

THE USE AND EFFECTIVENESS OF IMAGERY IN SEMI
PROFESSIONAL FOOTBALL

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ABSTRACT

The purpose of this study was to qualitatively investigate the use and effectiveness of imagery in semi professional football. An initial sample (N=14), made up of the University of Wales institute Cardiff's first team football squad, completed the Adapted Vividness of Movement Imagery Questionnaire (Roberts *et al*, 2005). From this a purposeful sample (N=5) was selected by meeting certain criteria, including being high in imagery ability as identified by the results of the AVMIQ. Data on the participants imagery use was collected through the use of diaries and semi structured interviews. Inductive theme and content analysis was then performed on the gathered data. Findings from the study showed that the players used imagery in relation to competition, during training and during day-to-day life to reduce anxiety, increase confidence and for the mental rehearsal of skills. An internal perspective was the most favoured of the players and it was found that they perceived their images to be vivid and controllable. They also stated that their use of imagery was effective in serving its purpose and the desired outcome was usually achieved. This study showed that the use of imagery could be an effective tool in enhancing performance at this level of football. It also highlighted the need for players and coaches alike to increase their understanding of the technique, and subsequently work together to implement a structured imagery programme as part of their preparation for performance.

CHAPTER I

INTRODUCTION

1.0 INTRODUCTION

Imagery is one of many psychological skills that a modern athlete may engage in to help improve their performance. White and Hardy (1998) describe imagery as an experience that mimics real experience. We can be aware of seeing an image, feeling movements as an image or experiencing an image of smell, taste or sounds without experiencing the real thing.

According to Short *et al.* (2006), imagery is the most used of all psychological techniques. Many top athletes employ the use of a psychologist to help engage in an imagery-training program. The England goalkeeper David James is one high profile football player who publicly acknowledges his involvement in the use of the technique.

"I work with a psychologist on imagery training. Sometimes when I'm driving to the ground and am sitting in traffic, I will do a couple of crosses in my mind".

David James, 2002. (Cited in Moran, 2004, p131)

According to Hardy, Jones and Gould (2000) imagery forms a major component of every sports performers preparation for performance. Hall (2001) describes how all athletes have the ability to generate and employ imagery, but often individuals chose not to use it, even in situations where it may be beneficial. This may be because they have no experience at using imagery, they are not comfortable using it, or they simply did not think of it at the time.

The work of Munroe *et al.* (2000) has looked at how athlete's imagery appears to serve various functions including to help improve the performance of a skill, to increase self confidence, to help stay focused on the task at hand, or to help reduce anxiety prior to or during a competition.

Many factors have been identified as mediating the effect of imagery. According to Murphy and Jowdy (1992) they include imagery ability, imagery perspective and imagery outcome. Imagery ability looks at how well an individual can see and control their images. Imagery perspective refers to the distinction between the athletes seeing themselves in the internal or external perspective. And outcome looks at the overall result of using imagery, and whether it did actually serve its purpose. Callow and Hardy (2005) believe that of all the mediating factors, imagery ability is the most important when determining whether or not an athlete's imagery use will be successful.

Only a handful of studies have explored the use of imagery by football players. Of these studies some have looked to discover the effect that an imagery intervention program would have on the performance of football specific skills (Blair, Hall and Leyshon, 1993; Jordet 2005). While others such as that by Salmon, Hall and Haslam (1994) have looked to explore the use of imagery by football players.

These previous studies have all adopted a qualitative or mixed method approach to their research and have generally used either elite or novice players to make up their samples. With these points in mind the purpose for the current study was developed.

1.1 Purpose of the study

The purpose of the current study was to qualitatively investigate the use and effectiveness of imagery in semi professional football in the build up to an important fixture. A sample, made up of the football 1st team squad at the University of Wales institute Cardiff, completed the AVMIQ to assess their imagery ability. A purposeful sample (n=5) was then selected. Each participant was high in imagery ability, a playing member of the squad and injury free. They then kept a diary of their imagery use in the seven days prior to an important fixture trying to record the purpose of their imagery, the perspective they used, the vividness of their imagery and the overall outcome. Once the fixture had been played each player was interviewed, and using their diary entries gave a comprehensive description of their imagery use throughout the week. The participants responses were inductively analysed to compare and contrast their uses and the effectiveness of their imagery across the seven day period.

CHAPTER III

METHODOLOGY

3.0 METHODOLOGY

3.1 Purpose of the study

The purpose of the present study was to qualitatively explore the use and effectiveness of imagery in semi professional football in the build up to an important fixture.

3.2 Participants

For this study a purposeful sample of 5 male football players was selected from an initial larger sample of 14 players. According to Patton (2002) qualitative research focuses in depth on relatively small samples, selected purposefully. Participant's ages ranged from 20 – 24 (mean=20.85 ±1.09). The participants were selected according to certain criteria. Firstly they had to be part of the University of Wales Institute Cardiff's male first team football squad. They also had to be high in imagery ability, which was determined using the Adapted Vividness of Movement Imagery Questionnaire (AVMIQ), (Roberts *et al.* 2005). They also had to be injury free and playing for the side at the time of the data collection. All of the football players approached agreed to take part in the study and signed informed consent. Table 1 provides a breakdown of the demographic information for the 5 players who made up the purposeful sample.

Participant	Age	Highest level played at	Current level played at	Imagery Ability		
				Internal.	External.	Kinaesthetic.
A	24	Professional club at schoolboy level	University	12	17	14
B	21	Semi professional	University	18	26	28
C	22	International honours at schoolboy level and professional club trainee	University	26	30	30
D	20	Professional club at schoolboy level	University	27	12	13
E	21	International honours at schoolboy level	University	28	23	21

Table 1. Participants Demographic Information

3.3 Measures

A multi technique approach to data collection was adopted. The data collection techniques comprised the AVMIQ, week long diaries and semi-structured interviews.

Questionnaire

The AVMIQ (Rodgers *et al.* 2005) was used to help select the purposeful sample. The questionnaire asks participants to rate the vividness of their imagery for 12 different movements using a 5-point likert scale (1 represents seeing the image perfectly clearly, and 5 represents no image being seen). When completing the questionnaire the movements that the athletes must image range from the basic such as walking and running, to the more complex such as jumping from a high wall. Participants rate each of the 12 items firstly using only external visual imagery, then using internal visual imagery, and finally using kinaesthetic imagery. According to Rodgers *et al* (2005) the 12-item version of the AVMIQ has demonstrated good factorial validity and internal consistency. The subscales of the AVMIQ for their study revealed high internal consistencies for each, with **IVI = .95**, **EVI = .95** and **Kin = .93**.

Diary

A weekly diary was used for participants to record their imagery use in the seven days prior to an important fixture. Gathering data in this format allows the subject to record their thoughts without the daily inconvenience or intrusion of a researcher, and according to Burns (2000) completed diaries can provide a wealth of information if they have been completed conscientiously. The information recorded during this 7-day period was used to help the participants provide as complete an account as possible of their imagery use during the interview.

Interview

Interviews were conducted using a semi structured interview guide, which was based upon an extensive review of the literature (Patton 2002) and included reviews of other interview guides (e.g. White and Hardy, 1998). The interview guide used a framework that allowed all areas of relevance to be covered, and ensured that each subject was asked to comment on and answer questions on the same themes. It allowed conversation to flow from one topic to another and unlike a structured interview, questions and topics could be asked and discussed in any order that they happened to occur in. The semi structured interview guide uses standard open-ended questions along with specific and elaboration probes to encourage the subjects to expand on their responses. According to Patton (2002) the advantage of an interview guide is that it makes interviewing a number of different people more systematic and comprehensive by deciding on the issues in advance.

3.4 Procedure

The first part of the study involved all members of the UWIC first team football squad completing informed consent and the AVMIQ after one of their regular training sessions. Based on player's scores on the AVIMQ, a sample of 5 players was selected to take part in the study. These players were selected because they were high in imagery ability, current playing members of the squad, and free from injury.

The 5 players that had been selected were then asked to keep a weekly diary of their imagery use in the build up to an important fixture. The participants were provided with diaries that asked them to answer specific questions in relation to their use of imagery each day. The questions asked them, for example, to identify the purpose of their imagery use at a particular time, and to identify the perspective they used the vividness of the images and the outcome of this imagery use. This process began only a matter of days after the completion of the questionnaires to ensure that the 5 players were fit and still active members of the team. Participants were asked to record their entries on a daily basis in their own time, for the week prior to the match on the Saturday. The players to help them discuss their imagery use during the semi structured interview then used the information recorded in these diaries. Burns (2000) describes how a combination of diary entries followed by an interview is valuable in situations where observation might be too intrusive.

Each of the 5 participants was interviewed within a week of completing the diary. This was intended to ensure participants could provide a more detailed account of their imagery use. The interviews took place at a location of the participant's choice so that they felt relaxed, and able to speak more openly and in depth. Prior to the interview the participants were made aware of the nature of the interview and the fact that they were being recorded for transcription at a later date. The participants were also provided with a clear definition of imagery before the interview began to clarify their understanding. The interview guide was divided into sections related to the players imagery use, it's effectiveness, the outcome and the perspective used during every day life, training and during the match at the end of the week. Each interview lasted for approximately 23 – 37 minutes, was taped and later transcribed verbatim.

3.5 Pilot study

A pilot study was completed prior to the main study commencing. A participant not involved in the main study and of a similar football playing standard agreed to take part in the daily diary entries and the subsequent interview. The aim of this pilot study was to ensure that the diary asked the participants the correct questions to extract the information that was needed to gain a complete account of their imagery use during the data collection week.

The pilot study also allowed the researcher to ensure that the questions in the interview guide extracted the correct information. The pilot interview gave the researcher a chance to practise their technique and prepare them for the interviews with the main participants. "The pilot study allows the researcher to focus on particular areas that may have been unclear previously." (Denzin and Lincoln, 1994, p213)

3.6 Data analysis

The data analysis used an inductive process to discover themes, patterns and categories within the text (Patton, 2002). To begin the interview transcripts were read over several times to increase familiarity with the text. The tape recordings of each interview were also listened again to ensure all answers had been properly transcribed and to gather extra information such as tone of voice and long pauses in speech. The main analysis of the interview data was performed using an inductive process of theme and content analysis by extracting quotes to create raw data themes (Scanlan *et al.* 1989). These raw data themes were then inductively studied and clustered into categories of similar meaning to create higher order or first dimension themes. A hierarchical structure was then developed by again inductively identifying relationships between these first dimension themes to create second order themes. This process is "used to refer to any qualitative data reduction and sense making effort that takes a volume of qualitative material and attempts to identify core consistencies and meanings" (Patton, 2002, p 453).

3.7 Trustworthiness and Validity

Trustworthiness and validation of the data was gained through a number of different methods. Firstly triangulation of sources was used for the data collection. This is when; according to Patton (2002) the consistency of different data sources is checked using different means within qualitative research methods. For example “checking interviews against program documents and other written evidence that can corroborate what interview respondents report” (Patton, 2002, p 559).

In the current study the participants used the information they had previously collected in the diary entries to help them answer the questions in the semi-structured interview. The interview transcripts were then checked against the diary entries by the researcher to ensure that the answers given matched what they had recorded during the week. A second method used to ensure trustworthiness of the data was that of review by inquiry participants, or participant response verification. This is where the participants were given the transcripts of their interviews to read through and ensure that the information presented by the researcher was an accurate record of what they said. “Having those who were studied review the findings offers another approach to analytical triangulation” (Patton, 2002, p560).

Achieving internal validity or “measuring what researchers think they are actually measuring” (Burns, 2000, p418) was performed by checking the accuracy of the tape recordings and transcriptions. External validity was achieved by providing thick descriptions in the form of detailed quotes. Hardy *et al* (1996), state that thick descriptions provide a database with which to assess the findings transferability. According to Denzin and Lincoln (2000) internal and external validity have been replaced by the terms trustworthiness and authenticity. As well as this the use of a pilot study prior to any of the main data collection helped to ensure the content validity of the interview guide.

CHAPTER IV

RESULTS

4.0 RESULTS

A number of themes emerged from the inductive content analysis of the 5 interview transcripts. These themes have been hierarchically categorised into raw data themes, first order dimensions and second order dimensions. Frequency counts have not been included due to the small sample size and concern that significant descriptions given about imagery use would be lost (White *et al.* 1998). All 5 of the participants reported using imagery but from the transcripts variation could be seen between the extent, the purpose, the effectiveness and the outcome of their imagery use.

From the 123 quotes extracted from the transcripts, 38 raw data themes were inductively developed. Figure 1 shows an illustration of quotes clustered together to form the raw data themes. These quotes and themes help to comprise the first and second order themes.

16 first order dimensions were then identified from the analysis of the raw data themes. These first order themes included used to reduce anxiety, used to increase self confidence, used to image and rehearse skills, and used to review past performances. Figure 2 shows the complete inductive content analysis with all emergent themes beyond the quote level.

7-second order dimensions that accounted for the first order dimensions were identified. They were motivational general function of imagery, cognitive specific function of imagery, situational differences, imagery ability, imagery outcome, imagery perspective and perception of imagery use.

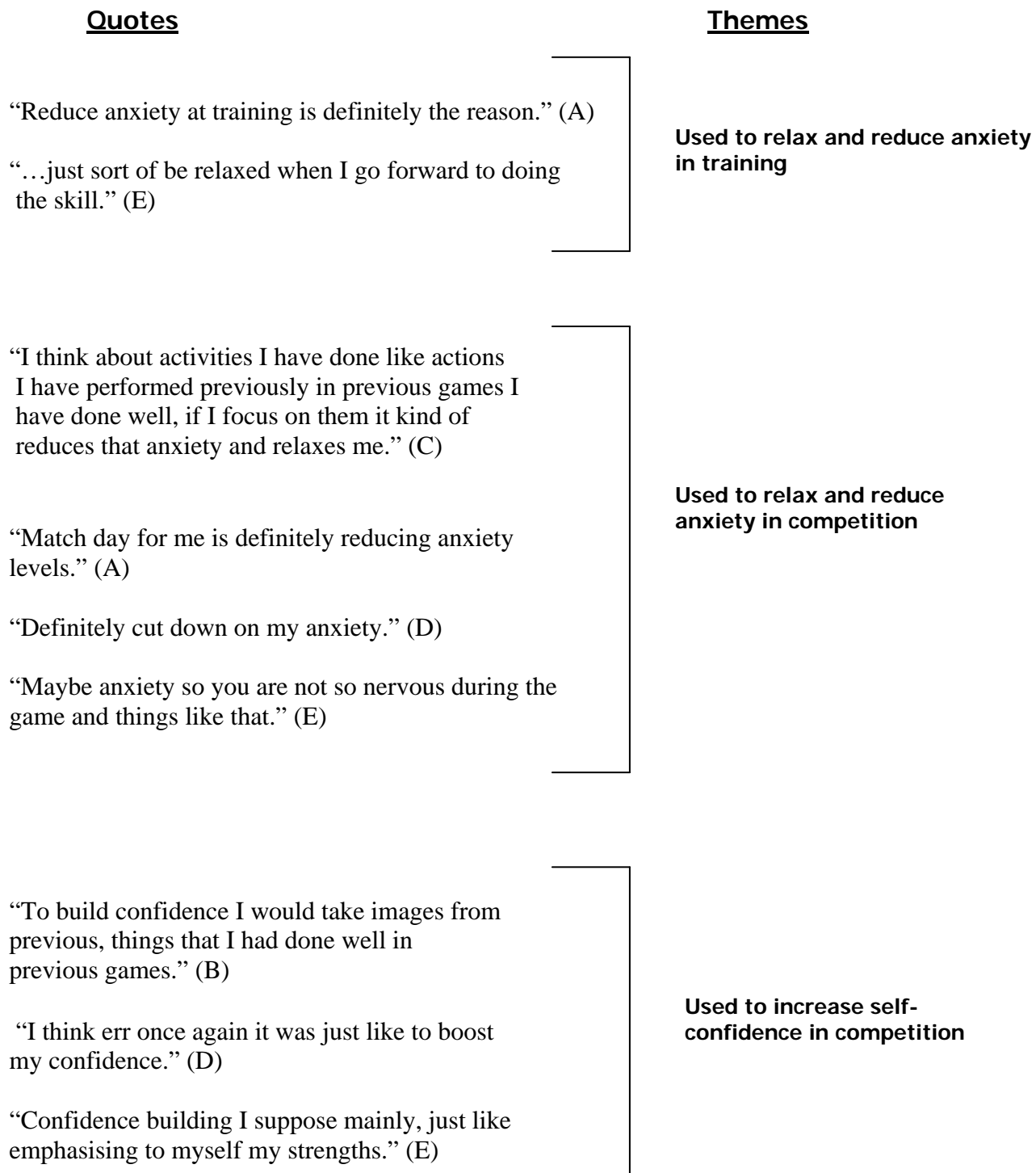


Figure 1. An illustration of quotes clustered together to form raw data themes.

