

Vividness of Visual Imagery Questionnaire (VVIQ)

The VVIQ is a self-report questionnaire on the vividness of visual mental imagery. It estimates how well a person can form internal images that are clear, detailed, and close to real perception when calling up various familiar scenes. The tool is used in cognitive psychology, neuropsychology, and mental imagery research, particularly to explore individual differences ranging from very poor to very vivid imagery. In clinical practice, it can complement the exploration of representational functioning, memory strategies, the use of imagery in psychotherapy, and complaints related to the absence or excess of mental visualization. Its main advantage is that it provides a simple, quick, and easy-to-administer subjective measure.

Number of questions	16 questions
Estimated duration	7 minutes
Language	English
Original name	Vividness of Visual Imagery Questionnaire
Target audience	Adolescents and adults
Authors	David F. Marks (1973)
Category	General

Preview of the 16 questions

Think of some relative or friend whom you frequently see, and consider the picture that comes before your mind's eye.

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

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

Think of some relative or friend whom you frequently see, and consider the picture that comes before your mind's eye.

Characteristic poses of head, attitudes of body, etc.

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

Think of some relative or friend whom you frequently see, and consider the picture that comes before your mind's eye.

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

Perfectly clear and as vivid as normal vision | Clear and reasonably vivid | Moderately clear and vivid | Vague and dim

No image at all (only "knowing" that you are thinking of the object)

Think of some relative or friend whom you frequently see, and consider the picture that comes before your mind's eye.

The different colors worn in some familiar clothes.

Perfectly clear and as vivid as normal vision | Clear and reasonably vivid | Moderately clear and vivid | Vague and dim

No image at all (only "knowing" that you are thinking of the object)

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

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

Perfectly clear and as vivid as normal vision | Clear and reasonably vivid | Moderately clear and vivid | Vague and dim

No image at all (only "knowing" that you are thinking of the object)

Administer your questionnaires online

Send your patient a link: they answer from their phone or computer, and you receive the scored results by email.

View the questionnaire on mentaal.org ›

Scoring & interpretation

Each item is rated on a 5-point scale according to the clarity of the mental image formed. In the original version, 1 corresponds to a perfectly clear image and 5 to no image at all, with mere knowledge of the object being thought of. The 16 items are usually rated a first time with eyes open and then a second time with eyes closed. Scores can be summed by condition or across the entire administration. With the original scoring, a lower total score indicates more vivid visual imagery. Some adaptations reverse the scale, so the direction of the scores must be checked before interpretation. Interpretation relies mainly on relative comparison between individuals, between conditions, or over time, rather than on universal diagnostic cutoffs.

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 Elodie C. - CBT Psychologist