



Alert from the NDEWS Web Monitoring Team: Online mentions of HHC

Context: The recent proliferation of synthetic cannabinoids ("noids") sold in a legal gray area in the United States has led to a surge in popularity of novel cannabinoid substances. NDEWS Briefing Issues 63 (Dec. 3rd, 2021) and 66 (Jan. 7, 2022) reported Subreddit discussion trends for two of these substances (Delta-10-THC and Delta-8-THC, respectively).

What was found? Discussion of Hexahydrocannabinol (HHC) emerged for the first time on Reddit in Fall 2021 and saw rapid growth in early 2022.

What is HHC? HHC is a derivative drug of THC that can be produced synthetically. Claims about its potency, effects, and risks vary.

How is HHC being discussed? Commenters report HHC's effects as stronger than Delta-8-THC, Delta-10-THC, and some other "noids", with effects including visual hallucinations.

How do people feel about HHC? Three quarters of sentences in subreddit comments mentioning HHC expressed positive sentiment, as predicted by algorithmic sentiment analysis of Subreddit comments. This reflects a strong positive bias.

Drug Terms: HHC, Hexahydrocannabinol, "noids".