<u>Quotes</u>	<u>Themes</u>
<p>“I would say confidence, like I said before”. (B)</p> <p>“Increasing my confidence to perform the tasks”. (C)</p> <p>“Umm with the crossing I think it was just to boost my confidence again cause my confidence was a bit low.” (D)</p>	<p>Used to increase self-confidence in training</p>
<p>“...throughout the week up until like a Thursday or a Friday maybe where it is just getting my head clear and on playing football.” (A)</p> <p>“Umm I suppose it sort of gave me a clear head, to get it out of my system and I was eager to play again.” (B)</p>	<p>Used to get a clear head</p>
<p>Pre match we have a walk on the pitch to check the pitch before we go in and get changed to prepare for the game, several times again.” (A)</p> <p>“...just when you got to check the pitch when you go to the position of the field where you have got to play and you imagine yourself performing the activities that you are going to be successful at.” (C)</p> <p>“Then when I got to the ground I had a little walk around the pitch started just imagining myself doing certain things.” (D)</p> <p>“And then in the changing rooms you go out for a warm up then you come back in that would be the main time I would think about it like sort of skills I want to use in the game.” (E)</p>	<p>Used on the pitch or in the changing rooms before the game</p>

Figure 1. A continuation of the theme building process at quote level.

Raw data themes

Used to relax and reduce anxiety in training.
Used to relax and reduce anxiety in competition.
Used to get a clear head

Used to increase self-confidence in competition
Used to increase self-confidence in training

Used to image key performance aspects
Used to rehearse skills in training

Used to review past performances away
-from the football environment
Used to review past performances
-during a game

First order dimension

Used to reduce anxiety

Used to increase self confidence

Used to image and rehearse skills

Used to review past performances

Second order dimension

Motivational general function of imagery

Cognitive specific function of imagery

Raw data themes

Used on the pitch during a game
Used on the pitch or in the changing
-rooms before the game
Used during training

Used away from the football environment
Used to help with day-to-day activities

First order dimension

Used in a variety of
football situations

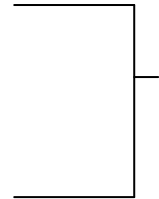
Used in a variety of
places/ situations away
from football

Second order dimension

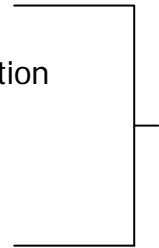
Situational
differences

Raw data themes

Easy to form images during competition
Easy to form images during training
Easier during day to day activities
Easier during the match



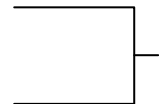
Clear to see and easy to control in competition
Clear to see and easy to control in training
Hard to control in training



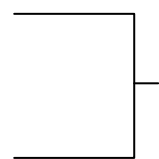
Most effective during a match
Most effective in a match and in training



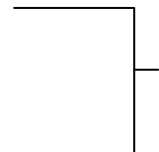
Positive outcome in competition
Positive outcome in training



Increased effectiveness as the fixture
-drew closer
Easier to form images in training sessions
-closer to the match



Used to help both physically and mentally
-in competition



First order dimension

Ease to produce in
different situations

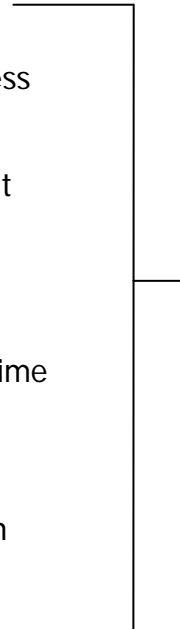
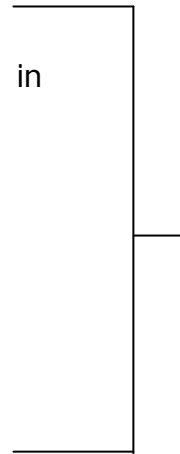
Vividness and
controllability in
different situations

Imagery effectiveness

Outcome in different
situations

Effectiveness over time

Effect of imagery on
individual



Second order dimension

Imagery ability

Imagery outcome

Used to help physically in training

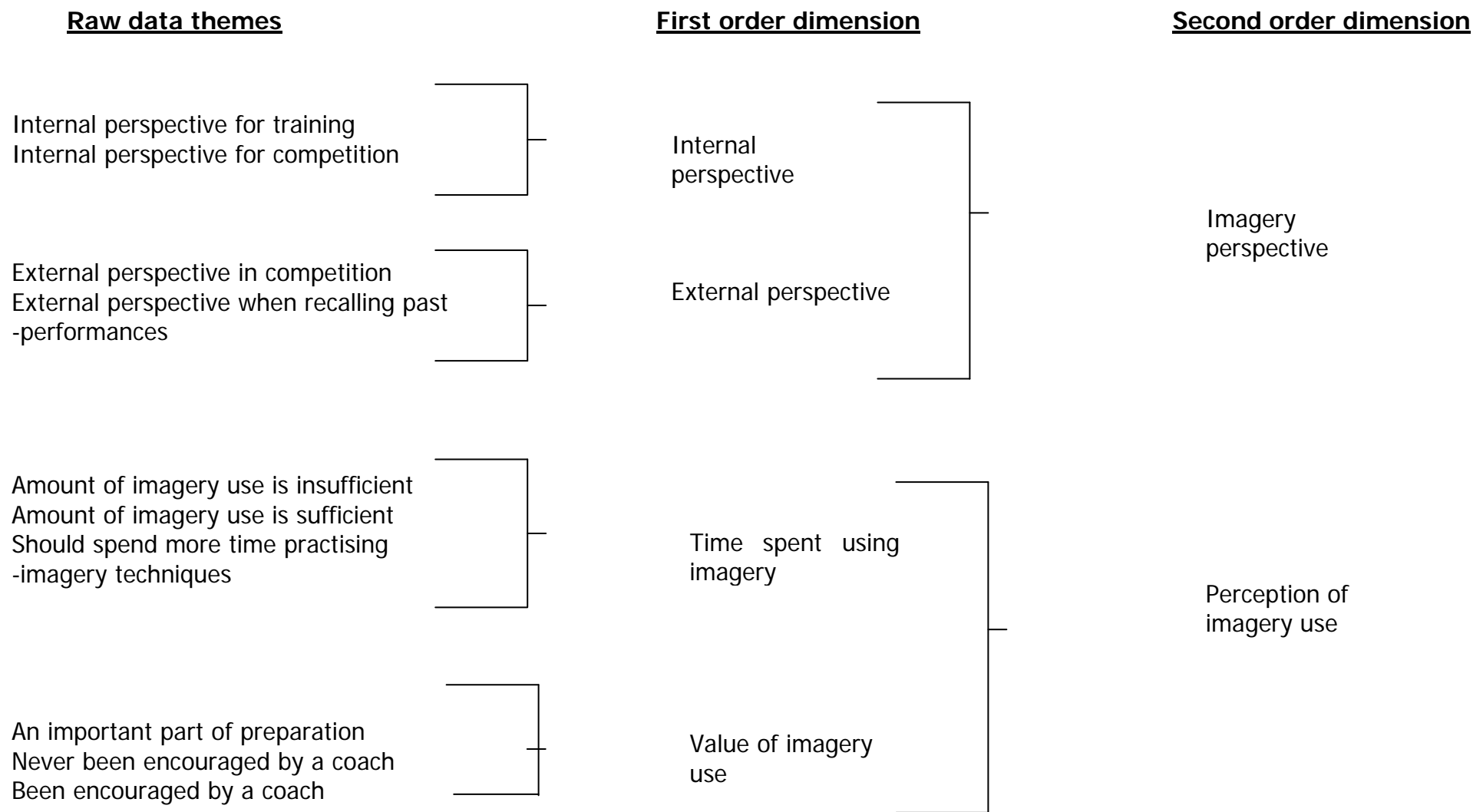


Figure 2. The complete inductive content analysis showing all themes/dimensions beyond quote level

CHAPTER VI

CONCLUSION

6.0 CONCLUSIONS

The results of the study revealed that all the players used imagery in a variety of situations in varying amounts to serve a number of purposes. All participants reported using imagery in relation to training situations; while only three of the five participants stated that they used imagery during the actual duration of the match. All the players did nevertheless recall using imagery in relation to preparation for the match, whether it was in the changing rooms or when inspecting the pitch before the game. All the participants also recalled using imagery during day to day activities, though some of the responses in relation to questions on their imagery use during these times, lacked substance.

The findings detailed that the participants used imagery to serve a number of purposes with the most prominent being increasing confidence, reducing anxiety, skill rehearsal and for concentration. During and around competition they mainly used the motivational functions to reduce anxiety. During training skill rehearsal was the main purpose for their use of imagery, and during day-to-day times it had a number of purposes including recollection of past performances to increase confidence.

All five of the participants felt that at some stage during the week their imagery use was effective in serving its purpose, and that generally the outcome of the imagery use was achieved. This was most apparent during training with all five players stating that the outcome was achieved and that they felt their imagery use was effective. In comparison only three players felt this way about their imagery use during competition. They also felt that they used more imagery as the week went on and the game approached, and that this use of imagery became more effective in serving its purpose as the week went on. It was conclusively decided that the use of imagery was more effective in the football environment compared to every day activities. There were however some contradictory statements made by one or two participants when discussing their imagery outcome.

When looking at imagery perspective the results were not totally conclusive. They showed that the internal perspective was more widely adopted than the external perspective. During training situations four of the five participants used internal, where as during the game itself the three of the five who used imagery felt that they used an internal perspective. The participants responses also suggested that they were high in imagery ability due to the perception that their images were clear to see and easy to control at some stage during the week. During or prior to competition four players felt their images were vivid and they had good control of them, while in training three players felt like this, though two of them were also participants who believed their images to be clear and controllable in training.

The interviews revealed that all the participants felt that imagery use was an important part of preparation for sporting performance, yet the majority of them felt that their imagery use was insufficient. All the players also stated that they did not practise their imagery techniques in their spare time. Three of the five players also recalled how a coach had never attempted to encourage them to use imagery while the other two only mentioned one off instances.

Overall the results of the current study show that the purposeful use of imagery at a semi professional level of football is varied and that it could be argued that its use is sporadic and seldom structured. There is a lack of understanding on the uses and effectiveness of the technique by both coaches and players alike. The benefits to be gained from the use of imagery was felt by the players during this particular week with them commenting on the outcome of their imagery use being achieved and a reported increase in effectiveness as the week went on.

6.1 – Strengths

- Using qualitative methods to extract the data was a unique way to explore the use of imagery in football.
- The use of an intermediate sample was unique as most imagery studies related to football have used either elite or novice players.
- The use of diaries and interviews to produce the data allowed cross-examination to ensure that all answers were a true account of use.

6.2 – Limitations

- The affect of taking part in the study may have increased the amount of imagery that the players actually used compared to any other week, because they were actively trying to focus on their usage throughout the week, which may have made them actually think to use imagery in a situation when they may not have previously.
- There was no way to tell if the answers that the participants gave to the interview questions and the entries that they made in their diaries were an accurate account of what they were actually thinking and imaging.
- In some cases the participants contradicted themselves when answering different questions on the same subject. This could be due to confusion by the participants about what they were actually being asked to discuss.
- The clustering together of quotes and themes in the results section may not have been accurate and so gave a false impression of the players imagery use.
- The inexperience of the interviewer may have affected the data collected with an inadequate use of probes and questioning.

6.3 – Recommendations

- Purely qualitative studies of a similar nature should be performed using novice and elite level performers to examine the similarities and differences in imagery use between players of varying levels.
- Coaches of semi professional sides should be made aware of the benefits that the use of imagery can have on players and should actively encourage them to develop a structured routine.
- Further research should look to discover the imagery content that a successful player uses and then take this blue print and use it to help develop strategies for other players while considering the specific needs of the individual.
- The time period for which the participants imagery use was recorded for should be increased to try to eliminate the affect that taking part in the study would have on the results. This would also give a greater understanding as to how imagery use changes over time.
- Using the same research method, look at 3 individual weeks in the season, one at the start one in the middle and one at the end and compare the results across the three different weeks.

CHAPTER VII
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APPENDICES

APPENDIX A

CONSENT FORM

Name:

Age:

By signing this consent form you are agreeing to participate as a subject in the researcher's study of Imagery use and effectiveness in semi professional football.

The data collection is made up of 3 parts. The first part involves all subjects completing the Adapted Vividness of Movement Imagery Questionnaire (Roberts *et al.* 2005) to assess their Imagery ability. The **5** players with the highest scores from the questionnaires will then go on to make up the purposeful sample and take part in the second and third sections of the data collection.

The second section requires the **5** selected subjects to record their Imagery use during a 7-day period prior to an important fixture. An explanation of what they are required to record will be provided to the subjects along with a diary itself to record this data in.

The final section is a one to one semi structured interview with the researcher. This will take part after the data collection week and will give the researcher a chance to discuss with the participants their diary entries and ask questions about their results. This interview will be recorded and analysed at a later date by the researcher. During this interview the subjects will have the right to not answer any questions that they do not wish to answer. **All recordings will be confidential, and will only be made available to you the subject, the researcher and his supervisor.**

IMPORTANT NOTE

As a subject you will have the right to withdraw from the study at any time and for any reason.

REQUIREMENTS

- **You are a member of the University of Wales institute Cardiff and are part of the football 1st team squad.**
- **You are injury free and will be participating in some form in the selected fixture (agreed prior to the study between the researcher and participants).**
- **You record to the best of your ability your Imagery use and its effectiveness (as outlined in the guidelines provided) that takes place throughout the data collection week.**

I _____ (Signed) agree to all the terms above and acknowledge my right to withdraw from the study at any time.

Date _____

Adapted Vividness of Movement Imagery Questionnaire

Name: Age:

Gender: Sport:

Level at which sport is played at (e.g., Recreational, Club, University, National, International, Professional)

Years spent participating in this sport competitively:

Movement imagery refers to the ability to imagine a movement. The aim of this questionnaire is to determine the vividness of your movement imagery. The items of the questionnaire are designed to bring certain images to your mind. You are asked to rate the vividness of each item by reference to the 5-point scale. After each item, circle the appropriate number in the boxes provided. The first set of boxes are for an image obtained watching yourself from an external point of view (External Visual Imagery), and the second set of boxes are for an image obtained from an internal point of view, as if you were looking through your own eyes (Internal Visual Imagery). The third set of boxes are for an image obtained by feeling yourself do the movement (Kinaesthetic imagery). Try to do each item separately, independently of how you may have done other items. Complete all items from an external visual perspective and then return to the beginning of the questionnaire and complete all of the items from an internal visual perspective, and finally return to the beginning of the questionnaire and complete the items while feeling the movement. The three ratings for a given item may not in all cases be the same. For all items please have your eyes CLOSED.

