Analysis of Tweets by WeRateDogs
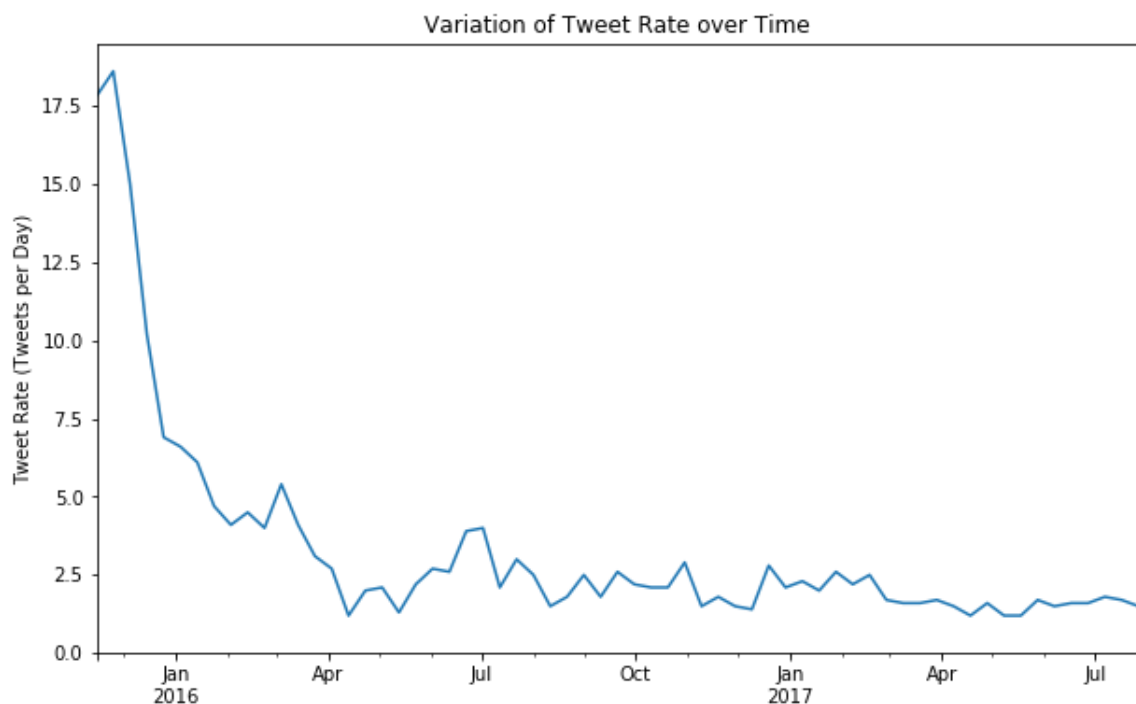
Vishruth Srinath, 19th July 2018

In this article I analyse tweets by WeRateDogs ([@dog_rates](#)). WeRateDogs is a Twitter account that rates dogs and includes a wholesome and funny comment. The account is very popular, with nearly 7 million followers (as of June 2018).

