"They're good dogs Brent": Analysis of Tweets from WeRateDogs Twitter Page in Relation to the Meme
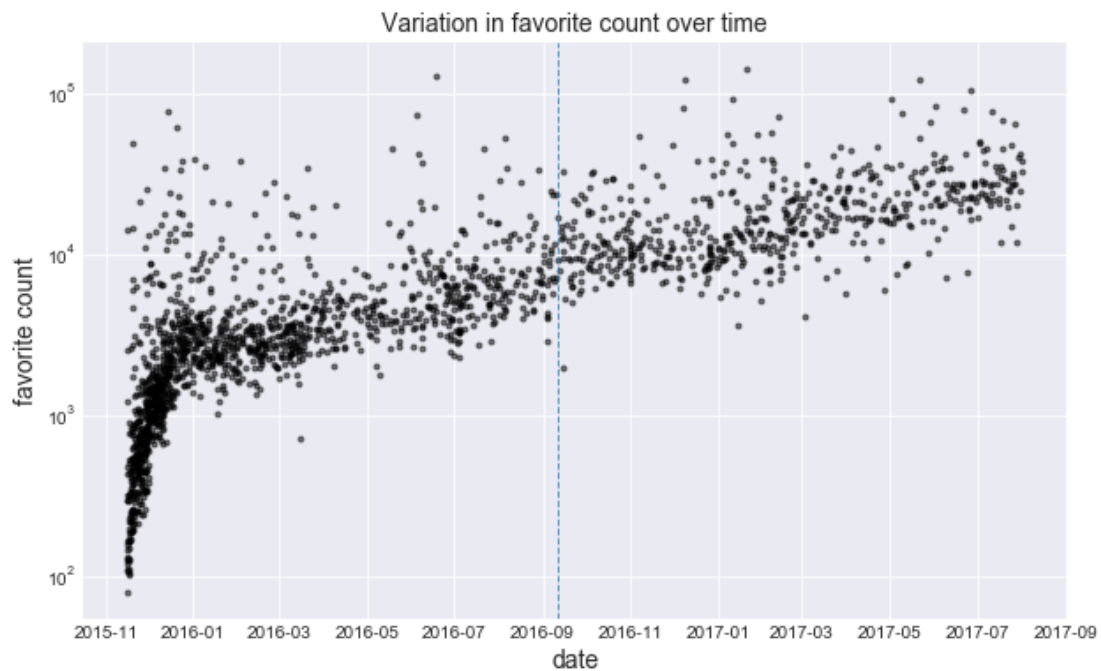
WeRateDogs is a Twitter page that regularly shares pictures of dogs along with a catchy description and often a rating out of 10 for the dog in the picture. Created in November 2015, it has gained popularity rapidly and currently has more than six million followers. In this analysis, I explored changes in the tweets' favorite count, retweet count, and ratings over time. I also explored whether the "they're good dogs Brent" meme is linked to any of these three variables.
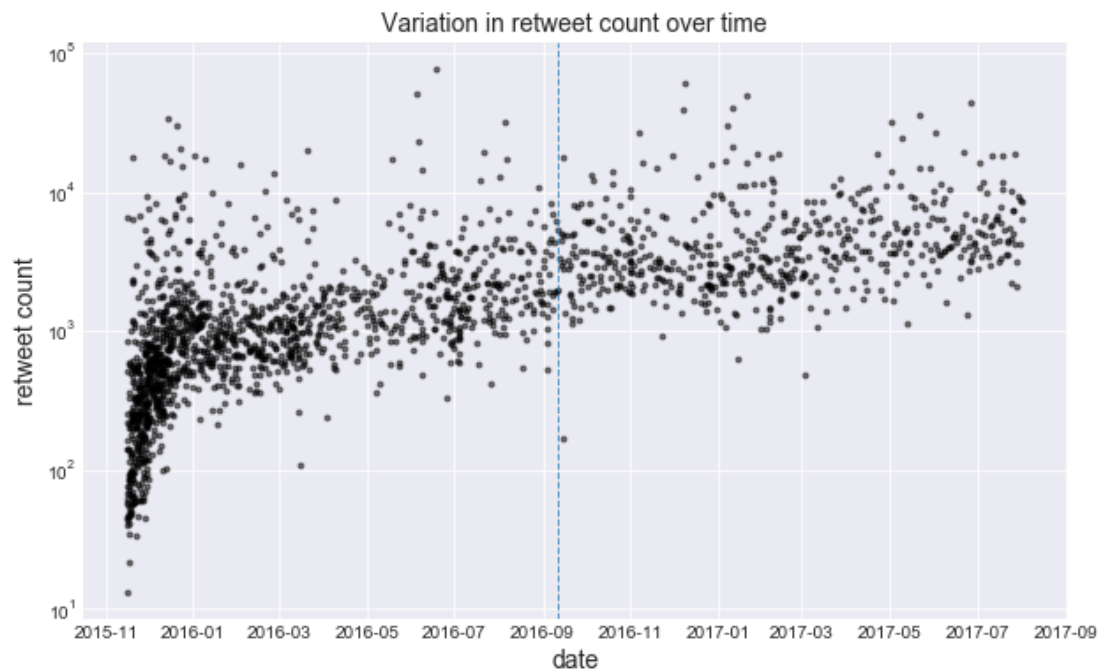

