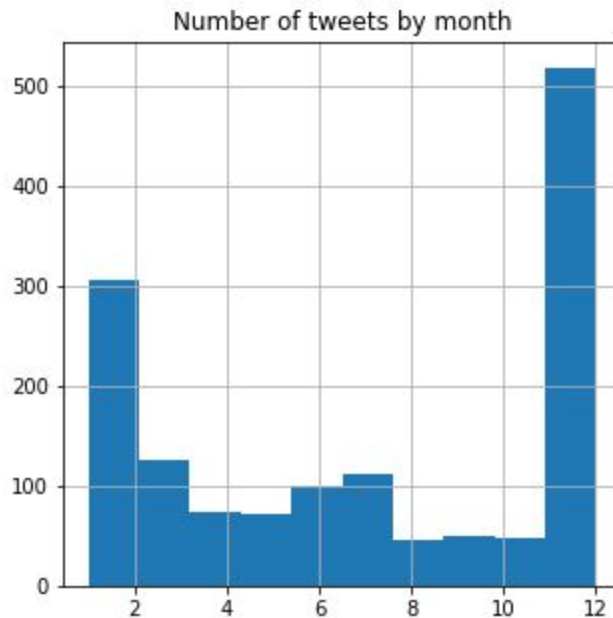


WeRateDogs®: Fun with Twitter Data

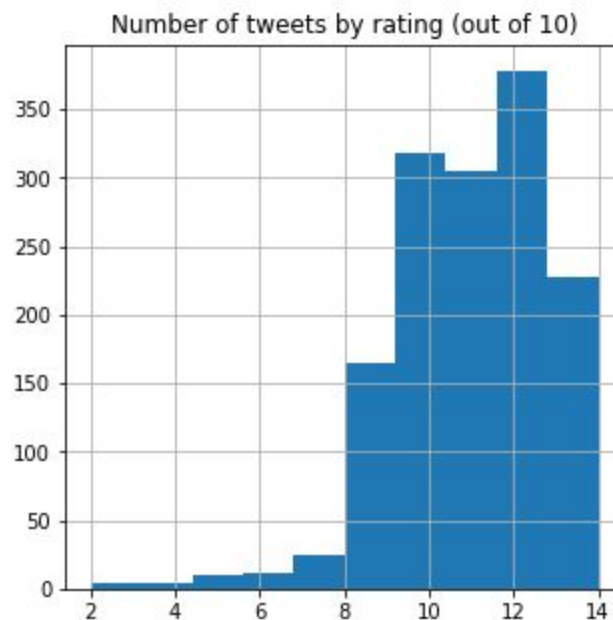
By Eric Jones

Today we'll have a glimpse at some Twitter data where Twitter users' dogs get rated! WeRateDogs started out in 2015 by a college student and has since become quite an internet sensation with a huge following of 8.7 million followers to date. Taking a snapshot of a sample of tweets from 2015 to 2017, let's see what we find out!

A majority of these tweets seems to happen around holidays or winter months with some activity during the summer:



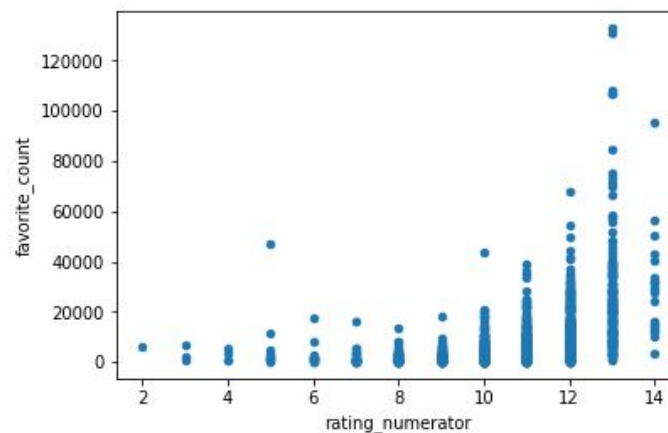
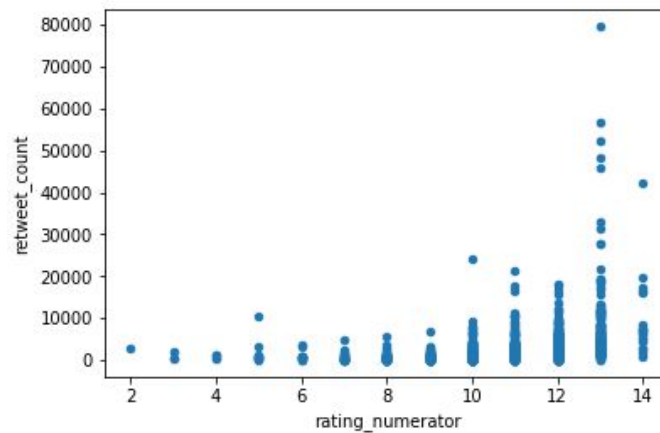
A good portion of ratings happen within a range of 8 and 14:



