The positive and negative representations of ecstasy were studied in a sample of 223 young people who consumed ecstasy in the city of Coimbra, recruited using the snowball technique. With regard to negative representations they highlight the harmful effects on the brain, with regard to positive effects they highlight the pleasure associated with dancing. The consumers acknowledge the negative representations but consider the positive representations much more important. Rating of the positive representations does not vary according to frequency of consumption, number of pills consumed or whether or not they are polyconsumers. However, those with more negative representations show less abusive consumption patterns. Implications for prevention are discussed.

Keywords
Ecstasy/MDMA, positive representations, negative representations.