

Vividness of Visual Imagery Questionnaire (VVIQ)

For each item on this questionnaire, try to form a visual image, and consider your experience carefully. Please note that there are no right or wrong answers to the questions, and that it is not necessarily desirable to experience imagery or, if you do, to have more vivid imagery.

Think of some relative or friend whom you frequently see (but who is not with you at present), and consider carefully the picture that comes before your mind's eye. Then rate the following items:

The exact contour of face, head, shoulders, and body.

(Please tick one)

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☒ Vague, and dim
- ☐ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

Characteristic poses of head, attitudes of body, etc.

(Please tick one)

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☒ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

The precise carriage, length of step, etc., in walking.

(Please tick one)

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☒ Vague, and dim
- ☐ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

The different colors worn in some familiar clothes.

(Please tick one)

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☒ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision



To respond: ☒ or ☐

papersurvey.io



Visualize a rising sun. Consider carefully the picture that comes before your mind's eye. Then rate the following items.

The sun is rising above the horizon into a hazy sky.

(Please tick one)

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☒ Vague, and dim
- ☐ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

The sky clears and surrounds the sun with blueness.

(Please tick one)

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☐ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☒ Perfectly clear and as vivid as normal vision

Clouds. A storm blows up, with flashes of lightning.

(Please tick one)

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☐ Moderately clear and vivid
- ☒ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

A rainbow appears.

(Please tick one)

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☐ Moderately clear and vivid
- ☒ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

Think of the front of a shop to which you often go. Consider the picture that comes before your mind's eye. Then rate the following items.



To respond: ☒ or ☐

papersurvey.io



The overall appearance of the shop from the opposite side of the road.

(Please tick one)

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☐ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☒ Perfectly clear and as vivid as normal vision

A window display including colors, shapes, and details of individual items for sale. *(Please tick one)*

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☒ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

You are near the entrance. The color, shape, and details of the door.

(Please tick one)

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☒ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

You enter the shop and go to the counter. The counter assistant serves you. Money changes hands.

(Please tick one)

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☐ Moderately clear and vivid
- ☒ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

Finally, think of a country scene which involves trees, mountains and a lake. Consider the picture that comes before your mind's eye. Then rate the following items.



To respond: ☒ or ☐

papersurvey.io



The contours of the landscape.*(Please tick one)*

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☒ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

The color and shape of the trees.*(Please tick one)*

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☒ Vague, and dim
- ☐ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

The color and shape of the lake.*(Please tick one)*

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☐ Moderately clear and vivid
- ☒ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

A strong wind blows on the trees and on the lake, causing waves.*(Please tick one)*

- ☐ No image at all (only "knowing" that you are thinking of the object)
- ☐ Vague, and dim
- ☒ Moderately clear and vivid
- ☐ Clear and reasonably vivid
- ☐ Perfectly clear and as vivid as normal vision

Thank you for taking the time to complete this survey.



To respond: ☒ or ☒

papersurvey.io

