ACCESS AND UNDERSTAND YOUR USAGE REPORTS WITHIN GALE'S USAGE DASHBOARD

Gale's Usage Dashboard provides usage information for your Gale resources. Different report types allow you to fine-tune the data you see. Use this tip sheet to better understand the different report types.

ACCESS THE USAGE DASHBOARD

Navigate to **usage.gale.com** and sign in utilizing your Admin Credentials.

If you don't know your credentials, reach out to Gale Technical Support at gale.technicalsupport@cengage.com.

FIND YOUR REPORTS

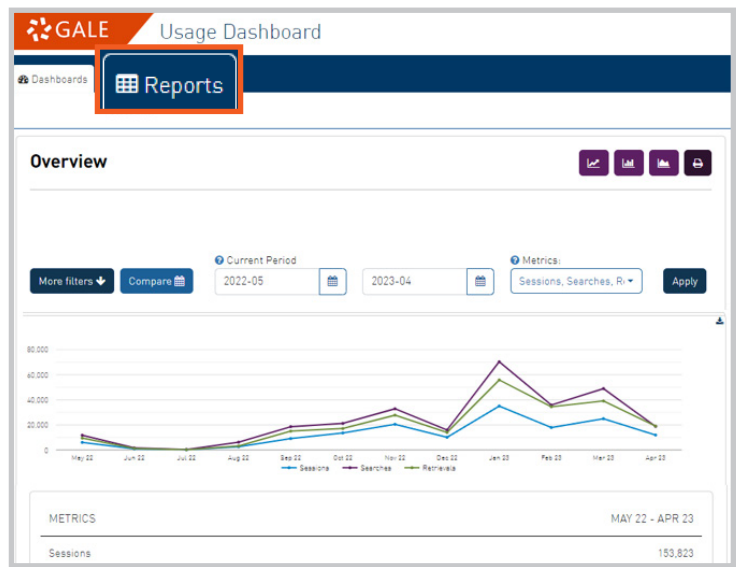You will automatically be taken to your main dashboard upon sign in.

To access your accounts select Reports in the tool bar at the top of the page. All report options will be listed for you.

CHOOSE YOUR REPORT

The Usage Dashboard compiles data into a variety of different report types. Take a look below to better understand each type and which reports work best for different circumstances.

- **Location:** Breaks down usage by different libraries attached to your credentials. As an example, if you work at the school district level each individual school may have usage for you to view. Public Library systems may have individual library usage.
  - » If you only access usage for one library the location report will only show one location usage, and may not be beneficial in providing you with more detailed resource usage.
- **Product:** Shows individual resource usage including sessions, searches, and retrievals.
  - » Great for a snapshot of what resource is being used the most or least.
- **eBook Titles:** Provides usage for each Gale eBook in your collection.
  - » This can help you gauge interests. You can see trends in subjects viewed.
- **Month over Month:** Provide data broken into

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individual months (based on your date range selection).

- » **By Product:** Organizes the usage by product so you can compare one product's usage in different months.
- » **By Location and Product:** Only applicable if you view more than one location's usage. Usage will first be broken into location, and then into resource. As an example, you can compare how much Location A uses a resource compared to Location B.
- **Top Search Terms:** Provides the top search terms through all resources, as well a specifically selected resources.
  - » A graph, wordcloud, and ranking chart provide a more visual interpretation.

APPLY FILTERS

Each type of usage report allows you to filter the information to see exactly what you need.

To access **Filters**:
- Select your report.
- Navigate to the buttons and drop-downs above the usage data.
- Utilize the **More Filters** button to narrow based on product or access type.
- Select **Compare** to choose two date ranges to compare.
- Utilize the **Current Period** drop-downs to fine-tune your date range.
- Use the **Metrics** drop-down to limit to only seeing certain metrics like sessions or minutes.

RUN REPORTS

Once your report is set you can choose to print or download it.

- Utilize the purple buttons in the top right of the page to download or print your information.

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UNDERSTAND TERMINOLOGY

Many reports contain the same metrics. Below you will find definitions of the most common.

- **Session:** One instance of a user signing into the resource.
- **Search:** One entered search. This could be either a basic or advanced search. You can (and often do) have multiple searches in one session.
- **Retrieval:** One selection into an entry. This could be clicking into a document, an image, or a video.
- **Minutes:** The total amount of time all users have spent within the resource.
- **Full Text:** The number of full text retrievals, as opposed to abstract or citation retrievals.
- **Viewed Hits (eBooks):** The number of entries viewed on the platform.
- **Printed Hits (eBooks):** The number of times entries are printed.
- **Retrievals (eBooks):** The total number of times entries are viewed on the platform plus the number of printed entries.
- **EDS SmartLinks:** This is a less common metric, and is only applicable if you utilize **EBSCO Discovery Service** and have SmartLinks enabled. The metric counts how many times a SmartLink is utilized for Gale content.

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