A screenshot of one of the tweets by WeRateDogs Twitter page. I'm sure you can now understand why it's so popular!
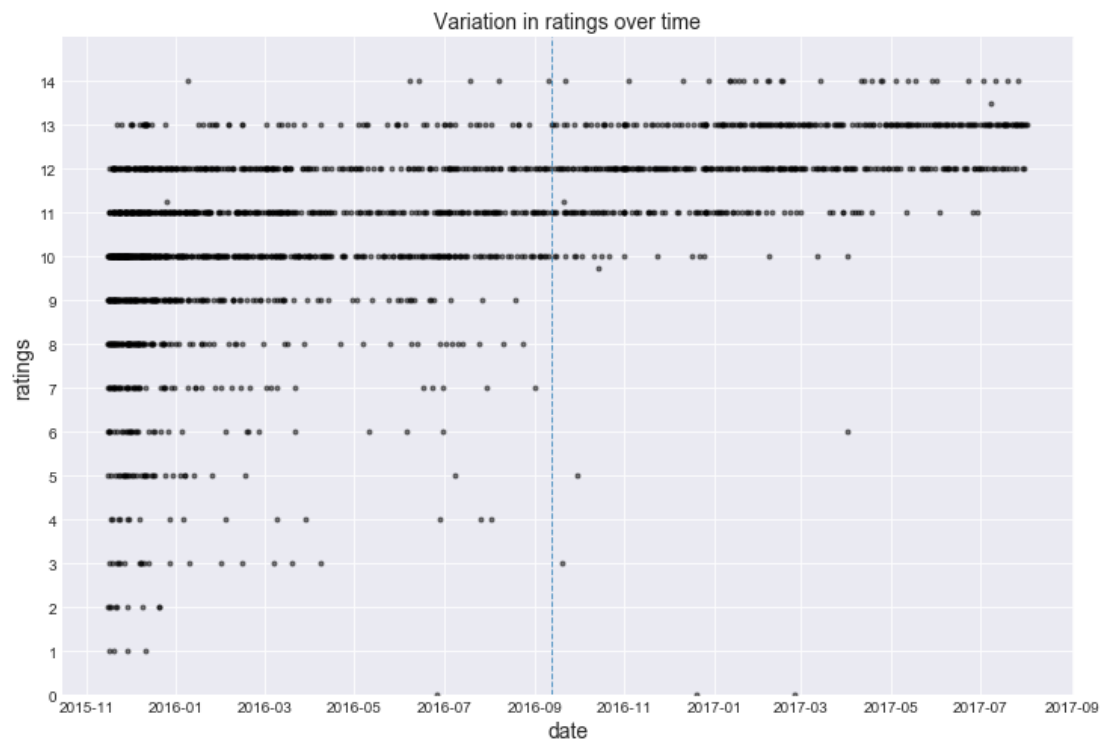
Variation in favorite count over time

Favorite count of the tweets in the WeRateDogs page increased rapidly between November 2015 and January 2016. The page's first few tweets in November 2015 only had favorite counts of around 100, but by January 2016 most tweets would receive more than 3,000 favorites. This implies that the page gained popularity rapidly within two months of its creation. Afterwards, there has been a steady increase over time. The date of origin of the "they're good dogs Brent" meme is represented by the blue dash line. It seems that the appearance of the meme does not really affect the rate of increase in favorite count.

Variation in retweet count over time

Similar to favorite counts, retweet counts increased rapidly between November 2015 and January 2016 and afterwards show a steady increase. The date of origin of the "they're good dogs Brent" meme is represented by the dash line. It seems that the appearance of the meme also does not seem to affect the rate of increase in retweet count.

Variation in ratings over time

The date of origin of the "they're good dogs Brent" meme is represented by the dash line. In general, the ratings seem to increase over time. Interestingly, since the "they're good dogs Brent" incident, almost all dogs are given a rating above 10.