@dog_rates, also known as WeRateDogs, is a Twitter account with more than 9 million followers to this date (May 2021), the "Only Source For Professional Dog Ratings." Today we are analyzing their tweets from November 2015 to August 2017, and we aim to see what makes a tweet popular.

If you are new to dog rating, one of your first questions might be - what is the average rating of dogs being rated by WeRateDogs? The answer is 10.54/10. WeRateDogs almost always have a denominator of 10, but the numerator is almost always greater than 10 - 11/10, 12/10, 13/10, etc. Why, you asked? Because "they're good dogs Brent."

Now you have a basic understanding of the rating system, you might be interested in seeing if higher ratings result in more retweets and favorites. As you can see from Figure 1 below, the higher the rating is, the more retweets and favorites this tweet gets, and the most liked tweet is for a dog rated with 13/10.
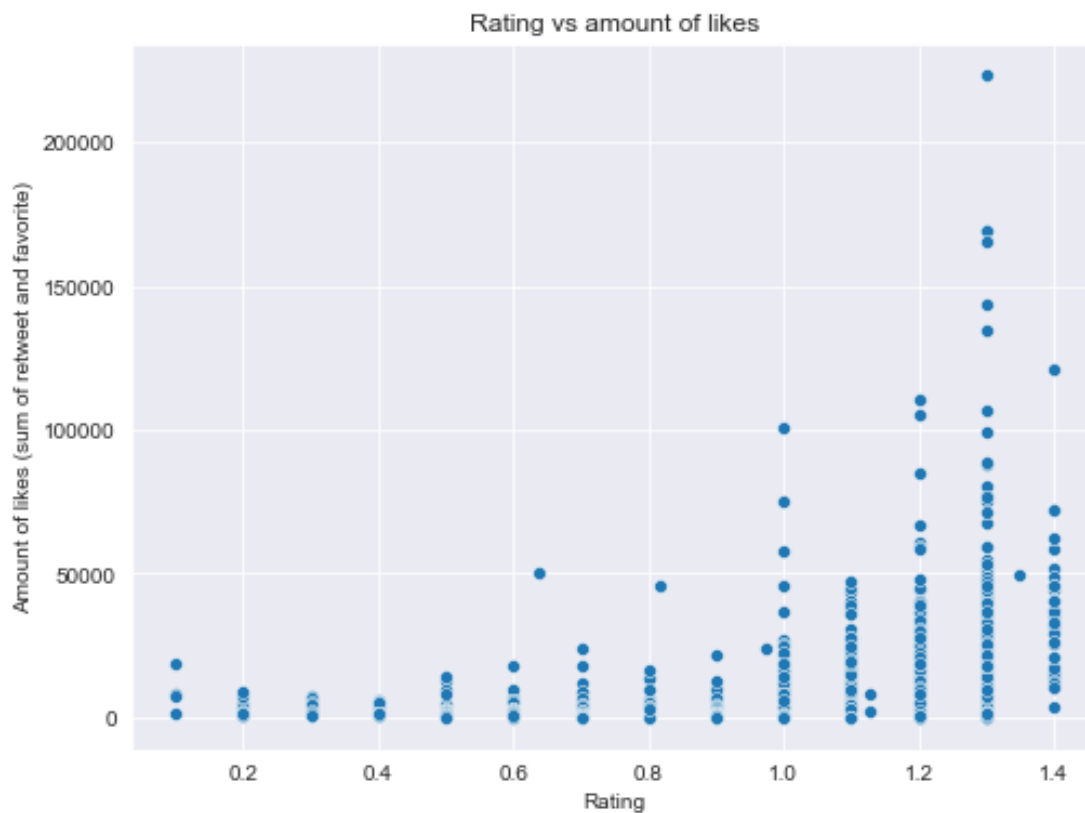

