

## Do cuter dog breeds get more favorites and retweets?

**Stop me if this sounds familiar** - you're waiting for your k-cup to brew, your Uber to show up, or your fifth meeting of the day to end. You pull out your phone and start scrolling through Twitter. And then you see it - a criminally cute doggie staring back at you through the hole of a donut.

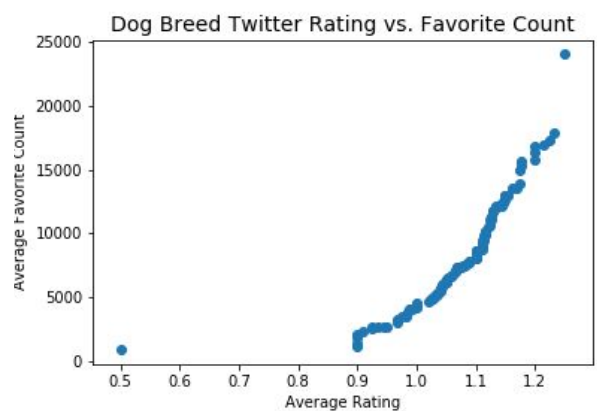
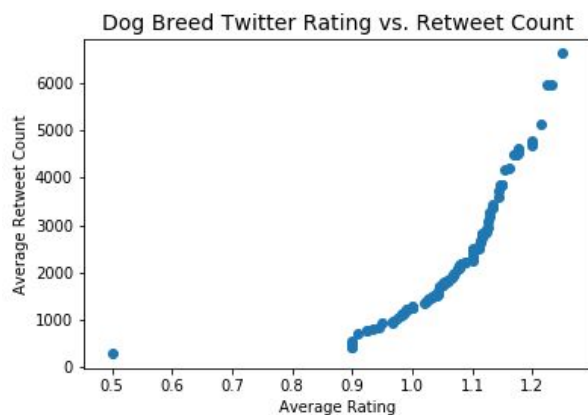
- How could you not favorite that tweet? -

It's almost like the dog is giving you the sad puppy face, begging you to favorite and retweet their picture. It feels like you're powerless to not mash the heart button.



### So do cuter pups really get more favorites and retweets?

Well, I crunched the numbers and the answer is a resounding **YES**. I analyzed over 2000 tweets from WeRateDogs and examined the relationship between a dog breed's average rating and the average number of times pictures of that breed were favorited and retweeted. WeRateDogs' rating of each dog serves as an approximation for their cuteness. I used the results from an image prediction neural network to get the dogs' breeds. Then I calculated the average rating, favorite count and retweet count for each of the 111 breeds in the dataset. Examining the scatter plots, the relationships are very clearly strong and positive. The higher a breed's average rating, the more favorites and retweets the breed gets on average.



### Interpreting the Scatterplots

Looking at the scatter plots above, the first insight that jumps out is that for favorites and retweets, one breed has a slightly higher average rating and retweet count than other breeds. Standard poodles were retweeted the most on average and Salukis were favorited the most on average.

Looking at the Average Rating in the scatter plots above, it's easy to see that the majority of dogs are rated above 10 on the 1-to-10 scale.

Also, it's clear that there is a strong linear relationship between average breed rating and average breed retweet count and average breed favorite count.

### The Bottom Line

So, yes, the cuter the dog, the more likely people are to favorite and retweet their picture. Maybe it's a conscious choice, or maybe it's the unstoppable power of the puppy face.