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This chapter has reviewed negative self-imagery in social anxiety. We have seen that negative imagery is a key maintaining factor in the persistence of social phobia. Patients with social phobia typically have distorted, negative images of their worst fears unfolding while in social situations. The negative self-images have their roots in early socially aversive events, such as being bullied or humiliated at school. Coupled with negative interpretations made at the time, the events are laid down in memory and remembered as a memory image. The image is likely rehearsed during post-event processing and kept alive in situations that bear similar social cues to the original event. As patients with social phobia are more inclined to interpret social situations negatively and to endure them in a self-focused state, they fail to update their images because they do not notice that they come across as acceptable and that as adults they are not rejected. Addressing negative self-imagery is a key component of cognitive-behavioural therapy (CBT) programmes for social phobia and is done through video and audio feedback, surveys, behavioural experiments, and imagery rescripting. This chapter also discussed the potential role of positive self-imagery in alleviating symptoms of social anxiety. Future research needs to determine the longer term outcome of using positive imagery to replace negative imagery in patients with social phobia and whether it is more effectively used in conjunction with other techniques to produce long-lasting therapeutic change.