WeRateDogs- A Lighthearted Look Into Everyone's Favorite Twitter Account

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Who let the data out? Who, who, who..... me! That's who. Everyone loves dogs. That is as much of a fact as the Earth is round. Ok, the Earth is technically an irregularly shaped ellipsoid, but you get the point. The undisputed best place to get your fill of wholesome puppers is from the Twitter account WeRateDogs. They specialize in the bestest of bois and the goodest of girls, delivering top tier content directly to your front page.

Established in November 2015, this account has accumulated an impressive 9.2 million followers during its tenure. It is so dearly loved that it's expanded beyond Twitter and developed its own merch store, as well as the nonprofit "15outof10 Foundation". Talk about Pawsome! The creators of this account are so devoted to its content, they've even made their own classification system for featured dogs.

In fact, there are so many tweets on this account that I began to wonder; is any of this information meaningful? Could I determine, once and for all, what the best breed of dog is? I downloaded their Twitter archive to find out for myself.
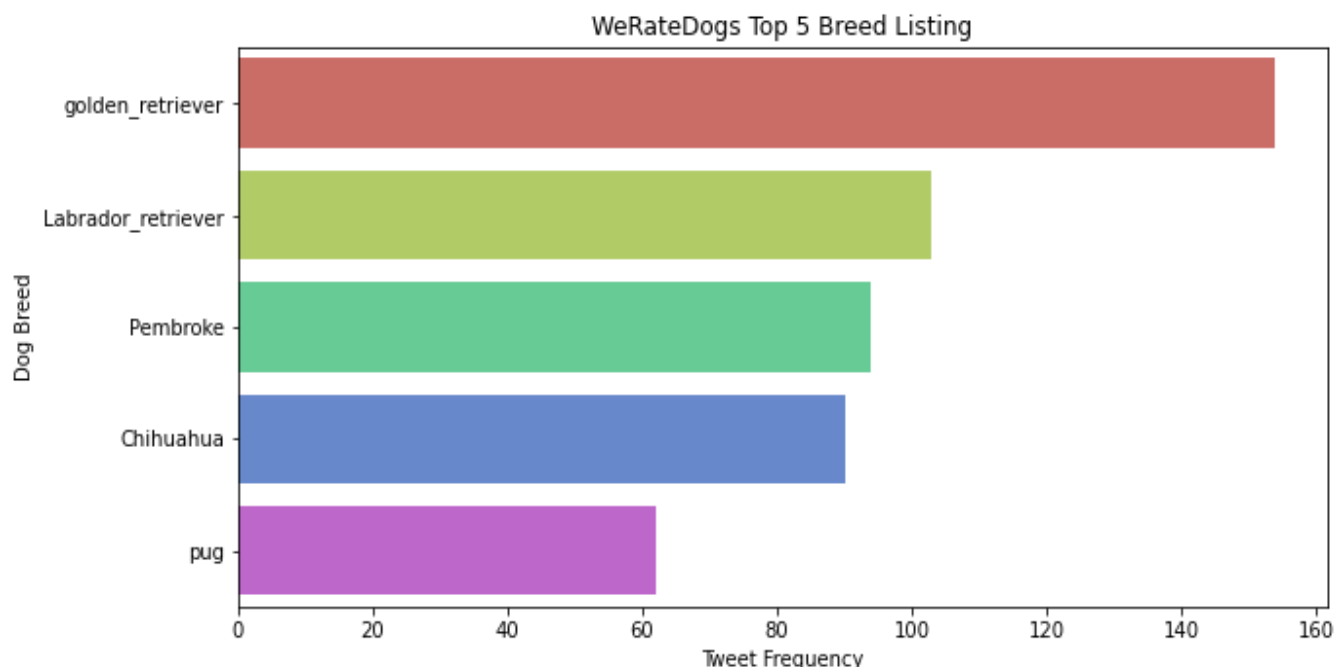

Figure 1 - Breed popularity

Golden Retrievers ended up being the most popular by frequency. Meaning, out of all the tweets I analyzed, Goldens were tweeted about the most. Funnily enough, they were also the most popular by number of favorites. Not only do people love tweeting about Goldens, but they also love seeing tweets about them. 36% of the total favorites were attributed to Golden Retrievers. At the time of this article, that is 1,693,324 favorites on these guys!

Everyone knows a Golden named Cooper, or a lab mix named Bella. There are just names that are more common than others. It's the way of the world. There's nothing wrong with that. My curiosity got the best of me. I had to know, are there any dog names on WeRateDogs that appear way more frequently than others?

