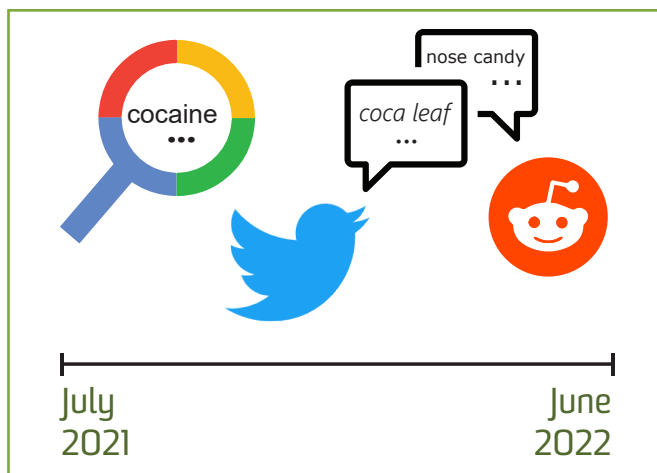
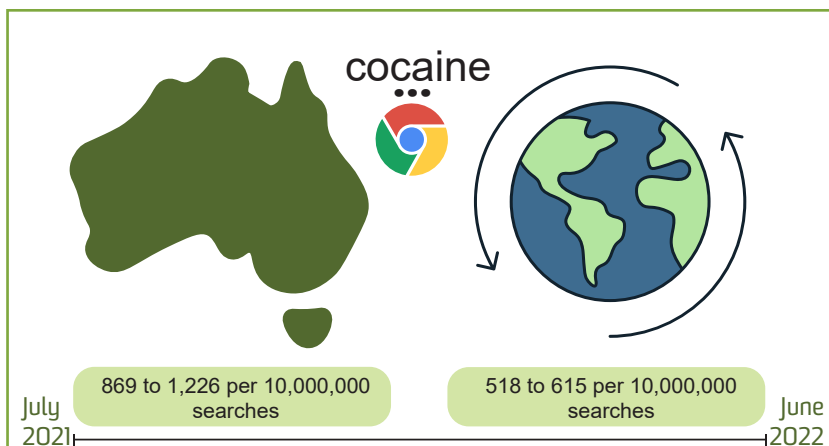


Trends in Google searches and social media discussions of COCAINE, July 2021-June 2022

A pilot study



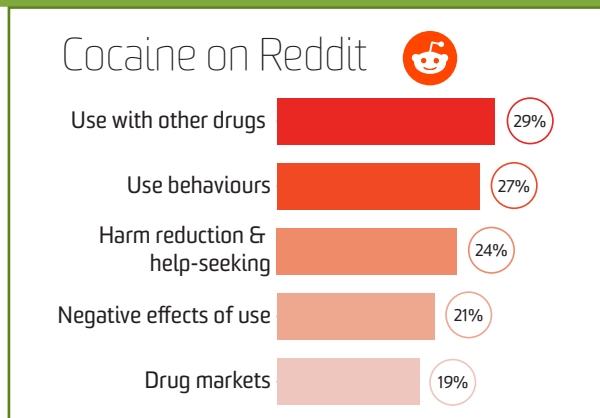
We identified cocaine-related Google searches and posts on Twitter and drug-related subreddits from 1st July 2021 to 30th June 2022.



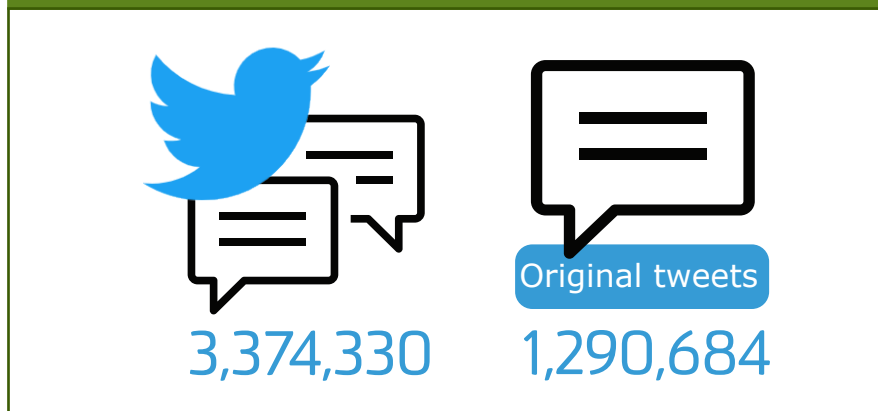
The monthly Google search probability for cocaine was consistently higher in Australia compared with the worldwide searches from July 2021 to June 2022.



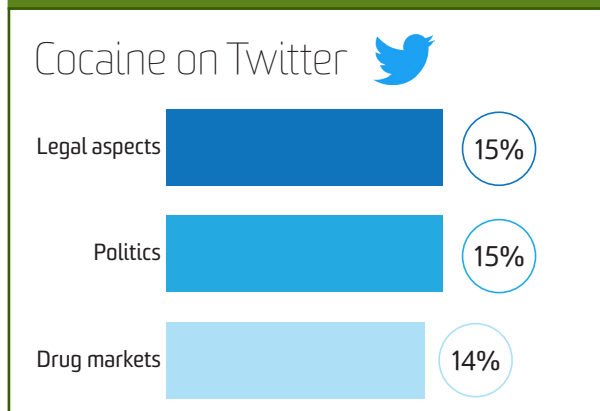
We have identified 1,273,209 posts about cocaine on Reddit from July 2021 to June 2022. They increased from July 2021 to April 2022, then plateaued and decreased until June 2022. Much of the increase over the 12-month period was from the largest cocaine-related subreddit "r/cocaine".



The most common topics discussed on drug-related subreddits in relation to cocaine.



We have identified 3,374,330 tweets with reference to cocaine on Twitter, of which 1,290,684 were original tweets (i.e. excluding retweets). The monthly trend in cocaine-related original tweets increased from around December 2021 to April 2022, then plateaued and decreased in May and June 2022.



The most common topics discussed on cocaine-related original tweets.