

Act Report

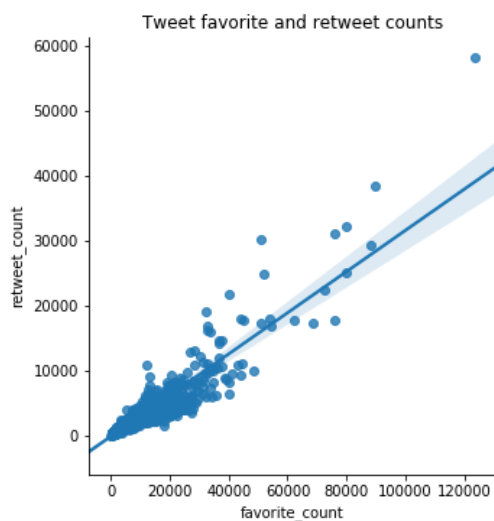
WeRateDogs is a popular Twitter account that rates people's dogs. Started in November 2015 by college student Matt Nelson, it now owns 8.5 million followers with international media attention. Its popularity has also prompted Nelson to publish a book (#WeRateDogs: The Most Hilarious and Adorable Pups You've Ever Seen) based and later start a spin-off account (Thoughts of Dog), which has attracted 2.9 million followers so far.



We love dogs. Therefore, we decided to take a look at the data associated with the WeRateDog Twitter account since its inception till mid-2017. Here are our findings!

More favorite, more retweets

It is not a big surprise to us that tweets with higher favorite counts also tend to have higher retweet count, as shown in the chart below. That is perhaps very natural – if you see a tweet you like, why not just retweet it?

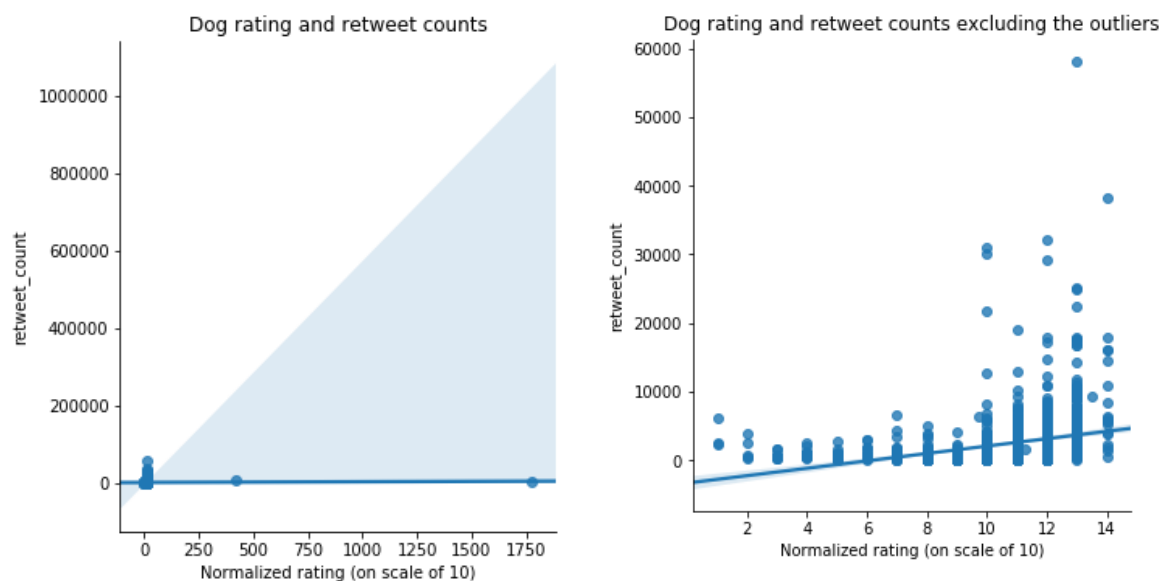


Higher rated dogs tend to attract more retweets

According to our analysis, tweets with higher dog ratings would generate more retweets.

- The chart on the right shows the relationship between dog rating and retweet counts based on our entire datasets. However, a few exceptionally high ratings have made it difficult to visualize the relationship
- If we exclude those super high ratings, it becomes clearer to us that tweets with higher rated dogs do generate more retweets.

Again, this makes a lot of sense – if you see a cuter looking dog (we assume that’s why people rate it higher), would you not want to retweet it?



People’s affection towards dog has increased

Since the inception of WeRateDogs, the average dog ratings and number of retweets have improved over time.

- The chart on the right shows dog rating over time based on our full dataset. However, due to a few high ratings, it is not easy to visualize how rating has changed over time.
- Once we eliminate the exceptionally high ratings, we see a clear upward trend of ratings over time.