The data set analysed consists of original tweets (no retweets or replies) from November 2015 through July 2017. Many quantities were derived from the tweet data, for example rating from the tweet text and dog breed from the attached picture and a machine learning algorithm.
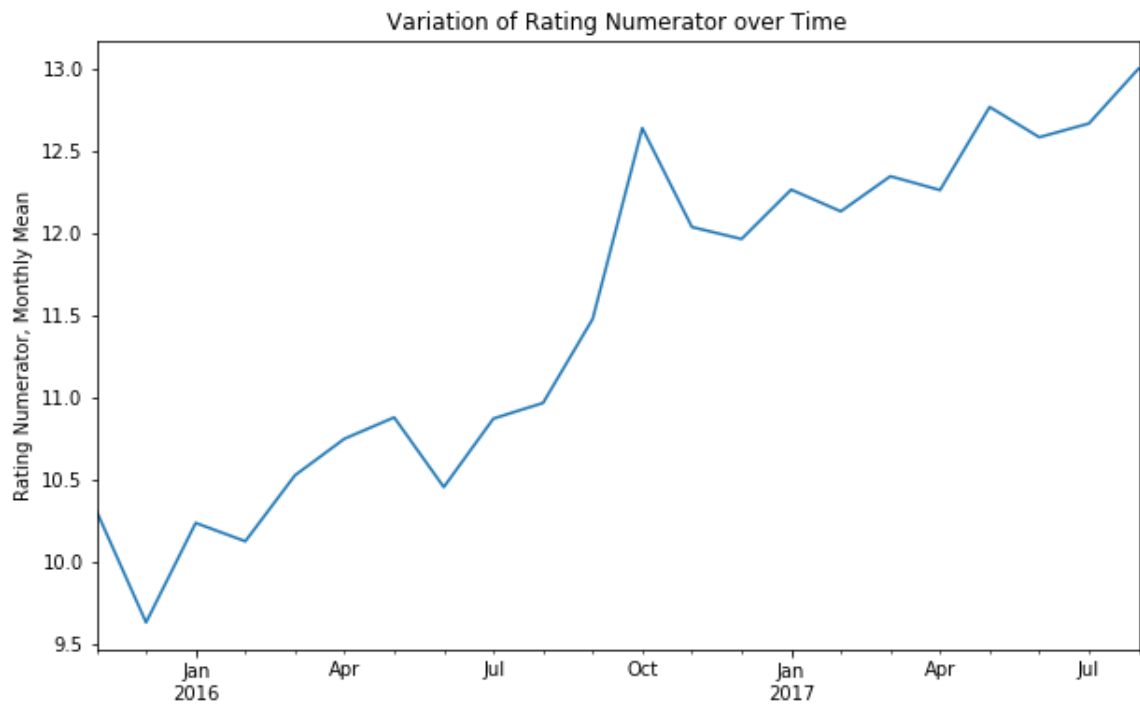
Tweet Rate

The chart below shows the variation of tweet rate, in tweets per day, over time. One can see that the author was tweeting about 18 times a day in November 2015. That is more than one tweet every waking hour of a day! This must have been hard work.
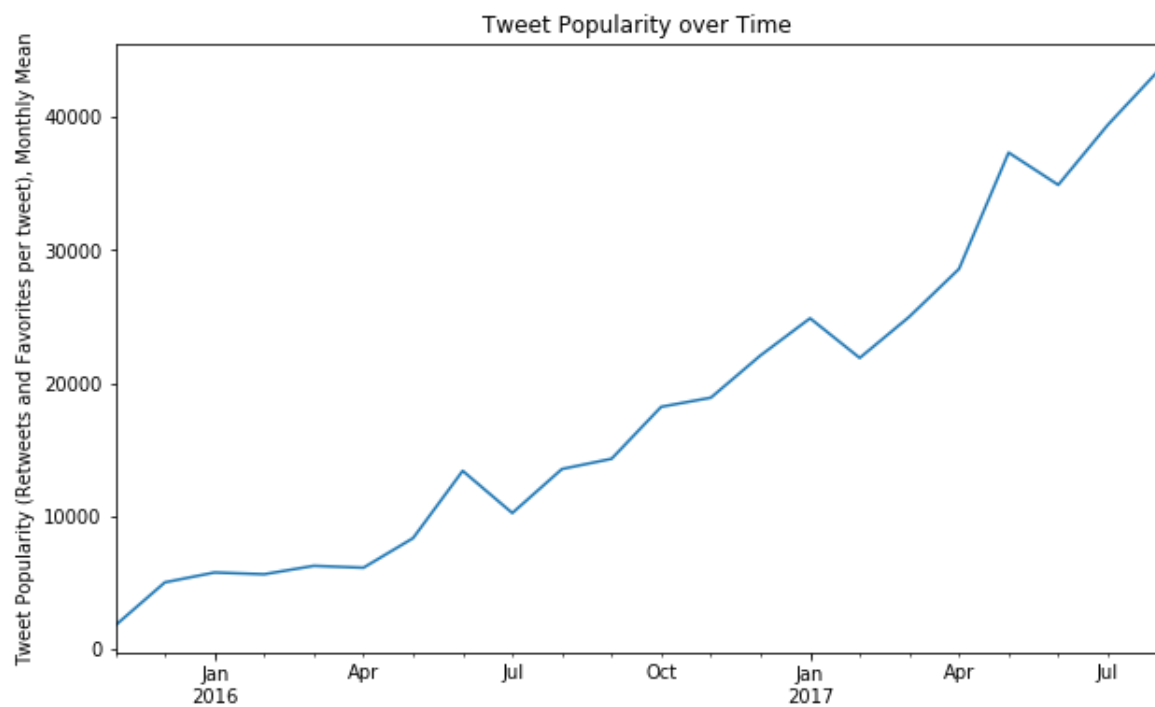

