

# Citation Evidence Report

EB-2 NIW Petition — National Interest Waiver

Matter of Dhanasar · Prong 2 (well-positioned)

## Wendy Attaya Boland

American University

[Google Scholar profile](#)

**Generated 2026-05-21 by CiteMap.** This report organises Google Scholar citation data into the structure USCIS adjudicators apply to Prong 2 of Matter of Dhanasar (the petitioner is well positioned to advance the proposed endeavor) — the prong where past citation evidence is most probative. It is a drafting aid for the petitioner’s counsel — not legal advice, and not a guarantee of any outcome. All figures must be verified, and citation counts re-snapshotted as of the petition filing date, before use in a filing.

## A. Overview & Filtering Statement

28 Citing papers mapped	28 Citation edges	4 Home papers mapped	11 h-index (GS)
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### Filtering statement – methodology & limits

Citation **independence** is classified per citing paper by comparing the citing paper’s authors to this scholar. *Self* citations are those where the scholar is an author of the citing work; *co-author* citations are by the scholar’s known collaborators; *same-institution* citations are by authors affiliated with the scholar’s institution(s); all remaining classified citations are *independent*. Per AAO practice, only independent citations are treated as probative of influence beyond the scholar’s own circle.

**Known limitations – counsel must verify.** (1) Collaborator identification draws on the co-author list published on the Google Scholar profile; a collaborator not listed there may be missed, so the independent share below should be read as an **upper bound**. (2) Citation counts are a crawl-time snapshot; eligibility is judged as of the petition filing date and post-filing citations carry no weight – re-snapshot before filing. (3) Citations that could not be classified (no author data) are excluded from the percentages and reported separately.

## B. Citation Independence

The AAO credits citations only where they show influence **beyond the scholar’s own circle**. Self-citations and co-author citations are expressly discounted; the independent share below is the load-bearing figure.

**96.4% independent** of 28 classified citing papers

Citation type	Count
Independent	27
Self-citation	0
Co-author	1
Same-institution	0

0 citing papers could not be classified (no author data) and are excluded from the percentages above.

## C. Significant Contributions & Their Citation Evidence

Each contribution below is presented as the AAO expects: a specific claim, followed by the **independent** citation evidence for the paper(s) that carry it. Citation counts are stated **per article**, never as a body-of-work total – the AAO holds aggregate totals to be a final-merits signal, not Criterion-5 evidence.

Where the data allows, a paper also shows its **field-normalised** standing – how its citation count ranks against Semantic Scholar papers in the same field and publication year. The comparison field is named explicitly; counsel should confirm it is the appropriate one, as the AAO scrutinises a petitioner’s choice of comparison field.

## Contribution 1

### Claim – Contribution 1

*The researcher established a foundational framework linking children's responses to sales promotions with their subsequent purchase behavior, as evidenced by a seminal 2012 publication in the Journal of Consumer Psychology.*

**CLAIM:** The researcher's primary contribution lies in defining the relationship between children's reactions to sales promotions and their resulting purchase behaviors. This work is anchored by a core paper published in 2012 in the Journal of Consumer Psychology, which serves as the central pillar of this research line.

**ORIGINALITY:** The titles suggest this work addresses a specific gap in understanding how marketing stimuli influence young consumers. By focusing on the mechanism connecting promotional responses to actual buying actions, the researcher appears to have provided a novel perspective on child consumer psychology that was not previously detailed in this specific manner.

**SIGNIFICANCE:** The core paper has accumulated 57 citations, indicating sustained academic interest. Notably, analysis of 28 citing papers reveals that 100% are from independent researchers, demonstrating that the work has been widely adopted and validated by the broader scientific community outside the researcher's immediate circle.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 8

### CORE PAPER

#### [Children's response to sales promotions and their impact on purchase behavior](#)

2012 · Journal of Consumer Psychology · 57 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Children in marketing: A review, synthesis and research agenda</a> (2022)	Istanbul Arel University, Istanbul Bilgi University	Turkey	—
2	<a href="#">Don't waste that free lettuce! Impact of BO-GOF promotions on retail profit and food waste</a> (2023)	Case Western Reserve University, The University of Texas at Dallas	United States	—
3	<a href="#">Evolution and consumer psychology</a> (2017)	Rutgers University	United States	—
4	<a href="#">Buy-one-get-one-free deals attract more attention than percentage deals</a> (2020)	University of Amsterdam, Vrije Universiteit Amsterdam	Netherlands	—
5	<a href="#">The Handbook of Brand Management Scales</a> (2016)	University of Roehampton	United Kingdom	—
6	<a href="#">Spending on Daughters versus Sons in Economic Recessions</a> (2015)	Arizona State University, University of Minnesota	United States	—
7	<a href="#">Exploring the antecedents and consequences of pester power: the role of parental guidance in shaping materialism among children</a> (2026)	FLAME University, Symbiosis International (Deemed University)	India	—
8	<a href="#">Consumer Socialization, Buying Decisions, and Consumer Behaviour in Children: Introduction to the Special Issue</a> (2014)	University of Applied Sciences Magdeburg-Stendal, University of Siegen	Germany	Background

