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## Supplementary Content

### Alexa Top 1-Million Sites

The list of top 1-million sites reported by Alexa and the scripts for scanning the list are both available on Mozilla's Github: https://github.com/mozilla/cipherscan/tree/master/top1m.

## Supplementary Tables

Table S1.

*Signature Information Sources of the Chemtrail Narrative (Robustness Check)*

| Index | Information Sources | Prevalence (%) | Issue-focused [a] |
|---|---|---|---|
| 1 | geoengineeringwatch.org | 25.1 | Yes |
| 2 | gofundme.com [#] | 12.8 | |
| 3 | activistpost.com | 10.8 | |
| 4 | beforeitsnews.com | 10.1 | |
| 5 | dailymail.co.uk | 9.9 | |
| 6 | globalskywatch.com | 9.6 | Yes |
| 7 | climateviewer.com* | 9.3 | Yes |
| 8 | infowars.com | 9.1 | |
| 9 | globalmarchagainstchemtrailsandgeoengineering.com* | 8.9 | Yes |
| 10 | gmacag.com* | 8.8 | Yes |
| 11 | globalresearch.ca | 8.7 | |
| 12 | rt.com | 8.3 | |
| 13 | worldtruth.tv | 8.2 | |
| 14 | aircrap.org* | 8.0 | Yes |
| 15 | yournewswire.com | 7.9 | |
| 16 | collective-evolution.com | 7.8 | |
| 17 | avaaz.org* | 7.7 | |
| 18 | bitchute.com | 7.5 | |
| 19 | stopsprayingus-sf.com* | 7.1 | Yes |
| 20 | rense.com | 6.5 | |
| 21 | zengardner.com* | 6.3 | |
| 22 | blogtalkradio.com* | 6.1 | |
| 23 | thetruthdenied.com* | 6.1 | |
| 24 | hugedomains.com [#] | 5.9 | |
| 25 | carnicominstitute.org* | 5.7 | |
| 26 | whyintheworldaretheyspraying.com* | 5.6 | Yes |
| 27 | thelibertybeacon.com | 5.4 | |
| 28 | humansarefree.com | 5.4 | |
| 29 | wakeup-world.com | 5.2 | |
| 30 | stateofthenation2012.com | 5.2 | |
| 31 | rumble.com | 5.1 | |
| 32 | wakingtimes.com | 5.1 | |

*Note*. Prevalence indicates the proportion of communities that referenced a certain signature source one or more times, among all Chemtrail communities. Information sources marked with * are sources that have not been included in the list of low credibility information sources. The list is composed of disinformation sources and niche sources, and the latter excluded the 1,000 most popular sources on the Internet. All sources were used by more than 5% of the Chemtrail communities. [a] Information sources were identified as issue-focused if their content focuses on the Chemtrail conspiracy theory; unsubstantiated concern of condensation trail, weather modification, and geo-engineering; or the denial of climate change. [#] Information sources that were not included in Table 3.

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Table S2.

*Comparison of Regression Results Based on Different Criteria of Signature Sources.*

|  | Model 1 [a] | Model 2 [b] | Model 3 [c] |
|---|---|---|---|
| *Key predictors* | | | |
| Signature source | 0.436 (0.135) ** | 0.334 (0.118) ** | 0.343 (0.162) * |
| Government source | -0.204 (0.105) | 0.242 (0.141) | -0.214 (0.104) * |
| Legitimate news source | 0.247 (0.141) | -0.209 (0.106) * | 0.231 (0.139) |
| *Message level covariates* | | | |
| Year | 0.083 (0.040) * | 0.083 (0.040) * | 0.083 (0.040) * |
| Message length | 0.064 (0.026) * | 0.064 (0.026) * | 0.068 (0.027) * |
| Facebook internal resource | -0.304 (0.080) *** | -0.307 (0.082) *** | -0.311 (0.081) *** |
| Including photo | -0.214 (0.064) *** | -0.216 (0.064) *** | -0.218 (0.065) *** |
| Including video | -0.321 (0.065) *** | -0.324 (0.065) *** | -0.329 (0.066) *** |
| *Account level covariates* | | | |
| Account type | 0.167 (0.206) | 0.171 (0.207) | 0.175 (0.207) |
| Subscriber size | -0.015 (0.008) | -0.014 (0.008) | -0.015 (0.008) |
| Constant | 0.590 (0.201) ** | 0.590 (0.204) ** | 0.604 (0.202) ** |

