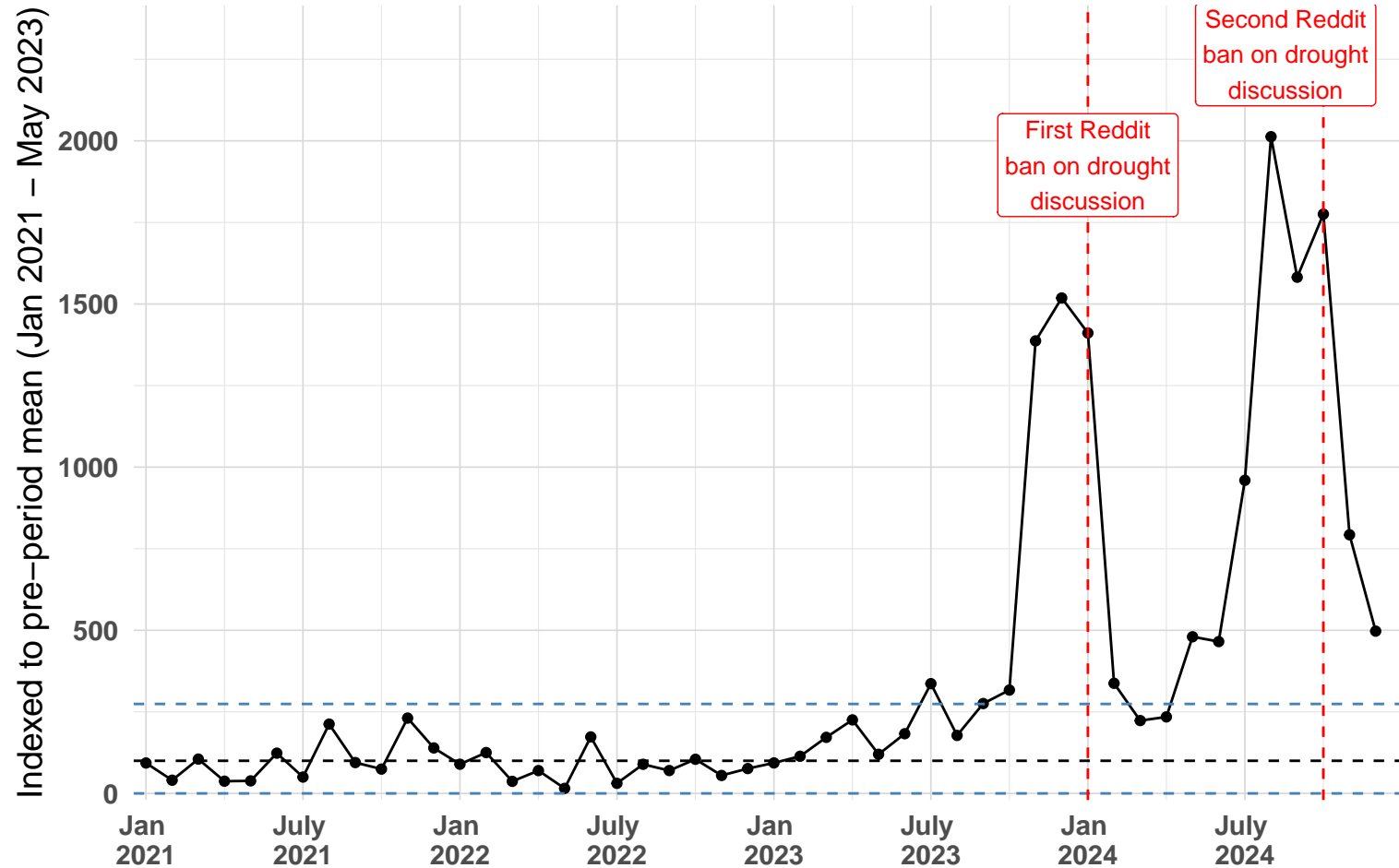


# Monthly Proportion of Posts Mentioning Drought (Frozen Control Limits)



Dashed vertical red lines indicate timing of Reddit bans on discussing “drought” Dashed horizontal blue lines indicate upper and lower control limits ( $\pm 3$  SD from pre-period mean) Dashed black line indicates pre-period mean (Jan 2021 – May 2023)