Think of each of the following acts that appear on the next page, and classify the images according to the degree of clearness and vividness as shown on the RATING SCALE.

RATING SCALE. The image aroused by each item might be:

Perfectly clear and as vivid as normal vision	RATING 1
Clear and reasonably vivid	RATING 2
Moderately clear and vivid	RATING 3
Vague and dim	RATING 4
No image at all, you only "know" that you are thinking of the skill.	RATING 5

Item	Watching yourself do it (External Visual Imagery)						Looking through your own eyes (Internal Visual Imagery)						Feeling yourself do it (Kinaesthetic Imagery)				
	Perfectly clear and vivid as normal vision	Clear and reasonably vivid	Moderately clear and vivid	Vague and dim	No image at all, you only know that you are thinking of the skill		Perfectly clear and vivid as normal vision	Clear and reasonably vivid	Moderately clear and vivid	Vague and dim	No image at all, you only know that you are thinking of the skill		Perfectly clear and vivid as normal vision	Clear and reasonably vivid	Moderately clear and vivid	Vague and dim	No image at all, you only know that you are thinking of the skill
1.Walking	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
2.Running	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
3.Kicking a stone	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.Bending to pick up a coin	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
5.Running up stairs	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
6.Jumping sideways	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
7.Throwing a stone into water	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
8.Kicking a ball in the air	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
9.Running downhill	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
10.Riding a bike	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
11.Swinging on a rope	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
12.Jumping off a high wall	1	2	3	4	5		1	2	3	4	5		1	2	3	4	5

1. Please indicate if you have a preference for using a particular visual imagery perspective on this scale (if you have no preference then circle 5):

0	1	2	3	4	5	6	7	8	9	10
Strong preference internal		Moderate preference internal			No preference		Moderate preference external			Strong preference external

2. Please indicate on the following questions the extent to which you “switched” between imagery perspectives, when completing the two visual subscales of the adapted VMIQ:

a) When completing the *watching yourself do it* (External Visual Imagery) subscale, what perspective did you use?

0	1	2	3	4	5	6	7	8	9	10
Completely internal perspective		minimal switching to an external perspective			switched regularly			minimal switching to an internal perspective		completely external perspective

b) When completing the *looking through your own eyes* (Internal Visual Imagery) subscale, what perspective did you use?

0	1	2	3	4	5	6	7	8	9	10
Completely internal perspective		minimal switching to an external perspective			switched regularly			minimal switching to an internal perspective		completely external perspective

APPENDIX B

INSTRUCTIONS/GUIDELINES FOR RECORDING IMAGERY USE

This document outlines what participation the subsequent sections of this study will involve.

The study that you are taking part in is looking at Imagery and its use and effectiveness. Imagery is a psychological skill that White *et al.* (1998) see as an experience that mimics real experience. We can be aware of seeing an image, feeling movements as an image or experiencing an image of smell, taste or sounds without experiencing the real thing. It differs from dreams in that we are awake and conscious when we form an image.

Athletes use Imagery for a variety of reasons. It can be used to learn and rehearse a skill, to improve self-confidence and motivation or even to reduce anxiety. Imagery is used at a variety of times and in various different situations. Research has shown that athletes generally use Imagery in conjunction with competition (Barr *et al.* 1992). However it can also be used in relation to training, or during any other period of the day.

In this study I am interested in your use of Imagery over a one week period, which is during the build up to an important competitive fixture. As a participant in the study I need you to complete a daily diary to record your use and the affect of this use of Imagery for the one-week period.

A diary has been provided for you to record your data throughout the week. The diary asks you to answer specific questions each day in relation to your Imagery use, its effectiveness, the perspective in which the image was created and the vividness and outcome of the imagery. The diary should be completed daily, whether you choose to complete it at the end of each day or as you go along is open for you to decide.

Once the data collection week has been completed a one to one semi structured interview will take place. In this interview you will be asked questions about your imagery use over the week and will use your diary entries to help answer the questions proposed by the researcher.

DIARY CONTENT

Below is some information that you should use to help you answer the questions when completing your diary each day.

The first question asks:

Have you used Imagery today and if so where and when?

This means have you at some stage during the day created a mental picture of yourself performing a football skill or related task for any purpose. If the answer is yes then you should record this and the time and place where this took place, where ever it may be.

The second question asks:

Why did you use Imagery today and what was the purpose?

Why an athlete uses Imagery will vary from one situation to another and from one athlete to another. It is something that is personal to the individual. There are many different reasons as to why an athlete will use Imagery. They include reducing anxiety, increasing self-confidence, rehearsing a new skill or technique or even psyching yourself up. Whatever purpose you use imagery for you should record it in your diary.

The third question asks:

How effective did you feel your use of Imagery was?

When Imagery is used it is to serve a purpose. Whether or not that purpose is served varies depending on the athletes Imagery ability, the function of the Imagery and the time spent Imaging. If you feel that your use of Imagery was effective or not in serving its function then you should state so here.

The fourth question asks:

When using Imagery from what perspective did you see yourself?

Imagery can be seen from one of two perspectives, Internal or external. Internal perspective is when you see yourself from within your own body. External imagery is when you see yourself from the outside or from the third person perspective. You should record here which perspective you used on each occasion that you used imagery.

The fifth question asks:

When using imagery did you find it easy to form pictures or images of yourself?

Participants will vary in their ability to produce images of themselves. Some who may have experience in the technique may find it easy, where as others may find it more difficult. Simply record how difficult it was for you to produce images of yourself during each occasion that you used imagery.

The sixth question asks:

Were the images you produced clear for you to see and easy for you to control?

Again this will vary depending on your imagery ability. Some will find the images clear to see and will be able to control exactly what goes on within them, while others will find it more difficult and the images may be more hazy and uncontrollable. You will need to record how clear each image was and whether or not you had full control of the image.

The seventh question asks:

What was the overall outcome of your imagery use?

Imagery is used for a variety of purposes in the hope of achieving a certain outcome. It does sometimes help to achieve this outcome, but in certain cases it may not. For example the purpose of an individuals imagery use may be to reduce anxiety. They may perceive that their anxiety levels have been reduced as a result of imagery use, so the outcome would be a successful one. You should record the overall outcome of your imagery use and whether it was successful or not.

Each question should be answered honestly and to the best of your ability. Please attempt to record as much information as possible for each question as these recordings will be vital to you during the interviews post collection week.

APPENDIX C

DAY: SUNDAY

DATE:

Have you used Imagery today, and if so when and where? (For example were you at training, in competition or simply doing a day to day activity?).

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Why did you use Imagery today, and what purpose did it serve?

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Were the images you produced clear to see and easy for you to control?

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What was the overall outcome of your imagery use?

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Any other comments.

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DAY: MONDAY

DATE:

Have you used Imagery today, and if so when and where? (For example were you at training, in competition or simply doing a day to day activity?).

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Why did you use Imagery today, and what purpose did it serve?

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When using imagery, from what perspective did you see yourself? (Did you see your Image from the Internal or external perspective?).

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When using imagery, did you find it easy to form pictures or images of yourself?

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DAY: TUESDAY
DATE:

Have you used Imagery today, and if so when and where? (For example were you at training, in competition or simply doing a day to day activity?).

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Why did you use Imagery today, and what purpose did it serve?

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Any other comments.

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DAY: WEDNESDAY

DATE:

Have you used Imagery today, and if so when and where? (For example were you at training, in competition or simply doing a day to day activity?).

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Why did you use Imagery today, and what purpose did it serve?

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When using imagery, from what perspective did you see yourself? (Did you see your Image from the Internal or external perspective?).

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When using imagery, did you find it easy to form pictures or images of yourself?

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Were the images you produced clear to see and easy for you to control?

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What was the overall outcome of your imagery use?

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Any other comments.

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DAY: THURSDAY

DATE:

Have you used Imagery today, and if so when and where? (For example were you at training, in competition or simply doing a day to day activity?).

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Why did you use Imagery today, and what purpose did it serve?

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When using imagery, from what perspective did you see yourself? (Did you see your Image from the Internal or external perspective?).

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When using imagery, did you find it easy to form pictures or images of yourself?

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Were the images you produced clear to see and easy for you to control?

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What was the overall outcome of your imagery use?

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Any other comments.

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DAY: FRIDAY
DATE:

Have you used Imagery today, and if so when and where? (For example were you at training, in competition or simply doing a day to day activity?).

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Why did you use Imagery today, and what purpose did it serve?

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Were the images you produced clear to see and easy for you to control?

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DAY: SATURDAY

DATE:

Have you used Imagery today, and if so when and where? (For example were you at training, in competition or simply doing a day to day activity?).

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Why did you use Imagery today, and what purpose did it serve?

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Were the images you produced clear to see and easy for you to control?

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What was the overall outcome of your imagery use?

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Any other comments.

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APPENDIX D

INTERVIEW GUIDE

Thank you for agreeing to participate in this interview.

The purpose of this study is to gain a better understanding of Imagery and its use and effectiveness at a semi professional standard of football.

I am going to use a tape recorder to get accurate information from the interview. Although I will use selected quotes from the information you provide, these will not be attributed to you, that is, the quotes and your identity will remain anonymous. You are free to stop the interview at any stage and you may refuse to answer any questions if you wish. If at any stage during the interview you are confused or do not understand a question then please feel free to ask me.

The questions I am going to ask you are to do with your imagery use during the last week. You should try to use your diary entries to help give as much detail as possible. When answering the questions please try to recall the situations that occurred specifically during that week. Some questions however will ask you to focus on your general use of Imagery and will need you to recall situations from other times. Please try and answer the questions in as much detail as you can so that I can obtain the greatest possible understanding of your imagery use.

Demographics

To begin this interview I am going to ask you a few questions about your football playing history.

How old were you when you first started playing football?

How old are you now?

What is the highest level of football that you have played at? (E.g. university, semi professional, professional)

How many times a week do you train?

And for how long each time do you train?

Have you ever received sport psychology support?

If so what did that involve?

Use of Imagery away from the football environment

I would like you to now focus on your use of Imagery throughout the data collection week. Imagery has been defined by Callow *et al.* (2005) as a sensory experience in which the real world can be represented using a combination of different sensory modalities.

You were given a diary to record your use of Imagery throughout the week leading up to an important fixture. I would like you to now use those recordings plus any additional thoughts that you may have to answer the following questions. Please try to answer in as much detail as possible, and do not worry if you find yourself repeating what you may have already said in the interview.

In this section we are going to focus specifically on your imagery use during every day activities such as for example sitting in a lecture or driving in your car. I do not want you to comment on your imagery use during training or during the match at this stage.

Do you have any questions about what I mean by Imagery?

Thinking back over the data collection week, on what occasions do you recall using Imagery away from the football environment, during every day activities?

General probe: Can you remember any other occasions during the week when you used Imagery?

Can you describe the types of things that you would Image?

What were the reasons for your use of Imagery during these times? Please go through each occasion where you used imagery, and explain your reasons. For example was it to increase confidence, increase motivation, reduce anxiety, help you to relax, help you develop a skill or any other reason.

General probe: Can you think of any other reasons why you used Imagery during these times?

How did the images make you feel?

Specific probe: Did the Images help you physically or mentally?

Did the purpose of your Imagery use change throughout the week?

What was the overall outcome of your imagery use during these times? Please explain in relation to each occasion.

Did your Imagery use during day-to-day activities increase or decrease as the fixture drew closer?

When imaging an athlete can see themselves in different perspectives. This can be either the internal or external perspective. The internal perspective is when the athlete sees the image as if they were in their own body or had a camera on their head. The external perspective is when athletes see themselves as if they were an external observer looking in from the outside.

When using Imagery at these times did you see yourself in a particular perspective?

Elaboration probe: Did this perspective ever change?

If the perspective ever changed, did it have different purposes, and if so what were they?

How easy did you find it to form the Images?

Elaboration probe: Did you find it easier to Image in a certain perspective?

Were the images clear for you to see and easy for you to control?

Did you find it easier to form Images as the week went on and the fixture drew closer?

Imagery use during competition

We are now going to focus specifically on your imagery use during and before and after the competitive match at the end of the data collection week.

On what occasions during the match and the preparation for the match did you use imagery?

General probe: Can you remember any other occasions during the match day when you used Imagery?

Can you describe the types of things that you would image?

During the match day what were the reasons for your use of Imagery? Please go through each occasion where you used imagery, and explain your reasons. For example was it to increase confidence, increase motivation, reduce anxiety, help you to relax, help you develop a skill or any other reason.

General probe: Can you think of any other reasons why you used Imagery during the match and your preparation for it?

How did the images make you feel?

Specific probe: Did the Images help you physically or mentally?

What was the overall outcome of your imagery use during the match and your preparation for it?

When using imagery during the match and the build up to it, did you see yourself in a particular perspective?

Elaboration probe: Did this perspective ever change?

If the perspective changed did it have different purposes, and if so what were they?

How easy did you find it to form the Images?

Specific probe: Did you find it easier to image in a certain perspective during the match and your preparation

Were the images clear for you to see and easy for you to control?

Imagery use in training

We are now going to focus specifically on your imagery use in training during the collection week.

On what occasions during training can you recall using imagery?

General probe: Can you remember any other occasions during training when you used Imagery?

Can you describe the types of things that you would image?

During training what were the reasons for your use of Imagery? Please go through each occasion where you used imagery, and explain your reasons. For example was it to increase confidence, increase motivation, reduce anxiety, help you to relax, help you develop a skill or any other reason.

General probe: Can you think of any other reasons why you used Imagery during training?

How did these images make you feel?

Specific probe: Did the Images help you physically or mentally?

What was the overall outcome of your imagery use during training? Please explain in relation to each occasion.

When using imagery during training did you see yourself in a particular perspective?

Elaboration probe: Did this perspective ever change?

If the perspective changed did it have different purposes, and if so what were they?

How easy did you find it to form the Images during training?

Specific probe: Did you find it easier to image in a certain perspective during training?

Were the images clear for you to see and easy for you to control?

Did you find it easier to form Images during training in the sessions that were closer to the match day?

Imagery effectiveness

Do you think that your imagery use throughout the week was effective in serving its purpose?

Specific probe: Did the effectiveness of your imagery use increase or decrease as the fixture drew closer?

Did you find it easier to form images during training, during the match and its preparation or during day-to-day activities?

Elaboration probe: In which environment did you find your imagery use to be more effective?

Imagery training

Where or how did you learn to Image?

Specific probe: Has anyone ever taught you to Image or how to use Imagery?

How did they do that?

Has a coach ever encouraged you to use Imagery during training or in a competition?

Specific probe: When was that?

What was the Imagery for?

What kind of things did you Image?

How much time if any do you spend on Imagery training?

Specific probe: Do you think you spend the right amount of time using imagery?

Do you think imagery is an important part of preparation?

Anything else

Finally before we finish, is there anything more that you would like to add or discuss about imagery that may help to increase my understanding of how imagery works for you?

Thank you very much for your time and help with my study.

APPENDIX E

Participant A - Interview

Thank you for agreeing to participate in this interview.

The purpose of this study is to gain a better understanding of Imagery and its use and effectiveness at a semi professional standard of football.

I am going to use a tape recorder to get accurate information from the interview. Although I will use selected quotes from the information you provide, these will not be attributed to you, that is, the quotes and your identity will remain anonymous. You are free to stop the interview at any stage and you may refuse to answer any questions if you wish. If at any stage during the interview you are confused or do not understand a question then please feel free to ask me.