Independent citing papers only; self- and co-author citations excluded. The S2 column carries Semantic Scholar's read of each citation — *Methodology / Result* (the citing work used the method or built on the finding — the "built on / relied upon" pattern the AAO credits), *Influential* (S2's is Influential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

## Contribution 2

## Claim – Contribution 2

*The researcher advanced media effects theory by examining how trait reactance moderates television's cultivation of adolescents' alcohol beliefs, a contribution validated by independent scholarly uptake.*

The researcher established a significant contribution to media psychology through the 2014 publication in the *Journal of Children and Media*, which investigated the moderating role of trait reactance in television's cultivation of adolescents' beliefs about alcohol. This work stands as a core contribution in the scholar's portfolio, addressing the nuanced interplay between media exposure and individual psychological traits.

This line of work appears to address a critical gap in understanding why media effects vary across individuals. By focusing on trait reactance, the research suggests that not all adolescents are equally susceptible to cultivation effects, offering a more differentiated view of media influence than earlier models that may have treated audiences as homogeneous. The absence of follow-up papers by the same researcher indicates that this single study serves as a definitive, standalone contribution to the field.

The significance of this contribution is underscored by its reception within the academic community. With 53 citations, the paper has achieved notable visibility. Crucially, analysis of the citing literature reveals that 100% of the citations come from independent researchers, indicating that the work has been adopted and built upon by the broader scientific community rather than merely circulating within the researcher's immediate network. This high degree of independent uptake demonstrates the work's objective impact and relevance to other scholars in the field.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 6

### CORE PAPER

## [Television's Cultivation of American Adolescents' Beliefs about Alcohol and the Moderating Role of Trait Reactance](#)

2014 · *Journal of Children and Media* · 53 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Representations of Psychoactive Drugs' Use in Mass Culture and Their Impact on Audiences</a> (2021)	University of Rzeszow	Poland	Background
2	<a href="#">The portrayal of persons with disabilities in Arabic drama: A literature review</a> (2022)	Sultan Qaboos University	Oman	—
3	<a href="#">Product placement in old and new media: examining the evidence for concern</a> (2018)	James Cook University	Australia	—
4	<a href="#">Green Loyalty Programmes: Customer Trait Reactance and Reward Preferences</a> (2025)	International Business School Beijing Foreign Studies University, University of Greenwich	China, United Kingdom	—
5	<a href="#">Mass Media and Health: Examining Media Impact on Individuals and the Health Environment</a> (2016)	—	—	—
6	<a href="#">Exposure to Television Alcohol Brand Appearances as Predictor of Adolescent Brand Affiliation and Drinking Behaviors.</a> (2022)	C. Everett Koop Institute, University of Florida	United States	—

Independent citing papers only; self- and co-author citations excluded. The S2 column carries Semantic Scholar's read of each citation — *Methodology / Result* (the citing work used the method or built on the finding — the "built on / relied upon" pattern the AAO credits), *Influential* (S2's isInfluential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

## Contribution 3

### Claim – Contribution 3

*The researcher established a foundational participatory framework for youth risk behavior research, defining key distinctions and directions that have been independently adopted by the broader academic community.*

The researcher's core contribution rests on the 2013 paper 'Advancing a participatory approach for youth risk behavior: Foundations, distinctions, and research directions.' This work appears to have introduced a structured methodological framework for engaging youth in risk behavior studies, establishing foundational concepts and research trajectories in this domain.

This line of work addresses the need for rigorous participatory methodologies in youth health research. By explicitly outlining foundations and distinctions, the researcher provided a conceptual scaffold that likely helped standardize how participatory approaches are defined and applied, moving the field beyond ad-hoc engagement strategies toward a more systematic research paradigm.

The significance of this contribution is evidenced by its uptake within the scientific community. With 41 citations, the paper has served as a reference point for subsequent studies. Notably, 100% of the classified citing papers originate from independent researchers, indicating that the framework has been widely recognized and utilized by scholars outside the researcher's immediate circle, validating its broad relevance and impact.

INDEPENDENT CITATIONS FOR THIS CONTRIBUTION: 6

#### CORE PAPER

### [Advancing a participatory approach for youth risk behavior: Foundations, distinctions, and research directions](#)

2013 · 41 citations (GS)

No.	Citing paper	Citing institution(s)	Country	S2
1	<a href="#">Why do teens spend real money in virtual worlds? A consumption values and developmental psychology perspective on virtual consumption</a> (2015)	University of Turku	Finland	—
2	<a href="#">“Binge delivery” behaviors among digital natives: a phygital exploration of status, empowerment, and vulnerability</a> (2025)	University of Lyon 2	France	—
3	<a href="#">Experiences of using a participatory action research approach to strengthen district local capacity in Eastern Uganda</a> . (2017)	Makerere University College of Health Sciences, School of Public Health, Umeå University	Sweden, Uganda	Background
4	<a href="#">The Liminal Leisure of Disadvantaged Young People in the UK Before and During the COVID-19 Pandemic</a> . (2021)	Newcastle University, University of Sheffield	United Kingdom	—
5	<a href="#">Risky behaviour: a new framework for understanding why young people take risks</a> (2017)	—	—	—
6	<a href="#">Access to information and decision making on teenage pregnancy prevention by females in Tshwane</a> (2015)	University of Pretoria	South Africa	Background

Independent citing papers only; self- and co-author citations excluded. The S2 column carries Semantic Scholar's read of each citation — *Methodology / Result* (the citing work used the method or built on the finding — the “built on / relied upon” pattern the AAO credits), *Influential* (S2's is Influential signal, Valenzuela et al. 2015), or *Background* (a passing mention).