Figure 1: Rating vs Amount of Likes

To get high ratings, we need to understand what breed of dogs WeRateDogs likes more. The highest rating he has ever given to a dog is 14/10, and among the machine-identified dogs that earned that rating, there are four pembrokes, two golden retrievers and two french bulldogs! Other than that, Rottweiler, Poodle, Samoyed, Chihuahua, Eskimo, Pomeranian, Irish Setter, Gordon Setter, Bloodhound and Black and Tan Coonhound have all received 14/10 once. (Figure 2)
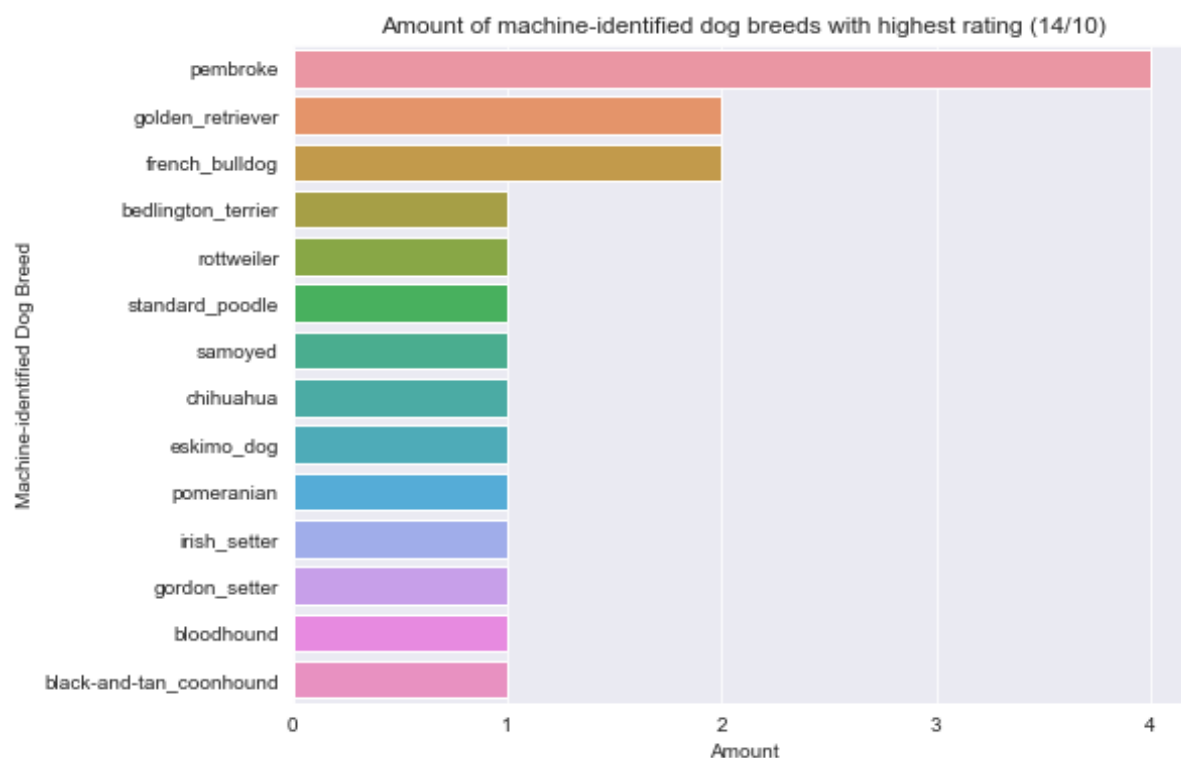

Figure 2: Amount Of Machine-Identified Dog Breeds With Highest Rating (14/10)