The questions I am going to ask you are to do with your imagery use during the last week. You should try to use your diary entries to help give as much detail as possible. When answering the questions please try to recall the situations that occurred specifically during that week. Some questions however will ask you to focus on your general use of Imagery and will need you to recall situations from other times. Please try and answer the questions in as much detail as you can so that I can obtain the greatest possible understanding of your imagery use.

Demographics

How old were you when you first started playing football?

Uhh in a team set up eight or nine.

How old are you now?

Twenty four.

What is the highest level of football that you have played at? (E.g. university, semi professional, professional)

Throughout my school, schoolboy years I seemed to play at a decent level, I represented Cardiff city at schoolboy level. I played for the county, county schools level, and then progressed into the semi pro level from the age of sixteen upwards.

How many times a week do you train?

Currently with my current team, three times a week.

And for how long each time do you train?

At least an hour and a half.

Have you ever received sport psychology support?

In a recent set up yes, just recently this season. Only basic stuff. We had session uhh, a session, it was more of a team bonding session. We all sat in the room, we had to highlight our, our positive strengths and what we bring to the team, and then we had to stand up in front of the group, in front of our peers, read out what we had written down and what we thought we had brought to the team. And it was basically a bit of a self, a self appraisal, and then your team mates would appraise you.

Use of Imagery away from the football environment

I would like you to now focus on your use of Imagery throughout the data collection week. Imagery has been defined by Callow *et al.* (2005) as a sensory experience in which the real world can be represented using a combination of different sensory modalities.

You were given a diary to record your use of Imagery throughout the week leading up to an important fixture. I would like you to now use those recordings plus any additional thoughts that you may have to answer the following questions. Please try to answer in as much detail as possible, and do not worry if you find yourself repeating what you may have already said in the interview.

In this section we are going to focus specifically on your imagery use during every day activities such as for example sitting in a lecture or driving in your car. I do not want you to comment on your imagery use during training or during the match at this stage.

Do you have any questions about what I mean by Imagery?

No.

Thinking back over the data collection week, on what occasions do you recall using Imagery away from the football environment, during every day activities?

Uhh..a lot, several times every day sub consciously, an example of me using imagery day to day would be reversing the car into a space. A simple reverse parallel park, before I execute the manoeuvre I will imagine how I want the move to go, how I, try and get a feel for it and try and imagine how I would like to park the car for instance.

General probe: Can you remember any other occasions during the week when you used Imagery?

Yeah I have been sat in and walking to lectures uhh situated on the second floor of the building where you have to walk up the stairs. If you think about it you have to imagine yourself walking up the stairs or you could fall over. So that's another time. Before I started my coursework in the library the other day I was on the BBC website and I was reading a match report of a Cardiff city match and it describes obviously it gives an in depth view of the match, and sometimes it would give an example what happened in a particular minute of the match, so when I read what happens in the match I will try and imagine how they have written it down, on the on the website. Im trying to put into a practical sense what they have written in words.

Specific probe: Have you ever imaged yourself performing during these times?

Yeah definitely several times. Uhh the start of the, the early days of the week, Mondays and Tuesdays its just basic, not much in depth, I would imagine, sometimes I would imagine myself taking a free kick and scoring. Or playing an important pass, which could lead to a goal scoring opportunity.

What were the reasons for your use of Imagery during these times?

In the early stages of the week it was definitely linked to self confidence rather than anxiety because if I imagine myself performing the tasks before training for example, that tends to give me confidence going into the training scenario with your peers. I never try to imagine moves I wouldn't perform in a match. Yeah definitely increasing my confidence because maybe I might have to try these things in training and it will give me the confidence to try things.

How did the images make you feel?

I suppose I have always thought sub consciously, but lately they make me..they make me feel good, because there will be times in the day where I will switch off from my day to day tasks and start imagining things, and because im always imagining a positive scenario, me performing a positive task or an important task for the role for the team, it makes me feel good as scoring a goal for instance is, makes you feel good.

Specific probe: Did the Images help you physically or mentally?

They wouldn't help me physically I don't see the physical benefits but I feel the mental, definitely the mental benefits it brings.

Did the purpose of your Imagery use change throughout the week?

Oh definitely. As previously mentioned just then, it was the early days of the week, Monday Tuesday, self confidence, bit of an ego boost. Start imagining uhh yourself producing important moves for the team. And then towards the end of the week, Thursday and Friday for example is a little bit of a nervous tension in me, a good anxiety. I think partly the anticipation of playing the game is linked into that but its definitely, im not saying im shaking and cant think things out, its just a bit of a nervous tension there, but in a good sense.

What was the overall outcome of your imagery use during these times?

This particular week it could be argued that no, because the game we played in we got beat four two but I actually felt that I played alright in the game, and there were a couple of instances where I used imagery in the match situation and it worked, but I only had a small time to use it but it had a positive outcome.

Did your Imagery use during day-to-day activities increase or decrease as the fixture drew closer?

Definite increase. Uhh my reasons for this, Sunday after the match, post match I find myself on a bit of a come down cause you have played the game. There is a slight recollection of the previous day and the game what I could of done but its limited. I try to switch off and then I don't know if its cause it is the weekend and then you progress into the start of the week the process starts again as a build up, for me personally.

When using Imagery at these times did you see yourself in a particular perspective?

In my previous example where I said about parking the car was definitely an external, definitely an external cause you try and, I wasn't I wasn't the focusing object if you know what I mean. The car trying to get the car into the space was so I imagined it externally looking at a side on view of the car pulling up and reversing into the space. When im recollecting its almost 90 percent external. When my concentration isn't on the actual task and im just recollecting and im not focused completely it's always external

Elaboration probe: Did this perspective ever change?

I can't recollect a time when it was internal, unless... no no I can't to be honest.

How easy did you find it to form the Images?

Well prior to this study I have always found myself, this study has just highlighted that I do use imagery. So im always, I have always used imagery sub consciously and this study has just brought it to my attention more.

Elaboration probe: Did you find it easier to Image in a certain perspective?

No I think I find both internal and external both just as easy to imagine the images, obviously not to execute the manoeuvres I was imagining. But the actual images themselves I found pretty easy to use and I honestly can't answer why I was using external at a time and not internal, but I think both are easy to form.

Were the images clear for you to see and easy for you to control?

Yeah I found the images easy to control because sometimes there were instances where you you have got a limited time to use imagery. Say in a game situation, if the ball goes out for a throw in and we are in the possession of the ball and maybe im thinking whether I have to play a part in the throw. Whether I need to flick the ball on for instance, you literally got a millisecond to think about this and execute the move. And then regards to other forms of imagery, not in a match situation I found it again easy to control because I...well im trying to explain, I focus and I have good concentration levels and I can focus on it for one point and I can drift from things but be quite clear and concise with my thinking.

Did you find it easier to form Images as the week went on and the fixture drew closer?

Definitely, it could of got a little easier slightly, the only reason because as previously mentioned, my concentration levels towards Saturdays fixture increases so on a Sunday although the imagery is, I still find it easy to form images on the Sunday for instance when im in a relaxed state. Maybe it becomes easier because my concentration levels are going up as the week goes on.

Imagery use during competition

On what occasions during the match and the preparation for the match did you use imagery?

Definitely several, uhh as soon as I opened my eyes the anticipation of playing a game of football hits you. A slight feeling although the nerves are there, a slight feeling of ecstasy at the thought of playing a game. Several times throughout the morning I imagine myself scoring a winning goal, which would give us victory in the match. Uhh playing important passes which would lead to goal scoring opportunities, making important tackles, being dominant in the air, this is right throughout the morning. Pre match we have a walk on the pitch to check the pitch before we go in and get changed to prepare for the game, several times again. You see the goals on the pitch with the nets in and the corner flags out, you can imagine scoring a free kick or you can imagine playing certain passes during passages of play so it was prominent throughout the whole day.

During the match day what were the reasons for your use of Imagery?

I think clearly the reasons would be it was a match day, and the match day for me my primary focus, the whole of my Saturday is taken up by football. Playing, watching, so everything else take a bit of a back seat and that is my primary focus, so that's possibly why.

General probe: Can you think of any other reasons why you used Imagery during the match and your preparation for it?

Match day for me is definitely reducing anxiety levels. As I said before it's not like im a quivering wreck, its just a nervous tension the anticipation of playing a football match, producing a spectacular moment or more in depth but basically just playing a match is euphoric in itself.

How did the images make you feel?

Positive again because pre match there was no result and the game hadn't been played yet so you can imagine those types of things because it hasn't happened yet so they make me feel good. And it gives me a sort of aspiration of how I want to play, how I want to set my stall out for the game.

Specific probe: Did the Images help you physically or mentally?

I wouldn't say they helped me physically. I can't, I honestly can't relate to them. But definitely mentally. Definitely mentally cause of the anxiety levels and the anticipation you feel, the blood pumping around your body for me its in a good sense, even a sense of a bit of an adrenalin rush.

What was the overall outcome of your imagery use during the match and your preparation for it?

On that particular match day we did lose four two, but I can recall several instances in the match where I had to, where I was an integral part of a move and I executed what I wanted to cause I imagined it first and it then helped me, so yeah the outcome was positive.

When using imagery during the match and the build up to it, did you see yourself in a particular perspective?

More in the pre match again it was all external, all external again. With reference to scoring a free kick, even a winning free kick definitely external cause I seen how I struck the ball and what I did proceeding the ball going into the net, which was celebrating. I could see the whole outlook and outcome of that particular instance. And then moving onto pre match when we got onto the pitch to have a check pre match before we got changed all was internal from what I can recollect. Using the free kick example again it was maybe because I was actually stood on the pitch and I could see the goals set up and I could see the net and I stood on a part of the pitch outside the penalty area and imagined putting the ball into the top corner internally.

If the perspective changed did it have different purposes, and if so what were they?

The earlier instances, the external was, the external was self confidence issue. The match day the internal has got to be anxiety reduction. It had to be because it was such a short space of time between the imagery and me playing the game.

How easy did you find it to form the Images?

I can't say that it wasn't easy because I have always found it easy. It's just that you have highlighted that I use imagery. I always find it easy to imagine scenarios whether it was playing football or day to day activities.

Specific probe: Did you find it easier to image in a certain perspective during the match and your preparation

During the match I found it easier to use internal and my reasons for this were because it was an actual game situation where as I have stated before your time limits are really small for thinking about things, so you can't drift off and imagine externally, you have to imagine yourself performing the activity there and then so that's why I used internal.

Were the images clear for you to see and easy for you to control?

Yeah crystal clear at all times. I always had a clear view of what I wanted to do at all times. The control aspect, again you sort of don't have that much time to control it during the match.

Imagery use in training

On what occasions during training can you recall using imagery?

Uhh well we trained on a Monday a Wednesday and a Friday and there were several occasions where I used imagery. In between drills, the coach will set us a drill to do and I will imagine myself doing the drill before I participate in the drill. An instance of this, we had an SAQ session last week, speed and quickness, where we had to use quick feet dodging in and out of cones. I think the reason I imagined this was because it's quite a different task to what we normally perform and you have to concentrate on using your feet quickly otherwise you can kick the cones out of line or mess the synch of the drill up so maybe that is why.

Can you describe the types of things that you would image?

That was the one instance that I spoke about then wasn't even with the ball, it wasn't match related. It is part of football speed and quickness but that was, I had to concentrate on that. We then moved onto more match related scenarios where I was uhh we were doing a positional drill and I had to play a specific pass out to our wide player and there was no middle ground, I had to play the pass to his, I had to drill the ball into him where the ball stayed at the same trajectory off the floor and I had to find him every time. So I used internal imagery there of how I wanted the ball, I imagined him coming onto the flight of the ball and taking it down, that was before I played the pass.

During training what were the reasons for your use of Imagery?

Reasons for me using imagery in training are possibly because your with your peers who are all of relatively the same ability as you, and maybe because we are playing a half decent standard expectation is high and things should be done, things are expected to be performed right first time. Umm I do get a little nervous before I start playing, whether it's training or a game. Reduce anxiety at training is definitely the reason. Anxiety more than increasing confidence cause I try and build my self confidence up before I go to training.

How did these images make you feel?

They put my mind at ease before im going to perform a task, and then if I don't perform the task to how I want I seem to imagine the task again and I keep doing it until I get it right. And when I get it right I imagine the right one that I have done practically.

Specific probe: Did the Images help you physically or mentally?

Again I will always say mentally, but maybe in that instance I gave you then it must have helped physically, it must have helped me in the training scenario because I performed the task correctly. And then I imagined the correct task, which I just performed so it must have been partly, but predominantly mentally.

What was the overall outcome of your imagery use during training?

I can only say positive, only say positive. I know im repeating myself but a lot of the moves I imagined myself doing I performed correctly, so it gives me a positive out look on things and then that must be why I keep using imagery because im getting positive results from it.

When using imagery during training did you see yourself in a particular perspective?

Internal always, the reason for this being maybe because its actually happening at the time, im actually involved in what I was imagining so I found that on the match day as well.

Elaboration probe: Did this perspective ever change?

No it was always internal.

How easy did you find it to form the Images during training?

I always find imagery easy forming images, maybe its cause sub consciously I have been doing it for so long I don't know but I always find it easy to imagine images whether it was football related or not.

Specific probe: Did you find it easier to image in a certain perspective during training?

I wouldn't say I found it easier that was just the way that, it was my preference cause it was practical based and actually happening at the time.

Were the images clear for you to see and easy for you to control?

Definitely clear, I could I had to imagine a quick move happening and then actually perform the task. So yeah it was easy for me to switch off and try and perform the task practically then.

Did you find it easier to form Images during training in the sessions that were closer to the match day?

Yeah, yeah because I think my concentration levels towards playing on a Saturday increased as the week went on, and that's why I felt as mentioned in section one, concentration levels start low at the start of the week and progress throughout the week up until like a Thursday or a Friday maybe where it is just getting my head clear and on playing football cause like I said football takes up my day on Saturday.

Imagery effectiveness

Do you think that your imagery use throughout the week was effective in serving its purpose?

In the sense of the match relation the anxiety I have to say fifty fifty, because although it does there's still pre match I had a bit of anxiety but then just as we lined up before kick off there is like ten seconds just before your all lined up and you kick off the feeling comes back. But it does help but it's still that little edge there, so maybe not fully.

Specific probe: Did the effectiveness of your imagery use increase or decrease as the fixture drew closer?

Definitely increased definitely, concentration levels were up, training became more match related going through drills we were hoping to use in the match. Imagery had to be more effective because I was imagining myself performing specific moves which were going to happen or pre programmed to happen so yeah.

Did you find it easier to form images during training, during the match and its preparation or during day-to-day activities?

Its for different reasons, they have all got different reasons. Like day to day I found easy because my anxiety levels aren't there, it's more for concentration levels. Like reverting back to parking the car im not anxious about parking the car, I just use it to see myself, to do it properly. So but then in regards to a football sense it is for anxious reasons, anxiety reasons.

Elaboration probe: So you wouldn't say you found it easier in any of the three environments?

No I, I find it all level, its on a level playing field yeah.

Elaboration probe: In which environment did you find your imagery use to be more effective?

Definitely in training, the effectiveness in a training environment because things have to be done properly and what im imagining and im actually performing and its has to be performed to a certain standard so its definitely more effective in a training environment....a match is again similar, a match and training the two go hand in hand for what I just said then so a match matches training.

Imagery training

Where or how did you learn to Image?

I can only suggest that it stems from your childhood, when maybe, maybe it could be related to playing football as a child when you're having a kick about with your friends and you see a move your model professionals doing a move on match of the day for instance and your trying to re create the move with your friends in the park.

