Udacity's data wrangling project: WeRateDogs (@dog_rates) analysis, by Rodolfo Yoshii

Twitter's @dog_rates WeRateDogs opens up for analysis

It's quite amazing to find an account devoted to the love of our pets, specifically dogs. With 8 million plus followers WeRateDogs (@dog_rates), has become an important influencer in the social media platform Twitter.

Diving into an analysis of WeRateDogs some 2000+ tweets prior August 2017 we were able to get some interesting insights after applying some cleaning procedures to have quality data. For example, the top source of tweets come from iPhones, the other recorded observations have a marginal participation. This makes sense as snapping a "Kodak moment" of your pet must happen in an instant to capture the right moment.
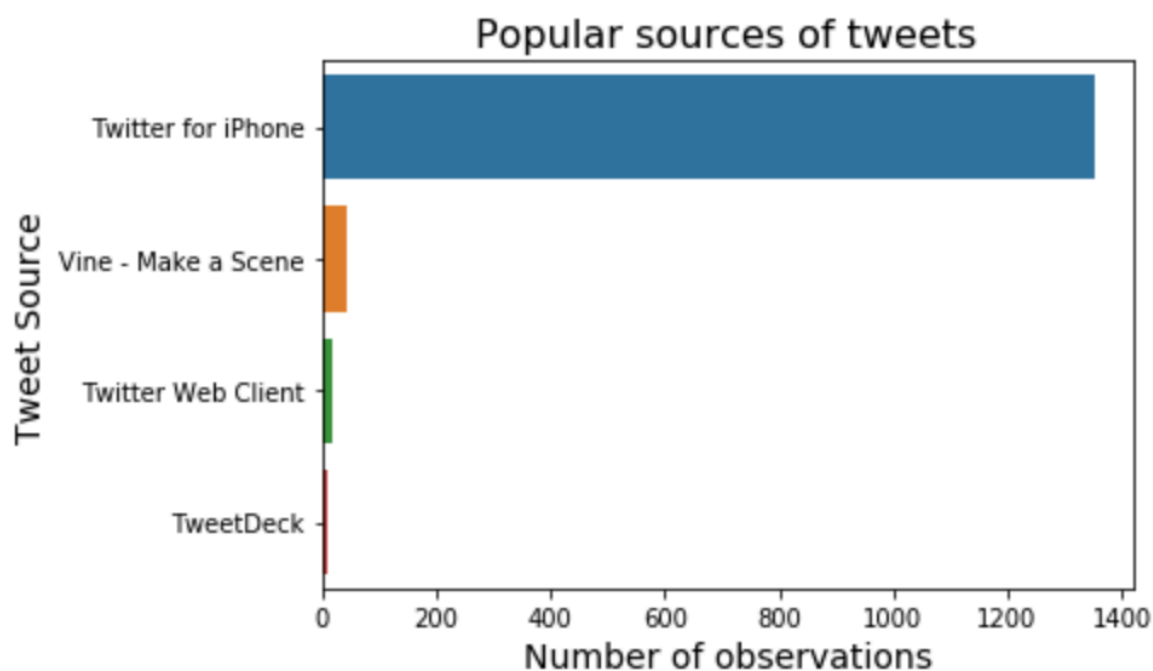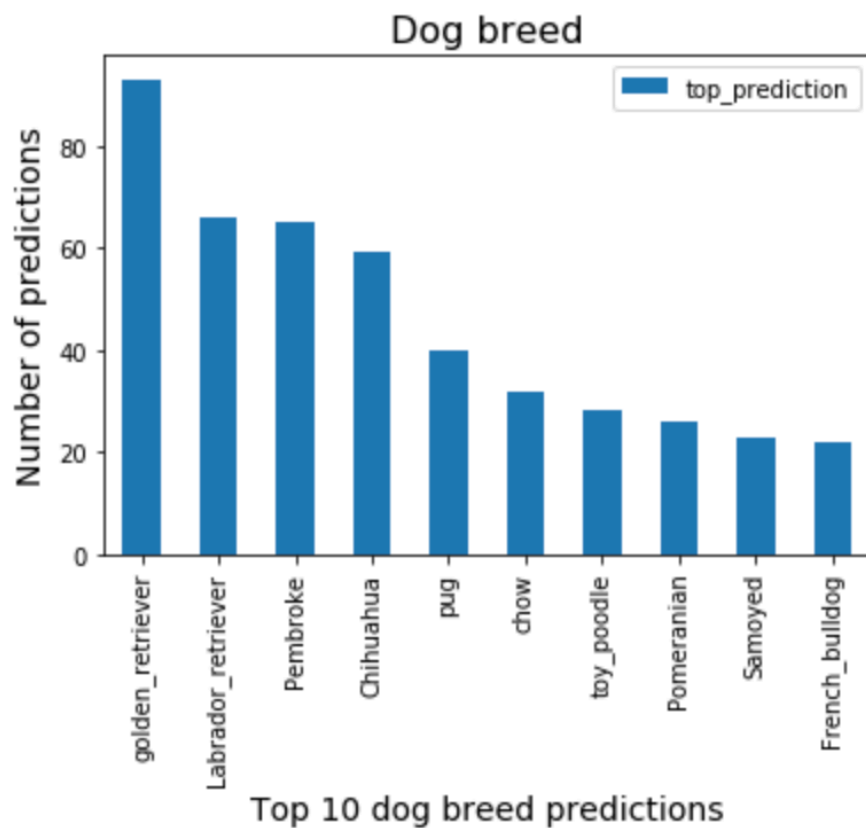

