

Indexed to pre-period mean (Jan 2021 – May 2023)

2000  
1500  
1000  
500  
0

Jan  
2021

July  
2021

Jan  
2022

July  
2022

Jan  
2023

July  
2023

Jan  
2024

July  
2024

Second Reddit  
ban on drought  
discussion

First Reddit  
ban on drought  
discussion

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)