Has a coach ever encouraged you to use Imagery during training or in a competition?

I have never encompassed a coach who has encouraged me to use imagery, never.

How much time if any do you spend on Imagery training?

Thinking back through this interview now I think my answers have demonstrated that I have a basic grasp of imagery but I set aside no time every week to use imagery training, although if I was taught techniques then maybe I would.

Specific probe: Do you think you spend the right amount of time using imagery?

No probably not really. As I just said maybe I would spend more time if I was taught how and to be honest I think I have been shown the benefits so I should spend more time on it really.

Do you think imagery is an important part of preparation?

Definitely as I have proved. We got beat last Saturday four two, but my personal performance, in my personal view point was more than acceptable because I used imagery before the match for certain moves which I had to perform and I still executed what I wanted, what I imagined so for me personally definitely.

Finally before we finish, is there anything more that you would like to add or discuss about imagery that may help to increase my understanding of how imagery works for you?

Just what I wrote down in the diary basically that I enjoyed taking part in the study because it had never been brought to my attention before that I use imagery and I found myself using maybe even more now that I know its there so even though I was using it subconsciously now I know it happens maybe I will use it even more and set aside some time for it so yean I enjoyed it.

Thank you very much for your time and help with my study.

Participant B - Interview

Thank you for agreeing to participate in this interview.

The purpose of this study is to gain a better understanding of Imagery and its use and effectiveness at a semi professional standard of football.

I am going to use a tape recorder to get accurate information from the interview. Although I will use selected quotes from the information you provide, these will not be attributed to you, that is, the quotes and your identity will remain anonymous. You are free to stop the interview at any stage and you may refuse to answer any questions if you wish. If at any stage during the interview you are confused or do not understand a question then please feel free to ask me.

The questions I am going to ask you are to do with your imagery use during the last week. You should try to use your diary entries to help give as much detail as possible. When answering the questions please try to recall the situations that occurred specifically during that week. Some questions however will ask you to focus on your general use of Imagery and will need you to recall situations from other times. Please try and answer the questions in as much detail as you can so that I can obtain the greatest possible understanding of your imagery use.

Demographics

How old were you when you first started playing football?

Umm about fourteen, fourteen, fifteen.

How old are you now?

Twenty two.

What is the highest level of football that you have played at? (E.g. university, semi professional, professional)

Semi pro, umm for Newport County.

How many times a week do you train?

Twice

And for how long each time do you train?

On average about two hours

Have you ever received sport psychology support?

Nope.

Use of Imagery away from the football environment

I would like you to now focus on your use of Imagery throughout the data collection week. Imagery has been defined by Callow *et al.* (2005) as a sensory experience in which the real world can be represented using a combination of different sensory modalities.

You were given a diary to record your use of Imagery throughout the week leading up to an important fixture. I would like you to now use those recordings plus any additional thoughts that you may have to answer the following questions. Please try to answer in as much detail as possible, and do not worry if you find yourself repeating what you may have already said in the interview.

In this section we are going to focus specifically on your imagery use during every day activities such as for example sitting in a lecture or driving in your car. I do not want you to comment on your imagery use during training or during the match at this stage.

Do you have any questions about what I mean by Imagery?

No I understand.

Thinking back over the data collection week, on what occasions do you recall using Imagery away from the football environment, during every day activities?

Umm yeah on the Monday after the Saturday game, actually the Sunday as well uhh I missed a sitter basically and I was just running that through my head sort of thing.

Can you describe the types of things that you would Image?

Umm it was internal, basically I just missed an open goal with my right foot and it was a clear vision that I kept playing over and over again in my head, the same sort of action.

General probe: Can you remember any other occasions during the week when you used Imagery?

Yeah I suppose in the week I used imagery from past performances to sort of build my confidence back up for the next game like.

What were the reasons for your use of Imagery during these times?

To build my confidence mainly, but also to relax me in time for my next game sort of thing.

How did the images make you feel?

Umm...disappointed that obviously reminded me that I had missed the chance in the previous game, but it sort of gave me a chance to evaluate why I had missed and how I could improve for my next game. Umm I suppose it sort of gave me a clear head, to get it out of my system and I was eager to play again.

Specific probe: Did the Images help you physically or mentally?

Umm.... Mentally

Did the purpose of your Imagery use change throughout the week?

No not to be honest because obviously cause I missed an open goal, well an easy chance, I just sort of, it got less and less, it played on my mind less and less as the week went through but I was still re evaluating basically.

What was the overall outcome of your imagery use during these times?

It sort of relaxed me and gave me a clear head, to sort of get it out of my system, umm and then obviously I used imagery from past performances to give me confidence going into my next game, and to increase my confidence despite the miss.

When using Imagery at these times did you see yourself in a particular perspective?

When I missed the chance umm which was playing on my mind I was using internal, and I kept running through using internal imagery. And then when it came to looking at past performances it was kind of external imagery like a game that I played in, umm I would see myself in a different perspective. So there was a sort of difference between the two.

Elaboration probe: Did this perspective ever change?

Yeah as I have just said really, depending on what I was imaging really.

Did your Imagery use during day-to-day activities increase or decrease as the fixture drew closer?

I think it decreased.

How easy did you find it to form Images?

I found it quite easy, umm obviously depends how recent the action is, uhh when I missed the chance on the Saturday before it was quite easy to form cause it was recent and obviously I kept on playing it over and over in my head. Umm and when I came to sort of try and dig out a previous performance to build confidence it was kind of hard at first to image it.

Elaboration probe: Did you find it easier to Image in a certain perspective?

Not necessarily umm... I suppose internal might be slightly easier.

Were the images clear for you to see and easy for you to control?

Yeah, yep definitely.

Did you find it easier to form Images as the week went on and the fixture drew closer?

Umm probably easier I suppose cause I was more relaxed and maybe I could produce them easier.

Imagery use during competition

On what occasions during the match and the preparation for the match did you use imagery?

To build confidence I would take images from previous, things that I had done well in previous games. Where I missed the chance I was trying to take things that I had done well to build confidence and relax me, just to sort of confirm that I had produced some that I had you know produced some good performances recently.

Can you describe the types of things that you would image?

Umm probably that I had trained well during the week, umm obviously training always helps so if you perform well in training it builds confidence together with the imagery.

How did the images make you feel?

Relaxed me umm to take away some anxiety and that was it really. Made me feel good about myself and that I could perform well if I put my mind to it, using images as well.

General probe: Can you remember any other occasions during the match day when you used Imagery?

Yeah I think in certain situations in a game umm I sort of try and vision things that are happen or could happen before they actually do during the game. I try to use images to sort of see how it could happen, and hopefully to give me confidence that I can do it during a game.

Specific probe: Did the Images help you physically or mentally?

I would say both.

What was the overall outcome of your imagery use during the match and your preparation for it?

It helped to give me a bit more belief and obviously cause my performance was quite good it helped.

When using imagery during the match and the build up to it, did you see yourself in a particular perspective?

Internal during the match...I think when you are playing a game you are always going to vision yourself internal, your actually in a game situation and you haven't got time to look away and reassess it, your actually in the moment sort of thing. So I think internal is the best way to use my imagery sort of thing.

Elaboration probe: Did this perspective ever change?

No not during the game, maybe before.

How easy did you find it to form the Images?

Easier before the game, building up to the game, uhh and during the game obviously your concentration isn't completely, obviously your concentration is on the game so the images are harder to produce so I would say definitely it is easier before the game.

Were the images clear for you to see and easy for you to control?

Umm, before the game they were easier to produce, to see and easier to control to a certain extent, and then during the game a bit harder cause your concentration isn't the same, and uhh not as easy to control.

Specific probe: Did you find it easier to image in a certain perspective during the match and your preparation?

Easier before the game to use external, umm then like I said during the game its easier to use internal cause your actually in the match situation, and your actually trying to vision what your going to do at the time rather than sometimes re-evaluating.

Imagery use in training

On what occasions during training can you recall using imagery?

During both sessions I used imagery, mainly for crossing drills. I'm a wide player sort of internal images of myself getting the ball having a good touch and delivering a good cross before its actually happened so I have got in my head actually what I am going to be performing.

During training what were the reasons for your use of Imagery?

I would say confidence, like I said before. Relaxation umm, I think it helps physically as well. Sort of if you have a mental image of what your going to do then physically when you come to do it you feel as if can help sort of thing.

How did these images make you feel?

Umm made me feel more confident, sort of good about myself that I could perform sort of the highest level that I would want to perform sort of thing.

What was the overall outcome of your imagery use during training?

Umm it definitely had a positive outcome. My performance I suppose...my level of performance was higher because of the imagery. It just obviously because of the imagery built confidence and uhh I started to use more imagery because of this, because I knew it was building my confidence up during the training sessions.

When using imagery during training did you see yourself in a particular perspective?

Umm during training internal more than external.

Elaboration probe: Did this perspective ever change?

Maybe after I had performed the action, to sort of evaluate what I had just done. But definitely before I had actually performed it, it would be internal like the same as sort of during a game.

How easy did you find it to form the Images?

Relatively easy, umm I feel more relaxed than during a game than I do in training so obviously I find it easier, but at the same time not as easy as say when im just relaxing at home cause your concentrating on training so its not like you can produce the images.

Specific probe: Did you find it easier to image in a certain perspective during training?

Internal if im trying to vision myself performing something before I have actually done it. Umm because if it actually hasn't happened yet and im trying to visual myself doing it. But after I suppose external cause your trying to basically sort of see what other people thought of you when you did it sort of thing and your trying to build confidence so your actually viewing it from other peoples perspective like the coaches.

Were the images clear for you to see and easy for you to control?

Yeah I would say so for both really...yeah.

Did you find it easier to form Images during training in the sessions that were closer to the match day?

I think I sort of found it easier on the Monday, obviously I could be more relaxed about the sort of session more than the Thursday your sort of more focused and concentrate on the game Saturday so its harder to produce the images during the actual training session.

Imagery effectiveness

Do you think that your imagery use throughout the week was effective in serving its purpose?

Yeah definitely...umm well basically like I said before just building my confidence and umm reducing my anxiety and relaxation, which then sort of produced slightly better performances, so I would say yeah overall the effectiveness was quite pleasing.

Specific probe: Did the effectiveness of your imagery use increase or decrease as the fixture drew closer?

I would say increased. I used more as the week went on but it was harder to produce.

Did you find it easier to form images during training, during the match and its preparation or during day-to-day activities?

Definitely every day activities, just while im relaxed and less anxious. Harder in training and a match but it can be more effective sort of thing because it, I suppose it does give you confidence during the situation and relaxes you during the situation and then it obviously helps.

Elaboration probe: In which environment did you find your imagery use to be more effective?

Like I said more effective in training and a match, probably in training as you have more time to think about it.

Imagery training

Where or how did you learn to Image?

Just something I know I can do sort of thing.

Specific probe: Has anyone ever taught you to Image or how to use Imagery?

Umm I had an idea from psychology lectures and things, where we have done stuff on imagery use, external and internal and obviously taught the links to relaxation, decreasing anxiety...so mainly university.

Has a coach ever encouraged you to use Imagery during training or in a competition?

Not really.

How much time if any do you spend on Imagery training?

Couldn't really say practise it, its just something I do naturally.

Specific probe: Do you think you spend the right amount of time using imagery?

Yeah id say I spend enough time using imagery yeah.

Do you think imagery is an important part of preparation?

Yeah definitely, definitely an important part.

Finally before we finish, is there anything more that you would like to add or discuss about imagery that may help to increase my understanding of how imagery works for you?

No.

Thank you very much for your time and help with my study.

Participant C - Interview

Thank you for agreeing to participate in this interview.

The purpose of this study is to gain a better understanding of Imagery and its use and effectiveness at a semi professional standard of football.

I am going to use a tape recorder to get accurate information from the interview. Although I will use selected quotes from the information you provide, these will not be attributed to you, that is, the quotes and your identity will remain anonymous. You are free to stop the interview at any stage and you may refuse to answer any questions if you wish. If at any stage during the interview you are confused or do not understand a question then please feel free to ask me.

The questions I am going to ask you are to do with your imagery use during the last week. You should try to use your diary entries to help give as much detail as possible. When answering the questions please try to recall the situations that occurred specifically during that week. Some questions however will ask you to focus on your general use of Imagery and will need you to recall situations from other times. Please try and answer the questions in as much detail as you can so that I can obtain the greatest possible understanding of your imagery use.

Demographics

How old were you when you first started playing football?

I was probably for a club about twelve.

How old are you now?

Twenty-two.

What is the highest level of football that you have played at? (E.g. university, semi professional, professional)

I was at a professional club but I was an apprentice, and I have played school boy internationals and under seventeen internationals.

How many times a week do you train?

Umm two or three times a week.

And for how long each time do you train?

Between an hour and a half and two hours.

Have you ever received sport psychology support?

Yeah we have umm used stuff on building your confidence and a team and stuff you do with team cohesion, things like that really.

I would like you to now focus on your use of Imagery throughout the data collection week. Imagery has been defined by Callow *et al.* (2005) as a sensory experience in which the real world can be represented using a combination of different sensory modalities.

You were given a diary to record your use of Imagery throughout the week leading up to an important fixture. I would like you to now use those recordings plus any additional thoughts that you may have to answer the following questions. Please try to answer in as much detail as possible, and do not worry if you find yourself repeating what you may have already said in the interview.

In this section we are going to focus specifically on your imagery use during every day activities such as for example sitting in a lecture or driving in your car. I do not want you to comment on your imagery use during training or during the match at this stage.

Do you have any questions about what I mean by Imagery?

Umm no.

Thinking back over the data collection week, on what occasions do you recall using Imagery away from the football environment, during every day activities?

Um in terms of using imagery in every day life I think it's a lot more difficult to recall. Umm I defiantly think I do use it even if it is just snippets, little things for example uhh I like run up stairs, running up the stairs you kind of view yourself running up the stairs, like I have this thing about not walking. So perhaps I view myself internally running up the stairs before I do it. It is only snippets, perhaps when im driving I might see myself turning and judge where im going to go and when.

General probe: Can you remember any other occasions during the week when you used Imagery?

Yeah like just at times at home I would, like sitting watching television I would think about my game and stuff and things about previous games.

Can you describe the types of things that you would Image?

Id say umm when I was watching the internationals really. I was watching England on television. Basically I was watching the player in my position and looking at his movement and the actions he performed, basically to get a greater understanding of what I should be doing as a full back. I was watching him perform his tackles or his positioning in relation to a player, and kind of tried to see myself doing that with my team mates and things like that on a Saturday.

What were the reasons for your use of Imagery during these times? Please go through each occasion where you used imagery, and explain your reasons. For example was it to increase confidence, increase motivation, reduce anxiety, help you to relax, help you develop a skill or any other reason.

Umm I just think it gave me a better understanding of what I should be doing and my role in the team perhaps, as a full back. Perhaps it enhances my knowledge umm plus it maybe made me gain confidence by watching him perform on the pitch and I think well I do that so I must be doing something right.

What was the overall outcome of your imagery use during these times?

Yeah I think it was more of a process, I don't think it was a definitive outcome of imagery I used in every day life, its more you just do it because it's a kind of natural thing to do, you kind of see yourself doing something before you actually do it.

Did your Imagery use during day-to-day activities increase or decrease as the fixture drew closer?

Uhh I think perhaps it did increase, not including training and that perhaps I was thinking about the game on the weekend and thinking about what I had done the previous weekend, had I done anything good, had I done anything bad. Umm if I did do things good then I would try and focus on them. And if I did anything bad I would try and think about how I could rectify what I had done badly and learn from it.