*Note*. $N$ = 137,140 articles grouped within 784 communities. Statistical significance is indicated by *$p$ < .05, **$p$ < .01, ***$p$ < .001. The 95% confidence intervals (CIs) are shown within square brackets. The length of a message is calculated by dividing the number of characters in a message by 1,000, while the subscriber size is determined by dividing the number of subscribers of an account by 1,000. The "Year" variable ranges from 0 (representing the year 2010) to 13 (representing the year 2022) and is represented as an integer. The account type is categorized as 1 if it is a Facebook Page and 0 if it's a Facebook Group. The standard errors are clustered at the account level.

[a] In Model 1, signature sources were defined as those cited by more than 5% of communities.

[b] In Model 2, signature sources were defined as those cited by more than 3% of communities.

[b] In Model 3, signature sources were defined as those cited by more than 7% of communities.

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Table S3.

*Number of Posts Created by the Chemtrail Communities on Facebook*

| Year | Num. posts |
|------|------------|
| 2011 | 492 |
| 2012 | 6990 |
| 2013 | 13593 |
| 2014 | 17688 |
| 2015 | 19799 |
| 2016 | 18326 |
| 2017 | 13483 |
| 2018 | 11269 |
| 2019 | 8024 |
| 2020 | 8422 |
| 2021 | 6542 |
| 2022 | 9063 |
| 2023[*] | 3449 |

Notes. Data collection was until April 2023.

