

## A close-up photograph of a brown and white pit bull dog looking upwards with its mouth slightly open. The dog has a white blaze on its face and is standing on a grey paved surface.

[illegible]

The rest of this article is devoted to looking at three insights regarding the twitter account. I will also introduce you to their unique approach to identifying the stage of a dog.

What stage is your dog in?	Which dogs were general more popular?	Just how wide is WeRateDogs' reach?																					
<p>I wasn't aware of the 4 stages of a dog. Just in case you are unfamiliar here is a quick list:</p> <ol style="list-style-type: none"> <li>1. Doggo</li> <li>2. Pupper</li> <li>3. Puppo</li> <li>4. Floof(er)</li> </ol> <p>Don't feel bad if you have never heard of this before, it's a new language born from this twitter account.</p> <p>For detailed definitions of each stage check out <a href="#">this link</a>.</p> <p>Interestingly, these are stages made popular by the WeRateDogs Twitter account. Surprisingly though, not many of the tweets reference the stage their dog is in.</p> <p>Only <b>15%</b> of Tweets had any reference to where dogs were in life.</p>	<p>For this part we looked not at the breed of the dog but the stage the dog was in.</p> <p>In fact, we only had 285 tweets that identified the breed of the dog with a confidence above 90%.</p> <p>What we looked at here is the stage a dog was in and what people favoured the most.</p> <p>No surprise here as people retweeted and favourites Tweets where dogs were in the <b>pupper</b> stage (the puppy phase)</p>  <table border="1"> <caption>Approximate data from the line graph</caption> <thead> <tr> <th>Stage</th> <th>Favorite Count</th> <th>Retweet Count</th> </tr> </thead> <tbody> <tr> <td>doggo</td> <td>50,000</td> <td>15,000</td> </tr> <tr> <td>doggo pupper</td> <td>5,000</td> <td>2,000</td> </tr> <tr> <td>doggo puppo</td> <td>5,000</td> <td>2,000</td> </tr> <tr> <td>floofer</td> <td>10,000</td> <td>5,000</td> </tr> <tr> <td>pupper</td> <td>85,000</td> <td>35,000</td> </tr> <tr> <td>puppo</td> <td>45,000</td> <td>15,000</td> </tr> </tbody> </table>	Stage	Favorite Count	Retweet Count	doggo	50,000	15,000	doggo pupper	5,000	2,000	doggo puppo	5,000	2,000	floofer	10,000	5,000	pupper	85,000	35,000	puppo	45,000	15,000	<p>Given that I only analysed about 1350 original Tweets where a picture of a dog was posted, I was definitely surprised just how wide this Twitter account reaches.</p> <p>In fact, they have become a brand selling a number of merchandise as well as books.</p> <p>In addition, they have used their influence to raise money for charities as well as through the platform GoFundMe.</p> <p>In total, ~1350 Tweets have been:</p> <p><i>Favourites:</i></p> <p><b>11,321,150</b></p> <p><i>Retweets:</i></p> <p><b>3,512,094</b></p> <p>That is incredible reach</p>
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*The data analysed is between 2015-11-16 20:01:42 and 2017-08-01 16:23:56*

*Includes only original tweets with dog pictures*