Other than being rated high, what else could affect the amount of retweets and favorites? You guess right, it is the amount of images this tweet includes! Tweets get a similar amount of average retweets/favorites when they have 2 or 3 images, but the average amount of retweets and favorites goes up by about 20% when it has 4 adorable pictures of the dog!
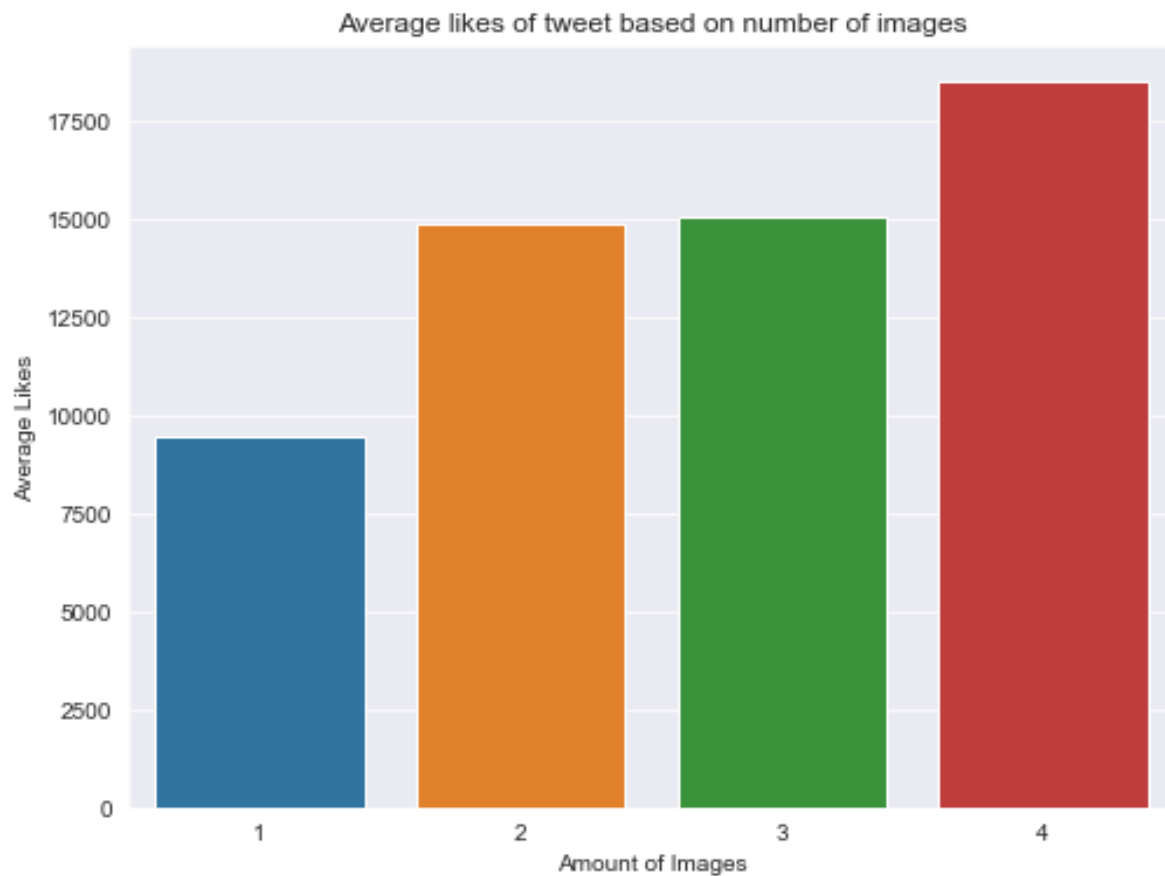

Figure 3: Average Likes of Tweet Based On Number Of Images

What about the timing of the tweet? Maybe tweets get more retweets and favorites around the holiday season, when friends and families are sharing cute dog pictures? Sadly, it does not seem like the amount of likes are related to the original post month of the tweet - though we do not have enough data to support the theory that recent tweets get more likes due to WeRateDogs being more well-known over time.
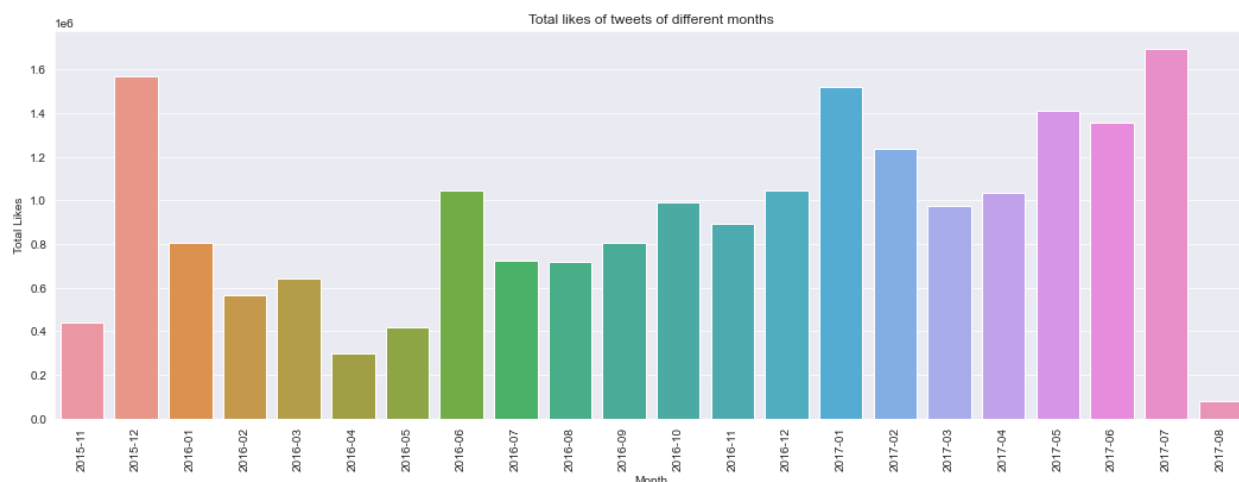

Figure 4: Total Likes Of Tweets Of Different Months

Hopefully these are some useful insights that help your little cutie get to the top rated chart and receive tons of love from dog lovers all around the world!