When using Imagery at these times did you see yourself in a particular perspective?

I think I would probably say internal. I think when im doing I just find it a bit easier umm to see it from an internal perspective really, to see myself doing it.

Elaboration probe: Did this perspective ever change?

Umm perhaps it changed like I used, you know within training it may of changed and I perhaps may of used a bit more external, but in terms of every day activities I kind of used more internal imagery really.

How easy did you find it to form Images?

Its easier to form the image if your in that situation, you know for example if im sitting at home and im trying to imagine something its more difficult but if im in that situation or in that environment then I find it easier to produce those images.

Were the images clear for you to see and easy for you to control?

In every day activities perhaps there are external factors that mean you cant imagine yourself doing something I couldn't for example turn on a roundabout while imagining doing something else, where as I cant imagine myself doing it because you know there is some external factor.

Did you find it easier to form Images as the week went on and the fixture drew closer fixture drew closer?

Yeah I defiantly think in terms of, basically you are kind of practising, not that you intend to practise, just by doing the diary you are practising and that made it uhh easier to form images in general. For example even if they weren't clear they were clearer from what they were at the start of the week.

Imagery use during competition

On what occasions during the match and the preparation for the match did you use imagery?

Probably the umm just travelling to the game and during the warm up really. In terms of travelling to the game I kind of umm imagine myself performing the activities that I have been told to do. For example on set pieces I have been told to make a certain run and start from a certain position, so to get that clear in my head and totally understand what is expected of me I would go through that umm just to make sure certain I was doing what I am meant to do. Umm I do sometimes get quite nervous before a game so if I think about activities I have done like actions I have performed previously in previous games I have done well, if I focus on them it kind of reduces that anxiety and relaxes me just to prepare me for the game really.

General probe: Can you think of any other reasons why you used Imagery during the match and your preparation?

Just to really go over what I have learnt previously in training and what I have been told and told and things like that, just to clarify what I have to do in that certain situation really.

How did the images make you feel?

Umm just more relaxed cause umm thinking about the game and thinking about what I needed to do just gives you a sense that you are prepared, where as if you feel unprepared for, if I feel unprepared for most things you do get tend to get nervous. But if you feel prepared for the game it kind of relaxes you and gives you confidence in yourself.

Specific probe: Did the Images help you physically or mentally?

A bit of both because if I feel quite anxious I tend to feel quite lethargic anyway, I don't know what the reason is for that so if im in a relaxed state mentally then I feel that im relaxed physically so it kind of helps both aspects really.

What was the overall outcome of your imagery use during the match and your preparation for it?

Well...the set piece training we done on the Wednesday umm I just took myself aside and did the run that I you know, or imagined myself doing the run that I was required to do so that gave me a better understanding and clarified what I needed to do. And then in terms of you know other situations umm I just go to the position of the field that even just when you got to check the pitch when you go to the position of the field where you have got to play and you imagine yourself performing the activities that you are going to be successful at like playing the ball into the striker or you imagine yourself clipping it down the wing, or recovering to make a tackle, things like that really.

When using imagery during the match and its build up did you see yourself in a particular perspective?

Umm a bit of both, I saw generally using internal I think umm I find it a bit easier to do internal. But I perhaps try and see myself umm also performing the activities as well so id see myself making a run back or making a run into the box. But generally I think I used internal imagery.

Elaboration probe: Did this perspective ever change?

Really I think I just mainly used the internal perspective.

How easy did you find it to form the Images?

I found it a lot easier than when I was just sitting at home because again I was in that environment, cause I was on the pitch I think it is easier to imagine yourself performing, its a lot easier.

Were the images clear for you to see and easy for you to control?

Yeah clearer again than everyday activities just because I was on the pitch. You can imagine where umm the opposition are going to be where their positioning is going to be and where you're going to play the ball where your team mates are going to be. So it's easier to view yourself making that pass or making that run for example.

Imagery use in training

On what occasions during training can you recall using imagery?

Umm well we trained twice last week, the Monday and the Wednesday and I think I recall on the Monday I was having trouble understanding what my coach was asking me to do. He was asking me to play a certain pass and uhh basically while he was explaining it to me he explaining it to me he was explaining it to everyone else afterwards, I tried to imagine myself playing that pass, the weight of the pass, what it needed to be. So almost trying to get the kinaesthetic feel of the pass and how hard I needed to play it and should it be lofted and things like that before I performed it just to just gain a better understanding of and kind of gain confidence that I could play that pass. It was kind of from a different perspective, it wasn't, it didn't have as much umm use in terms of like I wasn't anxious or anything, it was just to get a better understanding of what I needed to do really.

General probe: Can you remember any other occasions during training when you used Imagery?

Umm again when we were practising set piece corners that we did in training we were set up in a certain way but we didn't have any markers, so uhh I kind of just before the I imagined the run I was going to make so I could move forward to one spot and go back there on the spot, so you kind of just cant get picked up.

During training what were the reasons for your use of Imagery?

Increasing my confidence to perform the tasks but uhh I also think it helped me to perform the pass itself so maybe skill development. It mainly helped me believe that I could perform the task quite well.

How did the images make you feel?

Umm just feel that I was able to perform what I needed to perform you know. Umm and if I didn't do that and I didn't understand totally the chances are that I wouldn't make the right pass at the right time with the right kind of force or loft or whatever, but because I used imagery it gave me a better understanding of what I needed to do.

Specific probe: Did the Images help you physically or mentally?

I would say both really. Mentally in terms of understanding but physically in terms of the actual action I needed to perform to get the ball where I wanted it to go.

What was the overall outcome of your imagery use during training?

I definitely felt that I knew what the coach was asking me to do, and I felt I knew I could do what he was asking me to do, umm and I could...do it well and it gave me confidence to perform that action, and it turned out that I was, through that result able to make a successful pass.

When using imagery during training did you see yourself in a particular perspective?

Umm id say internal again mainly, umm just because again I find it more easier to imagine myself doing through my eyes rather than watching myself from externally for example.

Elaboration probe: Did this perspective ever change?

You know its difficult to recall but I expect I did use some sort of external. But predominantly I would say internal really.

How easy did you find it to form Images?

Again relatively easy umm like on match days cause I was in that environment because I was actually going to perform the task. Umm so it was easier than in every day activities really.

Were the images clear for you to see and easy for you to control?

Yeah fairly easy to control and they were quite, quite clear just cause of the environment I was in really.

Did you find it easier to form Images during training in the sessions that were closer to the match day?

Yeah I would probably use imagery more as the week went on and because of that it became easier and the images became more clear, umm of what I needed to do on the Saturday. Umm and again just what I was using in training by recalling what the images I thought I used in training I was easily able to recall them on the Saturday.

Imagery effectiveness

Do you think that your imagery use throughout the week was effective in serving its purpose?

Well it was more effective on the Friday and Saturday perhaps because it had different objectives. On the Friday it was effective at making me less anxious giving me confidence in my ability and just like give me a feeling of that I was prepared to do it. Where as during the week you probably wouldn't I didn't really use imagery to reduce my anxiety because I wasn't anxious. Umm and again it was probably even greater on the Saturday, so I defiantly felt more, more prepared for the game after using imagery in the warm up.

Specific probe: Did the effectiveness of your imagery use increase or decrease as the fixture drew closer?

Yeah definitely increased, particularly like I said on the Saturday when preparing for the game.

Did you find it easier to form images during training, during the match and its preparation or during day-to-day activities?

Probably easiest when I was on the pitch, umm because that's the actual environment that I was going to perform in. After that I would say slightly more difficult in training because of the scenario you are put in and your never playing eleven against eleven and that. And its probably more difficult you know say when I was watching the football match on TV because im not in that environment

Elaboration probe: In which environment did you find your imagery use to be more effective?

On the pitch during the warm up or on the bus on the way you could start to think about it...but its definitely more effective on the pitch when you are going to look at it or you are warming up.

Imagery training

Where or how did you learn to Image?

We have done a little bit before in terms of ...when I was at a club if you have a big game coming up you kind of do this thing where umm you would all go in the gym and get you to lie on the floor and just close your eyes basically and they say imagine yourself doing this. I remember quite clearly doing it, but it just relaxed you really, you felt more relaxed after you had performed the imagery you know probably because you were going to fall asleep on the floor but you did actually feel yourself more relaxed trying to imagine yourself performing the big grid activities you performed and the actions you performed on the pitch.

Has a coach ever encouraged you to use Imagery during training or in a competition?

Umm not really directly apart from a few occasions where like I said about being on the floor but there weren't many occasions, but probably not me directly but in terms of a general use it has been performed before.

Do you spend any spare time practising your Imagery?

No I don't really, perhaps I might practise it generally just without realising it, but in terms of me focusing on how I develop the images and what images I develop I don't really practise that.

Specific probe: Do you think you spend the right amount of time using imagery?

No I should probably try and spend more time using it.

Do you think imagery is an important part of preparation?

Yeah defiantly well it can help you prepare umm both mentally and physically, where as perhaps a warm up can prepare you physically if your not seeing those images and understanding what you going to do and able to see yourself doing those activities it means your un prepared umm mentally and that may effect you when you start on the pitch.

Finally before we finish, is there anything more that you would like to add or discuss about imagery that may help to increase my understanding of how imagery works for you?

Umm no I don't think so.

Thank you very much for your time and help with my study.

Participant D - Interview

Thank you for agreeing to participate in this interview.

The purpose of this study is to gain a better understanding of Imagery and its use and effectiveness at a semi professional standard of football.

I am going to use a tape recorder to get accurate information from the interview. Although I will use selected quotes from the information you provide, these will not be attributed to you, that is, the quotes and your identity will remain anonymous. You are free to stop the interview at any stage and you may refuse to answer any questions if you wish. If at any stage during the interview you are confused or do not understand a question then please feel free to ask me.

The questions I am going to ask you are to do with your imagery use during the last week. You should try to use your diary entries to help give as much detail as possible. When answering the questions please try to recall the situations that occurred specifically during that week. Some questions however will ask you to focus on your general use of Imagery and will need you to recall situations from other times. Please try and answer the questions in as much detail as you can so that I can obtain the greatest possible understanding of your imagery use.

Demographics

How old were you when you first started playing football?

Umm about nine for a club and about six before a club.

How old are you now?

Twenty.

What is the highest level of football that you have played at? (E.g. university, semi professional, professional)

Just with Cardiff as a youngster, up to under fifteens really.

How many times a week do you train?

Uhh two, three times a week.

And for how long each time do you train?

Usually for about an hour and a half two hours.

Have you ever received sport psychology support?

Umm not to my knowledge.

Use of Imagery away from the football environment

I would like you to now focus on your use of Imagery throughout the data collection week. Imagery has been defined by Callow *et al.* (2005) as a sensory experience in which the real world can be represented using a combination of different sensory modalities.

You were given a diary to record your use of Imagery throughout the week leading up to an important fixture. I would like you to now use those recordings plus any additional thoughts that you may have to answer the following questions. Please try to answer in as much detail as possible, and do not worry if you find yourself repeating what you may have already said in the interview.

In this section we are going to focus specifically on your imagery use during every day activities such as for example sitting in a lecture or driving in your car. I do not want you to comment on your imagery use during training or during the match at this stage.

Do you have any questions about what I mean by Imagery?

No it's fine.

Thinking back over the data collection week, on what occasions do you recall using Imagery away from the football environment, during every day activities?

Yeah I umm, going in the car just thinking about different techniques to use, different umm types of control, different passes. Also just before I go to bed I think about it quite a bit, generally go through different movements, different plays, set plays just general.

General probe: Can you remember any other occasions during the week when you used Imagery?

Just when I had time on my own, like sat down on my own or like I said when in bed really. Sometimes when I was in lectures as well.

Can you describe the types of things that you would Image?

Umm a lot of crosses, I play on the right so it's like different types of crosses. So it would just be like trying to think about uhh whipping the ball across behind the defender and just in front of the keeper. And also just think about scoring goals, like general confidence boosting.

What were the reasons for your use of Imagery during these times?

I would say a lot of it is mental preparation, just getting myself ready for the game or for training or just just making myself less anxious by going through it and rehearsing the techniques and plays in my head.

General probe: Can you think of any other reasons why you used Imagery during these times?

Umm well particularly for scoring goals and stuff it is purely for boosting confidence and getting more ready for a game and things, up for it.

How did the images make you feel?

Umm generally they just boosted my confidence, just made me feel less anxious and a bit more prepared for games.

Specific probe: Did the Images help you physically or mentally?

Id say more mentally than physically.

Did the purpose of your Imagery use change throughout the week?

Uhh no not really, I would say my confidence improved and that, I was just more prepared than I usually would be through the, through the use of imagery.

What was the overall outcome of your imagery use during these times?

Yeah definitely uhh I found I was just uhh less anxious about things and I was thinking about positive outcomes as well so then I started to think more positively and I felt more confident, more ready and I just felt like more prepared than I usually would be.

Did your Imagery use during day-to-day activities increase or decrease as the fixture drew closer?

I would probably say it was more relevant to things that occurred in training or towards the match than... I would think about it, but if I had training then I would think about it more after it and maybe the day after it than I would if we had a few days off. I would probably say the Thursday I didn't think much about it or the Tuesday, but like the day before and the day after training, but then it increased then just before the match as it was getting nearer the time.

When using Imagery at these times did you see yourself in a particular perspective?

Uhh generally internal but some of them were flipping back and forth from internal and then back to external.

Elaboration probe: Did this perspective ever change?

Yeah.

If the perspective ever changed, did it have different purposes, and if so what were they?

Umm it was mainly just umm stuff I was confident with like goal scoring I could think back it was like a memory and imagine myself from an internal perspective scoring a goal. But then as for the crosses I could see myself internally doing it but then it would flip back to externally seeing, seeing myself cross the ball and the ball going in.... I think it was just for me to see more of the ball, like sometimes you can see it from an internal perspective and it looks ok, but then from a wider angle in full view it looks, its better or worse.

How easy did you find it to form Images?

Uhh yeah pretty easy, clear.

Elaboration probe: Did you find it easier to Image in a certain perspective? Generally the internal was more clear, and the external was a bit hazy.

Were the images clear for you to see and easy for you to control?

Umm it's all about the different types I thought about. If I thought about like shooting or a simple pass I could control it easy, like where I wanted it to go. But then for the crossing I think my confidence was a bit low and I seemed to not be able to control that as much as I would. Sometimes they had a negative outcome, which I wouldn't want to do, maybe that's just thinking back in training or the day to day things for them. Generally I could control more sort of, but the stuff with low confidence I couldn't.

Did you find it easier to form Images as the week went on and the fixture drew closer?

Uhh yeah, I think so. As my confidence grew I was just, I had less anxiety I was getting more motivated and getting more confidence in the imagery I just make it more clear and faster.

Imagery use during competition

On what occasions during the match and the preparation for the match did you use imagery?

Yeah lots, say like the night before the match I used it quite a bit just going through things in my head, umm mentally preparing myself for the match. Then as I woke up I was thinking about it, thinking about the travelling to get to the game, uhh just getting there. As I was in the car on there I was thinking about more the game, thinking more in detail now on certain things I wanted to produce. Then when I got to the ground I had a little walk around the pitch started just imagining myself doing certain things like err like just doing crosses passes, shots, just like getting ready for the match. And then in the changing rooms particularly just thought about set pieces to get myself mentally right for that.

General probe: Can you remember any other occasions during the actual match when you used Imagery?

No not really that I can recall, I was just thinking about the match.

During the match day what were the reasons for your use of Imagery?

I think a lot of it was to get myself more focused on the game. I think err once again it was just like to boost my confidence, to mentally prepare myself for it. Definitely cut down on my anxiety, I mean I weren't as anxious as I normally am, I think that was just because I felt more prepared as im, as I was going through in my head a whole different things I was increasing my confidence and I was just prepared.

