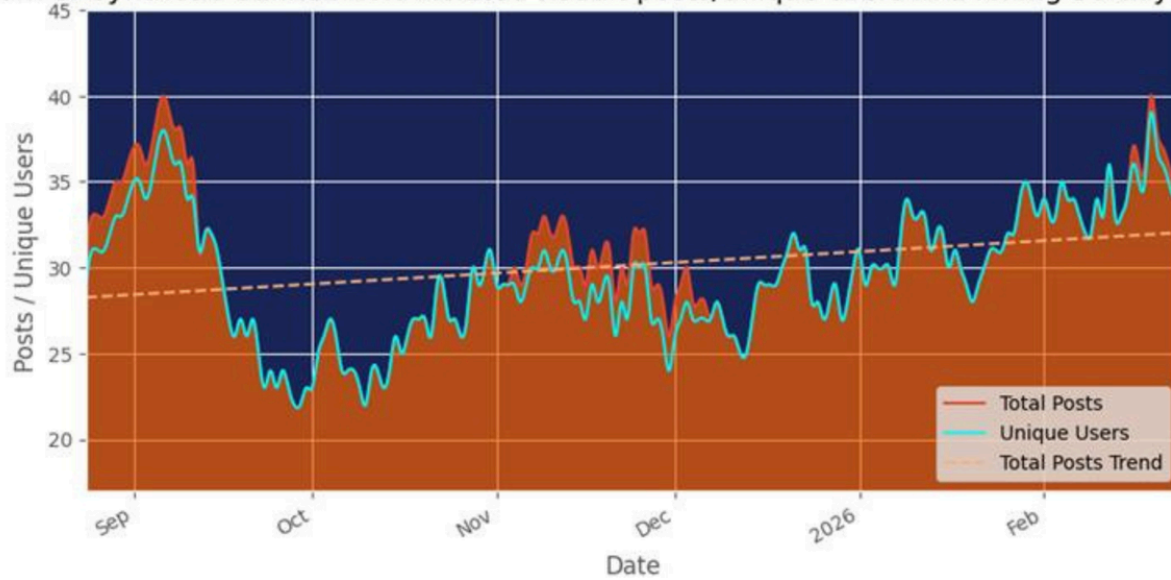


Alert from the NDEWS Web Monitoring Team Reddit mentions of Synthetic Cannabinoids

Sum of Synthetic Cannabinoid-Related Reddit posts/unique users in a rolling 30-day window



Why are we reporting on this? Synthetic cannabinoids (SCs), frequently referred to by names such as "K2", "Spice", or "Mojo", are a recurring topic of concern on Reddit due to significant health risks and addictive potential. Reddit discussions reveal emerging patterns including reports of sudden seizures, severe cardiovascular distress, and acute psychosis triggered by products often marketed as legal alternatives to cannabis. Reports from family members describe significant behavioral shifts and interpersonal challenges occurring during periods of dependency or withdrawal. Additionally, there is an ongoing community discussion regarding the term "marijuana," with many discussants suggesting that this terminology may inaccurately characterize the distinct toxicology and risk profile associated with synthetic cannabinoid compounds.

What are Synthetic Cannabinoids? SCs are a diverse group of lab synthesized chemicals applied to dried plant material or sold as concentrated liquids for use in vaporizers. Commercial products containing these substances are commonly found at gas stations, smoke shops, and online retailers, often bearing labels claiming they are not intended for human consumption to bypass legal regulations.

Public Health Impacts: Reddit discussants report significant and life-threatening adverse effects from SC consumption, including grand mal seizures, tachycardia, and acute psychosis. Multiple commenters describe experiencing severe physical reactions such as high fevers and intense nausea, while also noting a dangerous nodding cycle where individuals lose consciousness and immediately resume administration upon waking. Discussants mention long-term cognitive challenges, such as "memory holes" and decreased verbal fluency, that persist for months or years after cessation. Reports also describe a specific looping phenomenon where individuals feel trapped in brief time loops and a state of agitated delirium that has been linked to acts of severe self-harm or violence.

How is it Being Discussed? Reddit commenters discuss SCs across several distinct themes, frequently noting that modern formulas are significantly more toxic than 2010 era versions. Conversations regarding "Spice" often focus on the discovery of these chemicals in unregulated vapes, while "K2" is associated with accidental consumption through laced products and prison culture. When using the term synthetic marijuana, discussants often debate whether the name itself is a misleading "dangerous false sense of safety," while SCs appear in technical trip reports describing a "Groundhog Day" looping phenomenon and the loss of full body control from sophisticated "c-liquids." Discussions of herbal incense frequently reference specific branding and chemical odors reminiscent of bug spray, and herbal smoking blends are discussed as stealth headshop products used to produce a dissociative high. "Mojo" is defined by discussants as a poison or dangerous chemical cocktail linked to grand mal seizures and agitated delirium, with emerging concerns regarding its use as an adulterant in low-quality natural cannabis flower. Individuals across all terms share strategies for drug test evasion in high stakes employment and seek advice on using complex supplement stacks to recover from perceived neurological damage. These substances are frequently mentioned alongside the co-use of fentanyl, methamphetamine, and other research chemicals.

Because of the number of terms searched and used to generate this report, our team thought it necessary to include a methodological note to ensure clarity and transparency:

Methodological Note: Data for this analysis were collected using the Reddit API from a curated set of more than 100 subreddits associated with substance use, pharmacology, and harm reduction. To capture discussion related to SCs, the query incorporated multiple terms including the clinical designation "synthetic cannabinoids," widely used street names such as "K2," "Spice," and "Mojo," and common descriptors including "herbal incense" and "synthetic marijuana." The metric Total Posts reflects the number of submissions containing at least one of the target keywords and serves as a proxy for overall discussion volume surrounding these substances. Unique Visitors represents the number of distinct accounts contributing to these posts, allowing differentiation between spikes driven by broad community participation versus activity concentrated among a smaller group of highly active visitors. To reduce the influence of short-term fluctuations in social media activity, a 30-day rolling sum was applied, smoothing daily volatility and highlighting more sustained trends in discussion. Because posts may contain multiple keywords (e.g., both "K2" and "Spice"), all results were deduplicated by unique Reddit post ID to ensure that individual discussion threads were counted only once.