Another finding, while expected, I have corroborated that there's a positive correlation between those tweets that receive a large number of "Like" (or Favorite) and the number those tweets were retweeted. This is a typical social media behavior that has been documented:

"We share our thoughts and interests primarily because we want to stay connected with the people we care about but also because we want to give others an idea of who we are. If our friends and followers like our posts we feel good. The more likes, the more dopamine, the better we feel." The Psychology of being "liked" on social media.
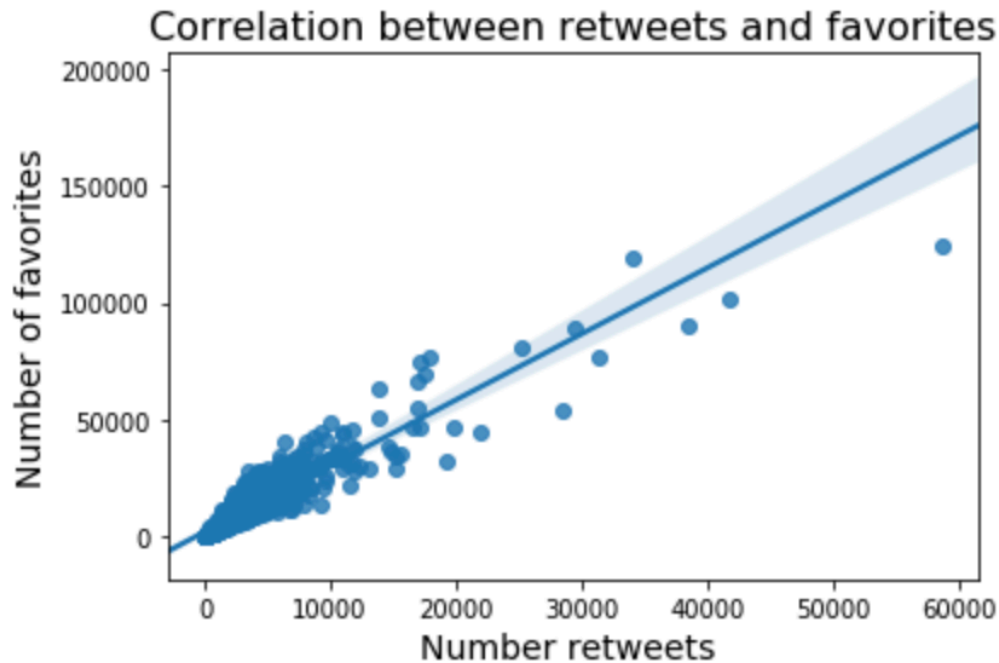
Finally, an application that predicts dog breeds using a neural network classifier was used to predict the actual breed of the tweets that included an image of the dog. The below bar chart displays the top ten breeds from the predictor classifier.

The results below can provide a glimpse of a few factors, one could be that the most popular dogs that were captured in images are those in the chart below. Another factor could be that the breeds below also were easier for the application to predict. Many factors can affect the results as there is no standardization on how the pictures were taken.

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Dog breed

Top 10 dog breed predictions

References:
We Rate Dogs official twitter account:
https://twitter.com/dog_rates

The Psychology of being "liked" on social media
https://medium.com/swlh/likes-on-social-media-87bfff679602