How did the images make you feel?

Just like, like I said boost my confidence, more prepared just like going through the imagery just like more excited for the game really, more up for it than usual just because I know what im doing.

Specific probe: Did the Images help you physically or mentally?

I would say mentally again,.. but then thinking about it more it helped me physically as well. My arousal was higher and I was more up for the game so probably I was running longer and harder than I usually would with more intensity.

What was the overall outcome of your imagery use during the match and your preparation for it?

Sort of very good like, just like I said it calmed me down and I was more focused on the match and any other external factors bothering me, I was more focused on the match and I was not as anxious as I normally am and I felt more confident and prepared.

When using imagery during the match and the build up to it, did you see yourself in a particular perspective?

It was uhh an increased amount of internal, I don't even think I thought of myself in external, it was purely just internal cause I just felt more confident and prepared.

How easy did you find it to form the Images?

Crystal clear.

Were the images clear for you to see and easy for you to control?

Definitely yeah, I felt like I had perfect control over what I wanted to do as well as what was happening.

Imagery use in training

On what occasions during training can you recall using imagery?

Yeah umm one of the things we do when we just do like crossing into the box just like working off of the strikers back into midfield then getting it out wide and then crossing it. I would just like imagine myself putting the cross in seeing what to do, I touched on it earlier just saying I wanted to like get the ball in between the backs of the defender and the front of the keeper. I umm used that quite a lot in training just thinking about that.

General probe: Can you remember any other occasions during training when you used Imagery?

I used it sometimes just like umm before the training thinking about like before we did set routines, thinking about my passing, my control, about what I wanted to do with the ball when I got it, different shots.

During training what were the reasons for your use of Imagery?

I think this was just more so I was focused and concentrating more. Umm with the crossing I think it was just to boost my confidence again cause my confidence was a bit low. For mainly the other skills my confidence was fine and I was in a relaxed environment im used to so it wasn't so much of a big deal then.

How did these images make you feel?

Just say they say gave me a confidence boost mainly. Just uhh cuts down on my anxiety and boosts my confidence.

Specific probe: Did the Images help you physically or mentally?

Mentally just to prepare myself better and get my head on it.

What was the overall outcome of your imagery use during training?

It was good, I was thinking about it more and I think that made me more focused on what I had to do and the outcome was better then to my imagery. I was more focused and it boosted my confidence and made me less anxious before the ball got to me so when it did I performed the skill better.

When using imagery during training did you see yourself in a particular perspective?

I saw myself in a mixed internal and external perspective.

Elaboration probe: Did this perspective ever change?

Yeah.

If the perspective changed did it have different purposes, and if so what were they?

Umm I think I was trying to see it from other peoples perspectives not just from my own, particularly for like a cross its not just if the ball looks good from my point of view its from the striker or like a midfielder coming onto it or for a defender to defend it and I was trying to see it from their perspective, thinking about what they would want and not what I just want.

How easy did you find it to form the Images?

I found it umm ok but still I didn't have much control over it, it wasn't as good. But throughout the week it got better, the first session I didn't have much control to be honest but by the end session of the week using imagery all week I had better control.

Specific probe: Did you find it easier to image in a certain perspective during training?

Uhh I found internal perspective easiest.

Did you find it easier to form Images during training in the sessions that were closer to the match day?

I just think that throughout the week it boosted my confidence using the imagery. I felt more confident with using it when I got to, when I was using it longer I was just feeling more comfortable and then I knew that I could do the skill I just had to produce it, so it just cut down on my anxiety and boosted my confidence and I was able to perform it better. It was like helping to improve my skill really that I wanted that I wanted to produce, my main focus. It helped me at ease with that like mentally preparing myself for it so then I physically came through.

Imagery effectiveness

Do you think that your imagery use throughout the week was effective in serving its purpose?

Yeah definitely, umm throughout the week I was using it and I felt more at ease, more confident like I said and I think I just prepared myself more like throughout the week. I was more focused than I usually am and I was more prepared and so I wasn't as anxious as I could be.

Specific probe: Did the effectiveness of your imagery use increase or decrease as the fixture drew closer?

Umm ...I would say it was more effective, as I have said the control I had over it increased so it was more effective and showed I had more confidence and I could imagine things uhh better as the week went on.

Did you find it easier to form images during training, during the match and its preparation or during day-to-day activities?

Uhh the match, because as I had used imagery throughout the week I had got like better and better I became more and more focused, my confidence was really high and as the match came I thought I was perfectly prepared so I felt I could imagine really whatever I wanted to, I could imagine it from myself doing it from an internal perspective. I would probably say training was easier than every day life because I could actually produce the skill so then I could think back at it from an internal perspective and think ohh that's what I have just done and remember it.

Elaboration probe: In which environment did you find your imagery use to be more effective?

I would probably say the match, on the pitch before the game and the little bits I used during the game like thinking of taking set pieces and doing crosses and stuff. Like I said my confidence was high because of the week and I could imagine really clearly on the Saturday.

Imagery training

Where or how did you learn to Image?

Don't know just like day dream don't you, you don't really think about it and it just happens and you think about it more and more. I guess it's just a thing you can't really control, and then now you're trying to control it to use it to your advantage and improve yourself.

Specific probe: Has anyone ever taught you to Image or how to use Imagery?

Umm no.

Has a coach ever encouraged you to use Imagery during training or in a competition?

No I wouldn't say so.

How much time if any do you spend on Imagery training?

Id say I don't like intentionally spend any time, but then I would say I would think about it the day before a match and increase the amount of imagery I would use, but I wouldn't be consciously using it.

Specific probe: Do you think you spend the right amount of time using imagery?

No, through like the last week I have seen what an advantage it can be and maybe I should be using it more and more to improve my performance.

Do you think imagery is an important part of preparation?

Yeah definitely, well it has shown through the last week that by using it you are cutting down on your anxiety, your increasing your confidence and motivation so its like it's a good tool to have and to do.

Finally before we finish, is there anything more that you would like to add or discuss about imagery that may help to increase my understanding of how imagery works for you?

No nothing.

Thank you very much for your time and help with my study.

Participant E - Interview

Thank you for agreeing to participate in this interview.

The purpose of this study is to gain a better understanding of Imagery and its use and effectiveness at a semi professional standard of football.

I am going to use a tape recorder to get accurate information from the interview. Although I will use selected quotes from the information you provide, these will not be attributed to you, that is, the quotes and your identity will remain anonymous. You are free to stop the interview at any stage and you may refuse to answer any questions if you wish. If at any stage during the interview you are confused or do not understand a question then please feel free to ask me.

The questions I am going to ask you are to do with your imagery use during the last week. You should try to use your diary entries to help give as much detail as possible. When answering the questions please try to recall the situations that occurred specifically during that week. Some questions however will ask you to focus on your general use of Imagery and will need you to recall situations from other times. Please try and answer the questions in as much detail as you can so that I can obtain the greatest possible understanding of your imagery use.

Demographics

How old were you when you first started playing football?

Umm probably quite a young lad, about under sevens.

How old are you now?

Twenty one.

What is the highest level of football that you have played at? (E.g. university, semi professional, professional)

Uhh youth level I played for Wales under sixteen's, I played about three games for them. Umm I suppose senior level I played semi professional with Cwmbran town when they were in the welsh premier league.

How many times a week do you train?

With the team I train two or three times a week, umm in the gym I sometimes go between three and five.

And for how long each time do you train?

I suppose about an hour and a half to two hours and in the gym about half hour to an hour.

Have you ever received sport psychology support?

No.

Use of Imagery away from the football environment

I would like you to now focus on your use of Imagery throughout the data collection week. Imagery has been defined by Callow *et al.* (2005) as a sensory experience in which the real world can be represented using a combination of different sensory modalities.

You were given a diary to record your use of Imagery throughout the week leading up to an important fixture. I would like you to now use those recordings plus any additional thoughts that you may have to answer the following questions. Please try to answer in as much detail as possible, and do not worry if you find yourself repeating what you may have already said in the interview.

In this section we are going to focus specifically on your imagery use during every day activities such as for example sitting in a lecture or driving in your car. I do not want you to comment on your imagery use during training or during the match at this stage.

Do you have any questions about what I mean by Imagery?

No.

Thinking back over the data collection week, on what occasions do you recall using Imagery away from the football environment, during every day activities?

I suppose the main times I used it would be generally when it was a quiet environment, so for example I think I used it once when I was in work and it was quiet, I was just stood behind the bar. Or I was just laid on the settee at home or in bed.

General probe: Can you remember any other occasions during the week when you used Imagery?

Well not really, just like I said when I was on my own in a quiet place so I could think, I think when I was at work I thought about it a lot.

Can you describe the types of things that you would Image?

Umm usually football focused like umm its usually I suppose the two main things I would say are either recapping on a performance in a game or sort of executing a specific skill, for example crossing the ball or something like that.

What were the reasons for your use of Imagery during these times?

I suppose looking back on the performance its usually confidence stuff, I look at positive aspects of the performance, so the things that worked well, if it was successful and maybe I should use in the future. Umm I suppose if im looking at executing a certain skill like crossing the ball, I suppose I use it to like refresh my memory in a way like from past things like that.

General probe: Can you think of any other reasons why you used Imagery during these times?

I suppose you could say motivation like if im in training im looking like to visualise executing a skill it sort of motivates me to want to go and do it and perform it well.

How did the images make you feel?

Uhh I suppose confident in a way, sort of like its like doing it before you have actually done it sometimes if your looking at a skill your about to do in training that someone has asked of you its like you have done it if that makes sense.

Specific probe: Did the Images help you physically or mentally?

Yeah both, im mean physically you would know what movement patterns to do, as in where to connect with the ball. And mentally sort of I suppose its almost like inter related in a way.

Did the purpose of your Imagery use change throughout the week?

Umm yeah I suppose it was sort of like from the closer it got to the Saturday say I just played on the Saturday I would mainly look at more performance and things id done and then during the week would be focusing on skills in training, so it would be more like looking at past sort of stuff to more like future stuff. And I would then look at the skills I had learnt in training and try and put them into practise in the game.

What was the overall outcome of your imagery use during these times?

I mean looking back at the performance I suppose was the most helpful because you could sort of ... straight after the game your not quite sure about how you performed and then it gives you when you like look back in the night it gives you a bit more chance to realise some of the things that worked well and then maybe some of the things that didn't work well and you can put that right for your game next week then.

Did your Imagery use during day-to-day activities increase or decrease as the fixture drew closer?

Yeah I suppose I would use it less during mid week and more towards the weekends like before the Saturday and after it as well, so it would be like less on a Wednesday and I suppose the main day would be like a Friday night and then like a Sunday and things like that.

When using Imagery at these times did you see yourself in a particular perspective?

Umm I noticed that mainly if I was looking at performance it would be external. I suppose it would be because with a performance your looking at quite a lot of images, where as in training if I was executing a skill or something it would be mainly internal, about how I would like connect with the ball and where I would move my body and stuff like that.

Elaboration probe: Did this perspective ever change?

I suppose it was what I was imaging...is that a word? The more specific the image was, the more internal it would be, like I said if I was looking at a performance then your looking at a load of different things that happen on the game it would be mainly external.

If the perspective ever changed, did it have different purposes, and if so what were they?

I found if I was using internal like I said it's more like I would be thinking about one specific thing that I was going to do. Where as if I was thinking about like, like the longer I think about it the more external it would be if that makes sense. The broader the image I suppose you could say, the more external.

How easy did you find it to form Images?

I found some easier than others, like umm I suppose they were pretty easy.

Were the images clear for you to see and easy for you to control?

They were I suppose pretty easy and clear and quite controlled.

Did you find it easier to form Images as the week went on and the fixture drew closer?

Not really cause I wasn't sort of thinking about producing images it was just I was sort of just acting as normal I suppose and just noting it down.

Imagery use during competition

On what occasions during the match and the preparation for the match did you use imagery?

Umm preparing for the game I suppose I used it I think about it on the way in the car just sort of general things about how I wanted to play and the movements and things like that. And then in the changing rooms you go out for a warm up then you come back in that would be the main time I would think about it like sort of skills I want to use in the game and maybe successful against the team I was playing against and umm things like that would be strongest before hand. I also used it during a game because I take a lot of set pieces and if I was taking a corner I walk over and usually think of past corners and things like that like where I want to put it.

During the match day what were the reasons for your use of Imagery?

Confidence building I suppose mainly, just like emphasising to myself my strengths and to make sure I use them in the game when we are running through like phases of the game so when im in the situation I know to use it sort of thing. It's almost instinct.

General probe: Can you think of any other reasons why you used Imagery during the match and your preparation for it?

Maybe anxiety so you are not so nervous during the game and things like that, like if you like control, like in the first ten minutes its usually a really high tempo so if you can focus on the things you want to do before hand then your not so much, your more relaxed when the balls coming to you and your not thinking about it at the time.

How did the images make you feel?

I suppose it would just be like I suppose the last question really, sort of confident in myself like.

Specific probe: Did the Images help you physically or mentally?

Uhh both I suppose like I said earlier I mean you sort of know before you have done it what the movement patterns your going to make with your body as in physically to sort of control the ball or kick it or whatever you would think about. And mentally you just sort of, I suppose it like calms you down because you feel like you have already done it.

What was the overall outcome of your imagery use during the match and your preparation for it?

Just sort of increased my confidence really.

When using imagery during the match and the build up to it, did you see yourself in a particular perspective?

Build up was mainly external and like I say I was mainly thinking of a wide variety of skills and situations that I want to be using but then for example if I was thinking about taking a corner it was mainly internal like to feel where I wanted to kick the ball and stuff like that.

How easy did you find it to form the Images?

On the pitch I would say really easily, very easy. I suppose I used it quite a lot with like set plays and things like that so it sort of just naturally comes I suppose.

Were the images clear for you to see and easy for you to control?

Yeah, I mean like I will use the example again of taking a corner, I would sort of like see myself going to take a corner and I felt as though I could freeze it and sort of see where I was going to hit the ball, like where on the ball I was going to kick it.

Imagery use in training

On what occasions during training can you recall using imagery?

The main times I would use it would be during ball work sessions and things like that where your doing a certain grid of passing, like patterns of passing and sort of uhh image myself already doing it, before we had actually done it.

Can you describe the types of things that you would image?

Uhh like I said really I would just see myself passing the ball correctly and stuff before I had actually done it. I would see myself performing the skills correctly and the pass reaching its destination.

During training what were the reasons for your use of Imagery?

Mainly just to go through the skill before id done it and just sort of be relaxed when I go forward to doing the skill.

General probe: Can you think of any other reasons why you used Imagery during training?

Uhh that would be the main reason but confidence as well, knowing you can do it.

How did these images make you feel?

Relaxed would be the main word, yeah I suppose when you come to do it you know what you want to do and how your going to do it and you can just do it sort of thing.

Specific probe: Did the Images help you physically or mentally?

I think mainly physically in training, just like I usually do it sort of like when the passing has got to be good or something like that, and physically you think im just going to catch the ball right and pass it well sort of thing and not make a mistake.

What was the overall outcome of your imagery use during training?

I found when I used it I definitely focused well on the passing in particular and it went well for me.

When using imagery during training did you see yourself in a particular perspective?

In training it was mainly internal id say I rarely used external imagery in training. Like I said I would be focusing on specific skills and it would be internal.

Elaboration probe: Did this perspective ever change?

Like I said in training I think I focused really on internal imagery.

How easy did you find it to form the Images?

Uhh I would say relatively easy, some were a bit harder, say you were doing a new skill I found it a little bit more difficult to imagine myself doing it because I haven't done it before sort of thing.