**Supplementary Figures**
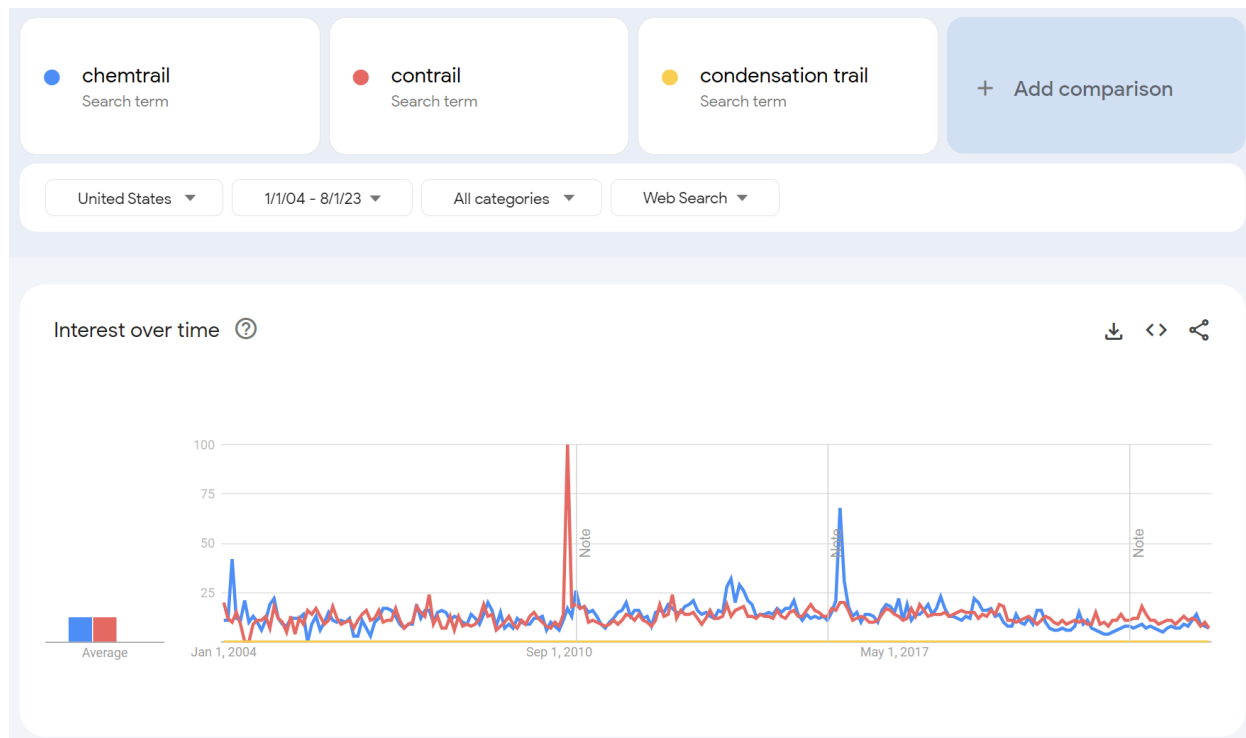


Figure S1. Google Trends Results for Chemtrail, Contrail, and Condensation Trail

September 9, 2014 · 🌐

It is a good idea to have some information pamphlets and flyers on hand for when councillors and their staff/volunteers come to your door for canvassing. Our public servants should become educated on geoengineering. These pamphlets and flyers can also be posted on bulletin boards, e.g. at community centres, bus stops, grocery stores, etc.

http://www.geoengineeringwatch.org/ads/

http://www.globalmarchagainstchemtrailsandgeoengineering....

GEOENGINEERINGWATCH.ORG
**Resources**
Exposing the chemtrail-geoengineering coverup

👍 1                                                    3 comments

👍 Like            💬 Comment            ↗ Share



October 25, 2016 · 🌐

Only makes one think what is the military complex doing and what is it capable of..
https://climateviewer.com/.../aluminum-barium-and.../

CLIMATEVIEWER.COM
**Aluminum, Barium, and Chemtrails Explained – JUST THE FACTS**
I have been researching the chemtrail phenomenon for over three years now and I am constan...

                                              29 comments  1 share
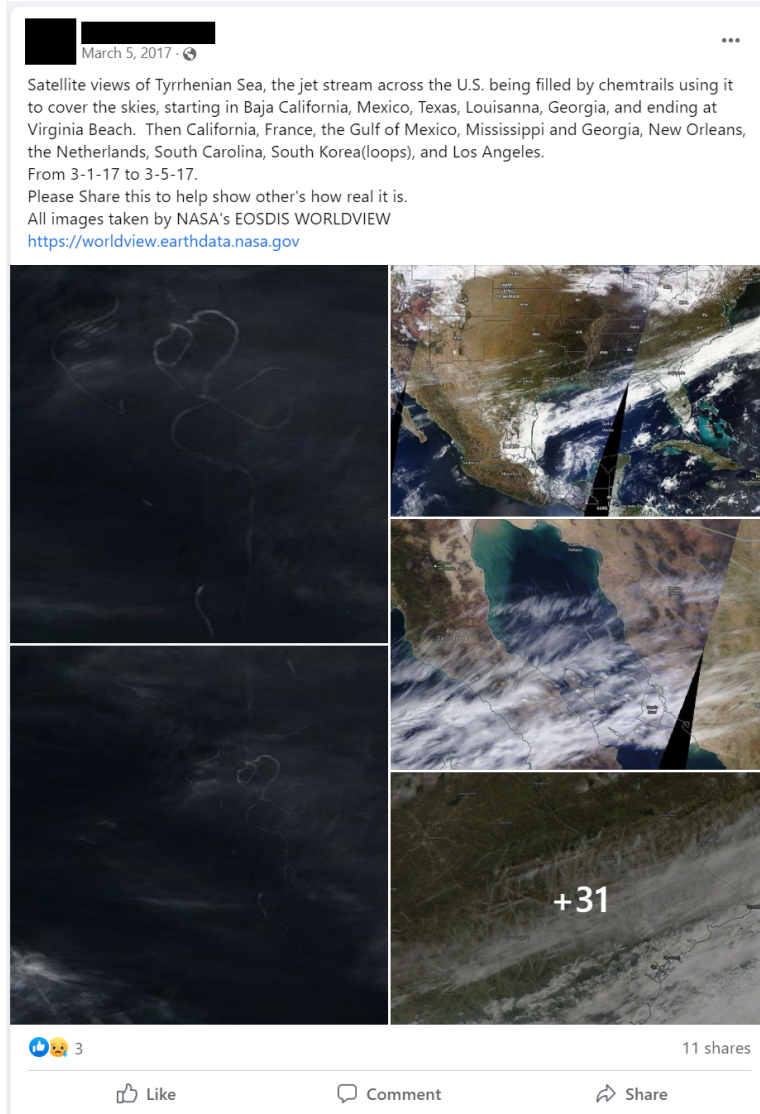
👍 Like            💬 Comment            ↗ Share

Figure S2. Example Facebook Posts from the Chemtrail Online Communities