The thesis examines the patterns of use users maintain and observes their management or self-regulation process. To investigate this phenomenon of (Un)controlled marijuana use: rituals and informal social control in young regular users, qualitative semistructured interviews were conducted with 11 respondents about their use of marijuana. Data analysis was guided by Grounded Theory. Strategies are important in the use of marijuana. Users attempt to cope with risk and prevent social and health problems. They are responsible for monitoring their own use and make decision with regard to their rules, which they ought to abide by. Users consider whether smoking of cannabis could impair them. If their effort is successful, risk will be minimized and control over use will ensue. If users do not abide by internalized rules or even progress to the stage of absence of rules, they will fall into an uncontrolled (chaotic) pattern of use. An entire set of causal and intervening conditions influences the pattern and management of cannabis use.