



Dashed vertical red lines indicate timing of Reddit bans on discussing “drought” Dashed horizontal black line indicates the rolling average throughout the pre-period, and is fixed to the average of the pre-period (Jan 2021–May 2023) throughout the post period (June 2023 onwards) Dashed horizontal blue lines indicate cumulative control limits throughout the pre-period ( $\pm 3$  SD above and below the rolling mean Jan 2021 – May 2023)