The short answer is no. The long answer is that there are a few names that occur slightly more often. Lucy, Charlie, Oliver, Cooper, and Penny are the Top 5 from the archive. However, they don't occur significantly more often than other names. The most frequent name(s) are Lucy and Charlie, with a whopping 11 occurrences each in my set of 2000+ tweets. That is sarcasm folks, 11 is not considered a 'whopping' amount of anything. Only 4% of the total names were represented in our Top 5 count. In truth, I didn't find anything statistically significant about the names, we had a lot of tweets that didn't include names at all. Maybe that's where the Bella's are hiding.

Or maybe, all the Bella owners are hiding behind their TweetDeck screens. Considering we only had 10 tweets in this entire set from TweetDeck, it's reasonable to assume that's where the Bella's are hiding. Again, a joke, I have no idea where the Bella's are. What I do know, is that 94% of the tweets analyzed were generated on an iPhone. That might be obvious. Surprisingly, the 2nd most popular tweet source was Vine. Remember Vine? Me neither. Finally, the Twitter web client and TweetDeck comprised the rest of the tweets.
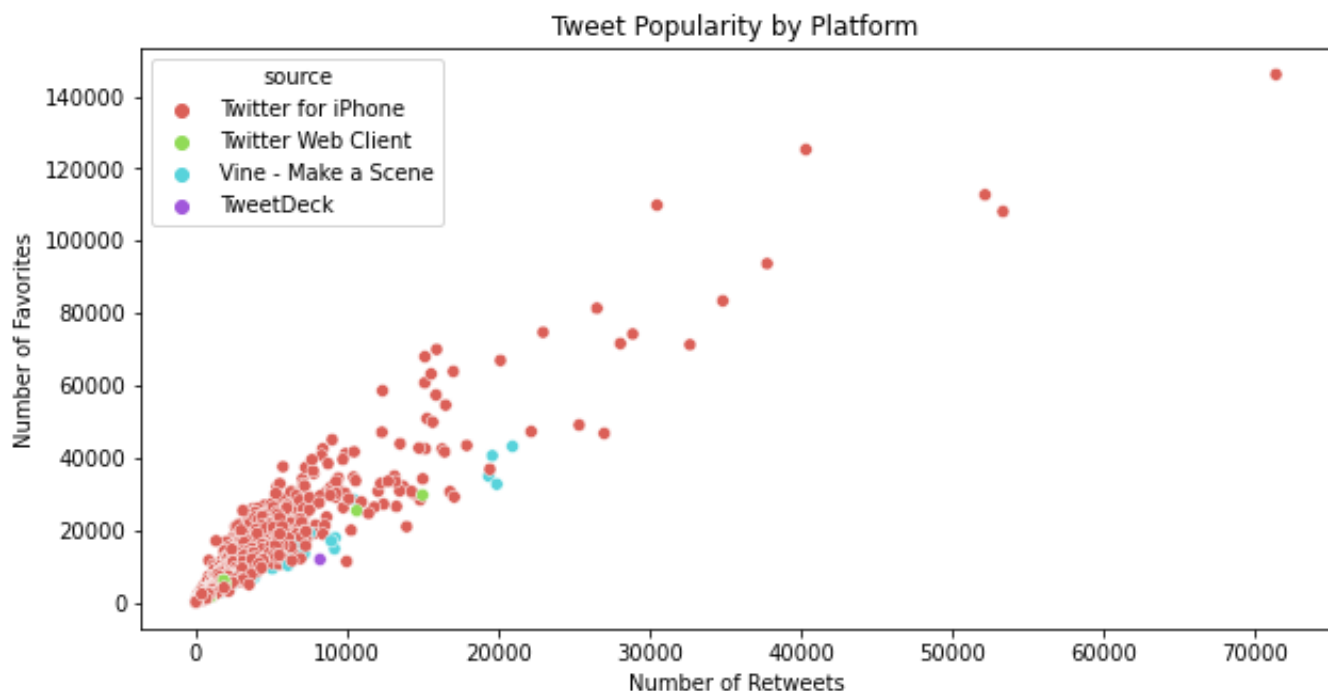

Figure 2- Popular Tweeting Platforms

Additionally, all the most popular tweets were made from an iPhone. When thinking about this logically, it makes sense that iPhone tweets are more likely to become popular. This is due to the sheer volume of tweets made on an iPhone versus the other potential sources. While I don't believe that making a tweet on an iPhone makes it more likely to be popular, I do think it would be a good marketing strategy for Apple.

These tweets contain a **** ton of interesting data. Besides the subject matter being interesting and engaging; it also offers useful insights into the habits of its userbase. This is not meant to scare any readers about data vulnerability. It's the opposite. This is an exploration into what makes us human, and the things that bring us together.