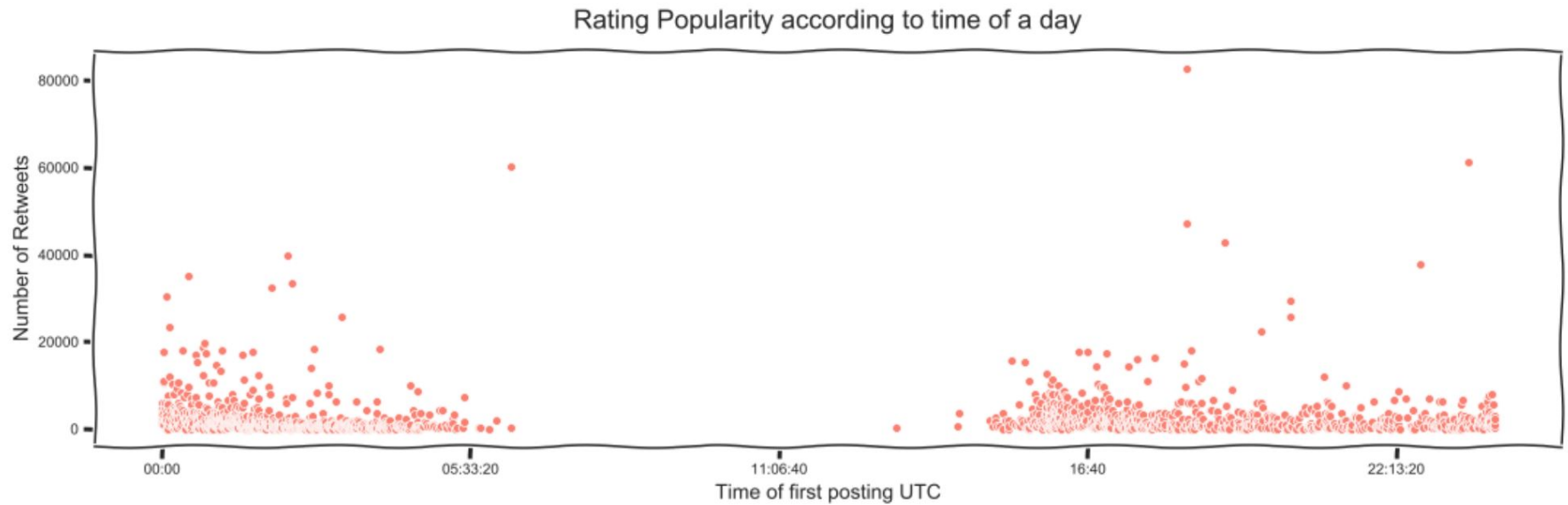
6. Conclusion

WeRateDogs is an internet phenomenon. Much like grumpy cat memes, doggos became more and more popular over the years. Browsing through the tweets demonstrate, dogs are loyal, brave, adorable, cute and funny. They instantly put a smile on a persons face. We Rate Dogs has proven, all pet dogs are great, no matter if they are black, white, brown, liver, tan, smol or big, floof or short-haired and pupper or puppo.