Specific probe: Did you find it easier to image in a certain perspective during training?

I wouldn't say I chose one because it was easiest, it's more like it just like what sort of came to you basically.

Were the images clear for you to see and easy for you to control?

I would say controlling them was a bit more hard I mean the environment your in you haven't got as much time to think about it and its more just like uhh, you just sort of play the image through and I didn't feel that I could I suppose sort of like a tape, pause or rewind it, just sort of play it through and think about it.

Did you find it easier to form Images during training in the sessions that were closer to the match day?

Umm not really, I wouldn't say it changed too much really. I would say it wasn't so much easier, I would just think about relating it to a match more the closer the training was to the match.

Imagery effectiveness

Do you think that your imagery use throughout the week was effective in serving its purpose?

Yeah, I would say overall it was effective defiantly, I suppose recapping on what I have already said, it makes it easier to perform what the skill or think about your performance just sort of in general it was defiantly effective.

Specific probe: Did the effectiveness of your imagery use increase or decrease as the fixture drew closer?

I would say it was probably more effective towards the match because I put it into practise in a way. When it's in training its not always towards anything but as the match gets closer you think about it and realise you need to prepare.

Did you find it easier to form images during training, during the match and its preparation or during day-to-day activities?

Uhh probably just in the general day to day environment because it can generally be a quiet environment where you can think deeper. Where as in a match you have to block things out I think, where as in day to day life you can, just like laid in bed you can, in silence just think about it better.

Elaboration probe: In which environment did you find your imagery use to be more effective?

Like I said in day to day life really. In a game you have other things to think about like positioning for example and you concentrate on the move, where as in training you can in between certain pieces of play you can stop and think about stuff.

Imagery training

Where or how did you learn to Image?

Umm I can't remember specifically when I started to use it like I have used it for quite a while. Like when I was in this football academy the coach used to focus on it quite a lot, whether it was intentional or not, but mainly for example that's what helped with my corners and stuff cause he would put down a line of cones down and say imagine kicking the ball along the line. I have always thought back to that when I have taken corners like imagining a line of cones and kicking along it.

Specific probe: Has anyone ever taught you to Image or how to use Imagery?

No, no.

Has a coach ever encouraged you to use Imagery during training or in a competition?

Yeah like I said before, but I don't know if he knew it was imagery or what but that was a technique he had used in the past and he showed it to me.

Specific probe: When was that?

I suppose about four or five years ago.

How much time if any do you spend on Imagery training?

Uhh I would say none really.

Specific probe: Do you think you spend the right amount of time using imagery?

Yeah ...I think so probably.

Do you think imagery is an important part of preparation?

I would say definitely for a game, I mean it helps you concentrate on the game and things you want to do in the game and things like that in general. I would say it is quite important.

Finally before we finish, is there anything more that you would like to add or discuss about imagery that may help to increase my understanding of how imagery works for you?

No nothing I don't think.

Thank you very much for your time and help with my study.

APPENDIX F

Quotes

Themes

“Reduce anxiety at training is definitely the reason.” (A)

“...just sort of be relaxed when I go forward to doing the skill.” (E)

Used to relax and reduce anxiety in training

“I think about activities I have done like actions I have performed previously in previous games I have done well, if I focus on them it kind of reduces that anxiety and relaxes me.” (C)

“Match day for me is definitely reducing anxiety levels.” (A)

“Definitely cut down on my anxiety.” (D)

“Maybe anxiety so you are not so nervous during the game and things like that.” (E)

Used to relax and reduce anxiety in competition

“To build confidence I would take images from previous, things that I had done well in previous games.” (B)

“I think err once again it was just like to boost my confidence.” (D)

“Confidence building I suppose mainly, just like emphasising to myself my strengths.” (E)

Used to increase self-confidence in competition

Quotes

Themes

“I would say confidence, like I said before”. (B)

“Increasing my confidence to perform the tasks”. (C)

“Umm with the crossing I think it was just to boost my confidence again cause my confidence was a bit low.” (D)

Used to increase self-confidence in training

“...throughout the week up until like a Thursday or a Friday maybe where it is just getting my head clear and on playing football.” (A)

“Umm I suppose it sort of gave me a clear head, to get it out of my system and I was eager to play again.” (B)

Used to get a clear head

Pre match we have a walk on the pitch to check the pitch before we go in and get changed to prepare for the game, several times again.” (A)

“...just when you got to check the pitch when you go to the position of the field where you have got to play and you imagine yourself performing the activities that you are going to be successful at.” (C)

“Then when I got to the ground I had a little walk around the pitch started just imagining myself doing certain things.” (D)

“And then in the changing rooms you go out for a warm up then you come back in that would be the main time I would think about it like sort of skills I want to use in the game.” (E)

Used on the pitch or in the changing rooms before the game

Quotes

Themes

“...in the match where I had to, where I was an integral part of a move and I executed what I wanted to cause I imagined it first.” (A)

“Yeah I think in certain situations in the game umm I sort of try and vision things that are happen or could happen before they actually do.” (B)

“I also used it during a game because I take a lot of set pieces and if I was taking a corner I walk over and usually think of past corners and things like that like where I want to put it.” (E)

Used on the pitch during a game

“I will imagine myself doing the drill before I participate in the drill.” (A)

“During both sessions I used imagery, mainly for crossing drills.” (B)

“Umm again when we were practising set piece corners that we did in training...so uhh I kind of just before the I imagined the run I was going to make.” (C)

“...I would just like imagine myself putting the cross in. I umm used that quite a lot in training just thinking about that.” (D)

“The main times I would use it would be during ball work sessions and things like that.” (E)

Used during training

Quotes

Themes

“...in the library the other day I was on the BBC website and I was reading a match report of a Cardiff city match. ...so when I read what happens in the match I will try and imagine how they have written it down,” (A)

“I was watching England on television... I was watching the player in my position... I was watching him perform his tackles or his positioning in relation to a player, and kind of tried to see myself doing that with my team mates and things like that on a Saturday.” (C)

“Also just before I go to bed I think about it quite a bit.” (D)

“Or I was just laid on the settee at home or in bed.” (E)

Used away from the football environment

“...walking to lectures uhh situated on the second floor of the building where you have to walk up the stairs. If you think about it you have to imagine yourself walking up the stairs or you could fall over.” (A)

“It is only snippets, perhaps when im driving I might see myself turning and judge where im going to go and when.” (C)

Used to help with day to day activities

“I would say both.” (B)

“A bit of both because if I feel quite anxious I tend to feel quite lethargic anyway, I don’t know what the reason is for that so if im in a relaxed state mentally then I feel that im relaxed physically so it kind of helps both aspects really.” (C)

“I would say mentally again,.. but then thinking about it more it helped me physically as well.” (D)

“...as in physically to sort of control the ball or kick it or whatever you would think about. And mentally you just sort of, I suppose it like calms you down because you feel like you have already done it.” (E)

Used to help both physically and mentally in competition

Quotes

Themes

“...maybe in that instance I gave you then it must have helped physically.” (A)

“I think mainly physically in training, just like I usually do it sort of like when the passing has got to be good or something like that.” (E)

Used to help physically in training

“I imagine myself scoring a winning goal, which would give us victory in the match. Uhh playing important passes which would lead to goal scoring opportunities, making important tackles, being dominant in the air.” (A)

“You imagine yourself performing the activities that you are going to be successful at like playing the ball into the striker or you imagine yourself clipping it down the wing, or recovering to make a tackle, things like that really.” (C)

“Just imagining myself doing certain things like err like just doing crosses passes, shots, just like getting ready for the match.” (D)

“I would think about it like sort of skills I want to use in the game.” (E)

Used to image key performance aspects

Quotes

Themes

“I had to play a specific pass out to our wide player and there was no middle ground... So I used internal imagery there of how I wanted the ball, I imagined him coming onto the flight of the ball and taking it down, that was before I played the pass.” (A)

“...images of myself getting the ball having a good touch and delivering a good cross before it’s actually happened so I have got in my head actually what I am going to be performing.” (B)

“I tried to imagine myself playing that pass, the weight of the pass, what it needed to be.” (C)

“I would just like imagine myself putting the cross in seeing what to do, I touched on it earlier just saying I wanted to like get the ball in between the backs of the defender and the front of the keeper.” (D)

“Uhh like I said really I would just see myself passing the ball correctly and stuff before I had actually done it.” (E)

Used to rehearse skills in training

“There is a slight recollection of the previous day and the game.” (A)

“I used imagery from past performances.” (B)

“...so it would be more like looking at past sort of stuff”. (E)

Used to review past performances away from the football environment

“...I think about activities I have done like actions I have performed in previous games I have done well.” (C)

“...and if I was taking a corner I walk over and usually think of past corners and things like that like where I want to put it.” (E)

“To build confidence I would take images from previous things that I had done well in previous games.” (B)

Used to review past performances during a game

Quotes

Themes

“Like day to day I found easy because my anxiety levels aren’t there.” (A)

“Definitely every day activities, just while im relaxed and less anxious.” (B)

“Like I said in day to day life really.” (E)

Easier during day to day activities

“Probably easiest when I was on the pitch, umm because that’s the actual environment that I was going to perform in”. (C)

“Uhh the match, because as I had used imagery throughout the week I had got like better and better I became more and more focused”. (D)

Easier during the match

“Yeah, yeah because I think my concentration levels towards playing on a Saturday increased as the week went on”. (A)

“Yeah I would probably use imagery more as the week went on and because of that it became easier and the images became more clear”. (C)

Easier to form images in training sessions closer to the match

“...its definitely more effective on the pitch”. (C)

“I would probably say the match, on the pitch before the game and the little bits I used during the game”. (D)

Most effective during a match

“.... a match and training the two go hand in hand”. (A)

“Like I said more effective in training and a match”. (B)

Most effective in a match and in training

Quotes

Themes

“I executed what I wanted to cause I imagined it first and it then helped me, so yeah the outcome was positive.” (A)

“It helped to give me a bit more belief and obviously cause my performance was quite good it helped.” (B)

“Sort of very good like, just like I said it calmed me down and I was more focused on the match and any other external factors bothering me.” (D)

Positive outcome during competition

“I can only say positive, only say positive. I know im repeating myself but a lot of the moves I imagined myself doing I performed correctly.” (A)

“Umm it definitely had a positive outcome. My performance I suppose...my level of performance was higher because of the imagery.” (B)

“I definitely felt that I knew what the coach was asking me to do, ...do it well and it gave me confidence to perform that action.” (C)

“It was good, I was thinking about it more and I think that made me more focused on what I had to do and the outcome was better then to my imagery.” (D)

“I found when I used it I definitely focused well on the passing in particular and it went well for me.”(E)

Positive outcome during training

Quotes

Themes

“Definitely increased definitely, concentration levels were up, training became more match related going through drills we were hoping to use in the match.” (A)

“I would say increased. I used more as the week went on.” (B)

“Yeah definitely increased, particularly like I said on the Saturday when preparing for the game.” (C)

“Umm ...I would say it was more effective, as I have said the control I had over it increased so it was more effective.” (D)

“I would say it was probably more effective towards the match because I put it into practise in a way.” (E)

Increased effectiveness as the fixture drew closer

“Internal always, the reason for this being maybe because it’s actually happening at the time.” (A)

“Umm during training internal more than external.” (B)

“Umm id say internal again mainly, umm just because again I find it more easier to imagine myself doing through my eyes.” (C)

“In training it was mainly internal id say.” (E)

Internal perspective for training

“Internal during the match...I think when you are playing a game you are always going to vision yourself internal”. (B)

“I saw generally using internal I think umm I find it a bit easier to do internal”. (C)

“It was uhh an increased amount of internal, I don’t even think I thought of myself in external”. (D)

Internal perspective for competition

Quotes

Themes

“More in the pre match again it was all external, all external again”. (A)

External perspective in competition

“Build up was mainly external”. (E)

“When im recollecting its almost 90 percent external”. (A)

“And then when it came to looking at past performances it was kind of external imagery like a game that I played in”. (B)

External perspective when recalling past performances

“Umm I noticed that mainly if I was looking at performance it would be external”. (E)

“I can’t say that it wasn’t easy because I have always found it easy”. (A)

“I found it a lot easier than when I was just sitting at home because again I was in that environment, cause I was on the pitch”. (C)

Easy to form images during competition

“On the pitch I would say really easily, very easy”. (E)

“I always find imagery easy forming images, maybe its cause sub consciously I have been doing it for so long I don’t know but I always find it easy to imagine images whether it was football related or not.” (A)

Easy to form images during training

“Again relatively easy umm like on match day’s cause I was in that environment because I was actually going to perform the task.” (C)

Quotes

Themes

“Yeah crystal clear at all times.” (A)

“Crystal clear. Definitely yeah, I felt like I had perfect control over what I wanted to do as well as what was happening” (D)

“Yeah. I would sort of like see myself going to take a corner and I felt as though I could freeze it and sort of see where I was going to hit the ball, like where on the ball I was going to kick it.” (E)

“Yeah clearer again than everyday activities just because I was on the pitch.” (C)

Clear to see and easy to control in competition

“Definitely clear, I could I had to imagine a quick move happening and then actually perform the task. So yeah it was easy for me to switch off and try and perform the task practically then.” (A)

“Yeah I would say so for both really...yeah.” (B)

“Yeah fairly easy to control and they were quite, quite clear just cause of the environment I was in really.” (C)

Clear to see and easy to control in training

“I found it umm ok but still I didn't have much control over it, it wasn't as good.” (D)

“I would say controlling them was a bit more hard I mean the environment your in you haven't got as much time to think about it.” (E)

Hard to control in training

Quotes

Themes

“No probably not really. As I just said maybe I would spend more time if I was taught how and to be honest I think I have been shown the benefits so I should spend more time on it really.” (A)

“No I should probably try and spend more time using it.” (C)

“No, through like the last week I have seen what an advantage it can be and maybe I should be using it more and more to improve my performance.” (D)

Amount of imagery use is insufficient

“Yeah id say I spend enough time using imagery yeah”. (B)

“Yeah ...I think so probably.” (E)

Amount of imagery use is sufficient

“...I set aside no time every week to use imagery training, although if I was taught techniques then maybe I would.” (A)

“Couldn’t really say practise it, its just something I do naturally.” (B)

“No I don’t really, perhaps I might practise it generally just without realising it, but in terms of me focusing on how I develop the images and what images I develop I don’t really practise that.” (C)

“Id say I don’t like intentionally spend any time, but then I would say I would think about it the day before a match and increase the amount of imagery I would use, but I wouldn’t be consciously using it.” (D)

“Uhh I would say none really.” (E)

Should spend more time practising imagery techniques

Quotes

Themes

“Definitely as I have proved... I used imagery before the match for certain moves which I had to perform and I still executed what I wanted, what I imagined so for me personally definitely.” (A)

“Yeah definitely, definitely an important part.” (B)

“Yeah defiantly well it can help you prepare umm both mentally and physically.” (C)

“Yeah definitely, well it has shown through the last week that by using it you are cutting down on your anxiety, your increasing your confidence and motivation so its like it’s a good tool to have and to do.” (D)

“I would say definitely for a game, I mean it helps you concentrate on the game and things you want to do in the game and things like that in general. I would say it is quite important.” (E)

An important part of preparation

“I have never encompassed a coach who has encouraged me to use imagery, never.” (A)

“Not really.” (B)

“No I wouldn’t say so.” (D)

Never been encouraged by a coach

“...a few occasions where like I said about being on the floor but there weren’t many occasions.” (C)

“Yeah like I said before, but I don’t know if he knew it was imagery or what but that was a technique he had used in the past and he showed it to me.” (E)

Been encouraged by a coach