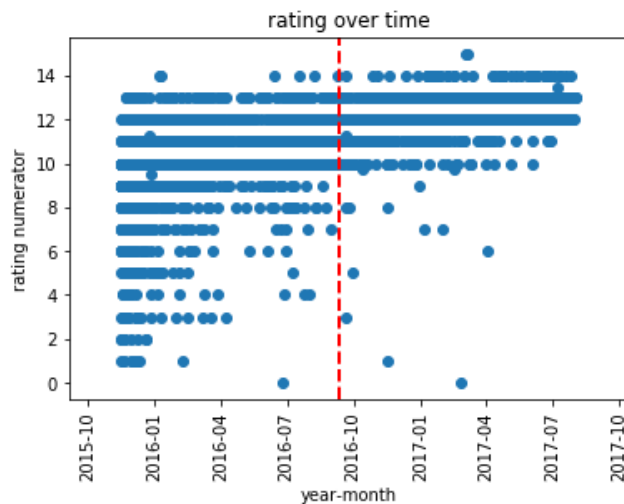


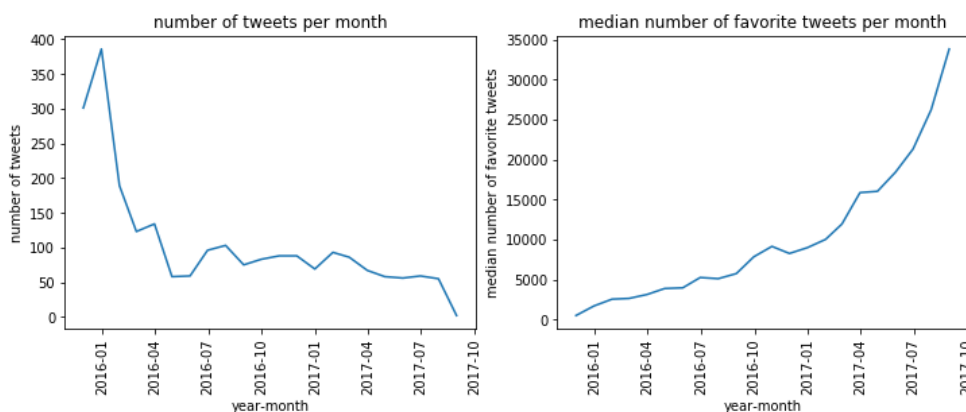
## A longitudinal survey of tweets posted on WeRateDogs

[WeRateDogs](#) is a Twitter account that rates people's dogs with a humorous comment about the dog. It currently has over 8.7 million followers and has received international media coverage. The rating of the dog is given by the person posting the tweet and is almost always greater than 10 out of 10 (for example 11/10, 12/10, 13/10). Here, we analyzed 2356 tweets posted on [WeRateDogs](#) over the course of 624 days between Nov 2015 and August 2017. We found that there is a clear trend towards higher ratings over time (Figure 1). During the first couple of months, ratings spread across 1 to 12 (out of 10). However, over time lower ratings started to disappear. Especially, after the famous tweet '[They're Good Dogs Brent](#)' posted in response to a user taking issue with the rating system ratings below 10 became very rare.



**Figure 1.** Rating numerator plotted over time. Only tweets with rating numerators equal to or smaller than 15 and a rating denominator of 10 were taken into account (more than 99% of the tweets in the dataset analyzed here fall in this category). The red dashed line marks the date of the 'They're Good Dogs Brent' tweet (mean and standard dev were 10 +/- 2.18 and 12.1 +/- 1.29 before and after the tweet, respectively).

The number of tweets has dropped over time from an initial high of approximately 400 per month and stabilized at around 80 tweets per month recently (Figure 2, plot on the left). In contrast and interestingly, the median number of tweets tagged as favorites has steadily increased over time (Figure 2, plot on the right). This can perhaps be explained by a more stringent selection process for the funniest dog tweets.



**Figure 2. (Left)** Number of tweets posted per month. Note, that the first and the last data points consist of partial month only.

**(Right)** Median number of tweets tagged as favorite in each month.