Ratings

Typically @dog_rates rates dog or picture with a rating such "12/10". The denominator is almost always a 10, while the numerator varies. The below chart, which has been created after removing some atypical rating, shows the variation of the numerator over time. We can see that the average rating increased steadily over time. At the beginning 10/10 was the average rating versus 13/10 in July 2017. Some explanations for this include the author getting hold of "better" doggos, puppers, and puppos, that they grew more fond of dogs, or, if we were a little cynical, that they thought that the audience preferred higher ratings and were tailoring the content for them. However, I don't want to be cynical with such a wholesome account 😊
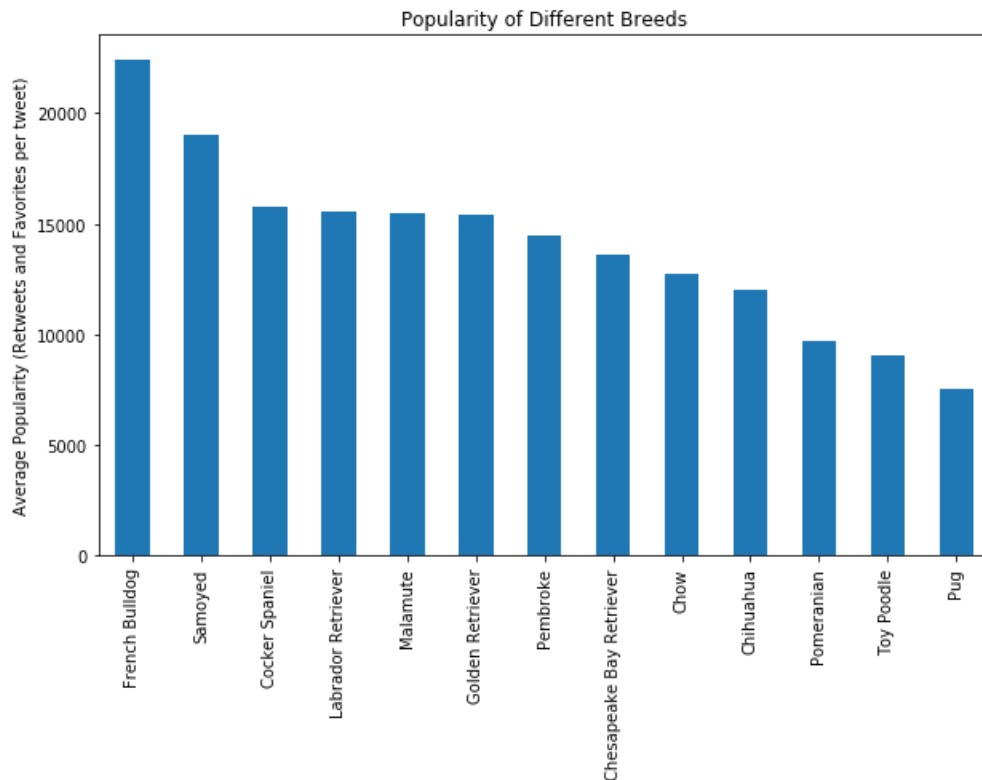
Variation of Rating Numerator over Time

Tweet Popularity

This account is very popular as mentioned before. Nearly 7 million followers is no mean feat! The chart below shows the average tweet "popularity" over time, where popularity of a tweet is the sum of the retweet and favorite counts. We can clearly see the drastic growth in popularity, a 24 fold increase in less than 2 years! The authors hard work and comedic abilities made a great impression on twitter.

Tweet Popularity over Time

Breed Popularity

I cannot write about @dog_rates without including a picture of a cute dog. I used this as an excuse to check out the most popular dog breeds. The below chart shows that the most popular dog breed is the "French Bulldog".

Popularity of Different Breeds

This chart should be taken with a pinch of salt as there are multiple factors, like the fact that the popularity has not been adjusted with time, that could affect any conclusions from this chart.

The picture below is from the tweet with the most popular French Bulldog in our dataset and that on the left is Jamesy giving a kiss to said bulldog.