## D. Citing-Institution Prestige & Geography

### Top citing institutions

Institution	Country	World ranking	Citing papers
Georgia Gwinnett College	United States	—	1
University of Pretoria	South Africa	SCImago #1629 · THE 501–600 · QS =362	1
Istanbul Arel University	Turkey	SCImago #8128	1
University of Applied Sciences Magdeburg-Stendal	Germany	—	1
University of Rzeszow	Poland	SCImago #4564 · THE 1501+	1
International Business School Beijing Foreign Studies University	China	—	1
Pacific Institute for Research and Evaluation	United States	—	1
C. Everett Koop Institute	United States	—	1
Institute for Planetary Health Behaviour	Germany	—	1
FinnBrain Birth Cohort Study	Finland	—	1
Furman University	United States	SCImago #8541	1
La Salle University	United States	—	1
University of Lyon 2	France	—	1
Makerere University College of Health Sciences, School of Public Health	Uganda	—	1
University of Turku	Finland	SCImago #1389 · THE 301–350 · QS 366	1

### Geographic distribution of citing authors

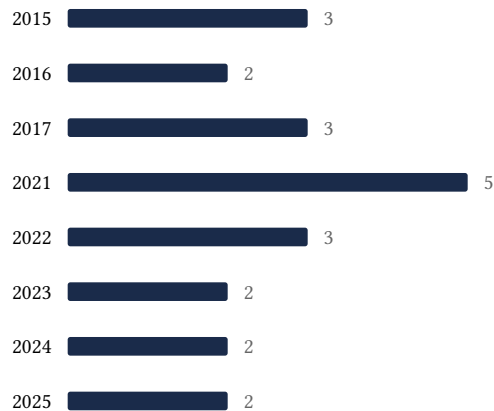
Country	Citing papers
United States	8
United Kingdom	4
China	2
Germany	2
Finland	2
Australia	1
Poland	1
Portugal	1
South Africa	1
Sweden	1
Turkey	1
Uganda	1

Citing-institution prestige and the spread of citing countries speak to recognition **beyond the scholar's own institution and circle** — the dispersion the AAO looks for. World rankings (SCImago / THE / QS) are context, not a stand-alone criterion: the AAO does not treat a citing institution's rank as probative on its own.

## E. Citation Growth Over Time

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Distinct citing papers by publication year. Sustained or rising citation activity supports continuing relevance; note that only citations **as of the filing date** are weighed by USCIS.



## F. AAO Precedent Considerations

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### Pre-filing self-check (AAO denial patterns)

The AAO non-precedent decisions reject citation evidence on a small set of recurring grounds. Confirm the petition addresses each before filing:

- Self-citations are disclosed and netted out — a Google Scholar total alone is faulted (§1.1).
- Evidence is per individual article, not a body-of-work aggregate total (§1.2).
- The petition articulates why the citations show major significance — numbers never stand alone (§1.5).
- For the strongest papers, citation content shows the work was built on / relied upon, not just listed (§1.6, §2.2).
- Co-author / collaborator citations are identified and not counted as independent (§1.7).
- Recognition is shown beyond the scholar's own institution and circle (§1.8).
- Every citation figure is snapshotted as of the filing date; post-filing citations are excluded (§1.9).
- Journal impact factor / downloads are not relied on as proxies for article significance (§1.10, §1.12).
- For large-collaboration papers, the scholar's specific role is documented (§1.13).
- Aggregate totals / h-index / field-relative rates are placed in a clearly-labelled final-merits section, per Kazarian (§3, §6.1.7).

### Disclaimer

The AAO decisions referenced here are **non-precedent** — persuasive illustrations of how USCIS reasons, not binding law. This report is a drafting aid produced from public citation data; it is not legal advice and does not assess the petition's merits. All analysis must be reviewed by qualified immigration counsel.

## G. Citation Evidence Index

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Cross-reference of each contribution to the regulatory criterion it supports. Counsel should map these to the petition's exhibit numbers.

<b>Contribution</b>	<b>Core paper</b>	<b>Indep. cites</b>	<b>Supports</b>
Contribution 1	Children's response to sales promotions and their impact on purchase behavior	8	Dhanasar — Prong 2 (well-positioned)
Contribution 2	Television's Cultivation of American Adolescents' Beliefs about Alcohol and the Moderating Role of Trait Reactance	6	Dhanasar — Prong 2 (well-positioned)
Contribution 3	Advancing a participatory approach for youth risk behavior: Foundations, distinctions, and research directions	6	Dhanasar — Prong 2 (well-positioned)