

Act Report

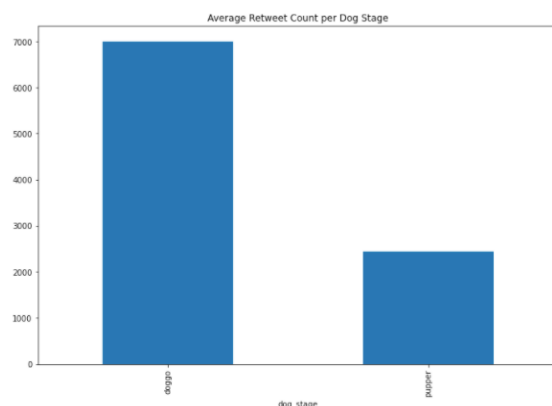
Jean Simmons-Delpit

Twitter user @dog_rates has their finger on the pulse of the relationship between man's best friend and that best friend's admirer. Framed as a cute and fun-loving way to check out and rate different dog breeds, the true insights lay not in their strangely lopsided rating system, but in the archive of tweets they've left as a legacy for all to see. What treasures of information can we find by reviewing @dog_rates tweet archive? The answer is, you'd be surprised. I took a short dive into the sea of information gathered from the beginning of @dog_rates life on Twitter through to August 2017 to find out.

The data is pretty straight forward, but with the supplemental help of AI we are able to see information on dog breeds, in addition to the expected favorites, and retweet info.

@dog_rates even provides whimsical categories to represent dogs at different ages; older dogs or doggos, younger dogs or puppies, teenage dogs or puppos, and all the rest called fluffers. With this information we can answer a plethora of questions. Do people prefer younger dogs over older dogs? Which dog breed is more loved? And speaking of AI, which dog breed is easier for an AI to identify with photos provided by @dog_rates fans?

In particular let's take a look at that million-dollar question – do people prefer younger dogs over older dogs. We find a surprising answer. Based on what you see on TV maybe a cute and hyper puppy takes up space in followers minds rent free. The findings though, are really quite the opposite. Based on a review of the We Rate Dogs rating system, the average number of retweets, and the average number of favorites, doggos are the clear winner! On average the We Rate Dogs team rates doggos 1 percentage point higher than puppies. And admirers? On average they favorite photos of doggos 40% more. They also retweet photos of doggos 35% more than puppies. Sorry Marley from Marley & Me, I think people prefer an old dog like Beethoven way more.



Average Retweet Count per Dog Stage (Age) – Can you believe it. @dog_rates admirers prefer old dogs to young dogs.