Putting these together, we can see the density of ratings and time of year:



The lighter the color, the more tweets have a rating for a given month, and it definitely fits with a holiday trend with a rating range of 10 to 12 during winter and a very small indication of higher ratings in the summer leaning toward ratings of 13. It is interesting to note that the rating 13 seems to have more retweets and favorites than 14, but it's not surprising that the higher the rating the more activity:



So what kind of dogs get a lot of attention? Which dog seems to be the most popular? Grabbing the top 10, here is what we see:

| breed | counts |
|--------------------|--------|
| golden_retriever | 134 |
| labrador_retriever | 91 |
| pembroke | 88 |
| chihuahua | 78 |
| pug | 54 |
| chow | 41 |
| samoyed | 40 |
| pomeranian | 37 |
| toy_poodle | 37 |
| malamute | 29 |

Definitely a good portion of retriever tweets, but what about popularity? Which dog gets the best ratings, the most retweets, the most favorites?

Average Rating

| | |
|--------------------|-------|
| samoyed | 11.70 |
| chow | 11.60 |
| golden_retriever | 11.56 |
| pembroke | 11.44 |
| pomeranian | 11.18 |
| labrador_retriever | 11.13 |
| toy_poodle | 11.05 |
| malamute | 10.89 |
| chihuahua | 10.69 |
| pug | 10.24 |

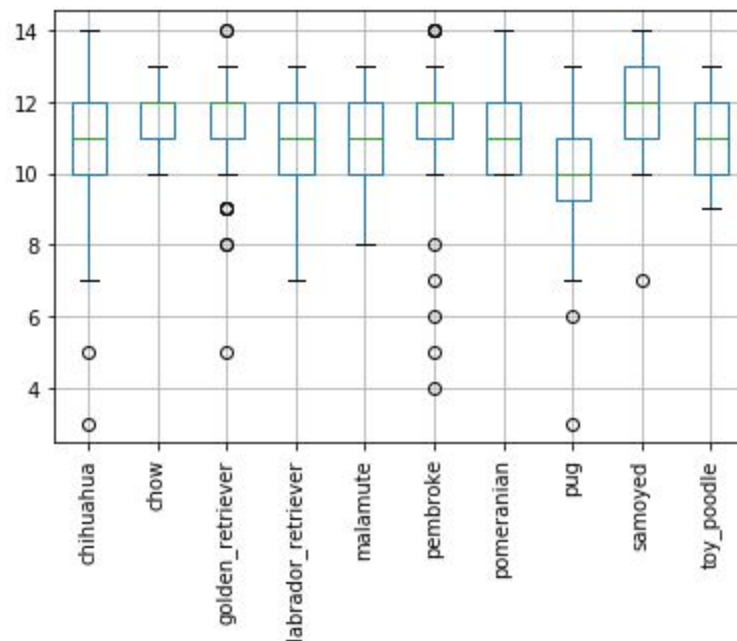
Average Number of Retweets

| | |
|--------------------|---------|
| samoyed | 4623.05 |
| labrador_retriever | 3951.18 |
| golden_retriever | 3653.14 |
| pembroke | 3185.98 |
| chow | 2838.07 |
| chihuahua | 2815.51 |
| pomeranian | 2687.81 |
| malamute | 2545.48 |
| toy_poodle | 2513.78 |
| pug | 1836.70 |

Average Number of Favorites

| | |
|--------------------|----------|
| samoyed | 13574.77 |
| golden_retriever | 12416.70 |
| labrador_retriever | 12140.87 |
| pembroke | 11304.03 |
| chow | 9859.53 |
| chihuahua | 8634.94 |
| malamute | 8592.37 |
| pomeranian | 7535.62 |
| toy_poodle | 6774.27 |
| pug | 5930.05 |

Looks like Samoyed is a popular dog! Retrievers may be very common, which can lower an average, but looking at some box-and-whisker plots show Samoyed with a tight interval with the exception of a very low outlier - so the rating could be that much higher!



And yes, retrievers do have a much wider spread of ratings. However, the upper whisker does not seem to get into 14 territory like Samoyed dogs. Also, the median is firmly at 12 for Samoyed while both retrievers are at 11. Clearly, Samoyed dogs have a special appeal. Just look at them!

