

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.

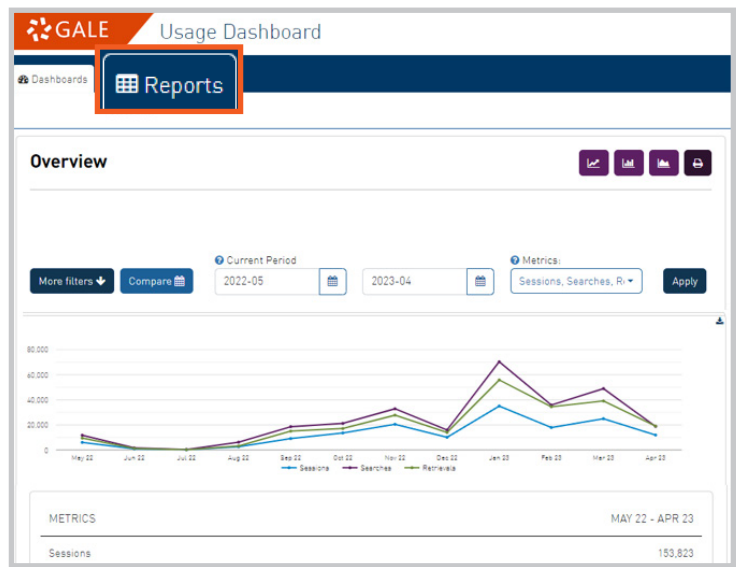
To access your accounts select Reports in the tool bar at the top of the page. All report options will be listed for you.

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

The screenshot shows the Gale Usage Dashboard login page. At the top left is the Gale logo and the text "Usage Dashboard". Below this is a "Login" section with two input fields: "Username" (containing "Enter your username") and "Password" (containing "Enter your password"). A "Login" button is to the right of the password field. Below the input fields is a note: "Please use your Gale Admin credentials for access. If you do not know your credentials, contact gale.technicalsupport@cengage.com for help."



The screenshot shows the "Account" page of the Gale Usage Dashboard. At the top, there are navigation tabs for "Dashboards", "Reports", "Accounts", and "Compare". Below the tabs is a "Reports" section with a list of report types: "Locations", "Products", "eBook Titles", "Product Summary", "Month over Month By Products", "Month over Month By Location and Products", "Search KPI", and "Top Search Terms". At the bottom, there is a note: "Looking for COUNTER reports or need to schedule a recurring report? Access them in the Gale Usage Portal."

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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 as 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.

Rank	Product	Product ID	Sessions (P1)	Searches (P1)	Retrievals (P1)
1	Gale In Context: Opposing Viewpoints	OVIC	49,797	110,505	104,227
2	Gale In Context: High School	SUIC	28,757	56,100	50,452
3	Gale In Context: Biography	BIC	25,742	42,384	35,124
4	Gale In Context: Science	SCIC	20,081	33,987	27,110
5	Gale In Context: Middle School	MSIC	9,026	15,649	9,193

Rank	Search Term	Product Name	Searches	Retrieved Searches	Search Retrieval Rate
1	Artificial Intelligence (RN 00000000LVBI)	Gale In Context: Opposing Viewpoints	1,154	725	61.23
2	Social Media (RN 00000000LVBI)	Gale In Context: Opposing Viewpoints	1,058	575	54.35
3	Banned books	Gale eBooks	1,007	383	38.03
4	Mental Health (RN 00000000LVBI)	Gale In Context: Opposing Viewpoints	723	395	54.63
5	public speaking skills	Gale In Context: High School	474	211	31.31
6	Gun Control (RN 00000000LVBI)	Gale In Context: Opposing Viewpoints	445	420	43.14
7	Identification (RN D1CHD1834429F44)	Gale In Context: Opposing Viewpoints	363	255	43.74
8	high school sports	Gale In Context: High School	344	194	34.40

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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.

Usage Dashboard

Account

Reports list / Month over Month By Products

Month over Month Report for: 17

Total number of rows: 17

Product	Metric	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23
Gale In Context: High School	Sessions	170	71	329	1,528	2,609	2,951	1,446	7,605	3,355	5,129	2,526	1,038
	Searches	341	144	725	2,736	3,797	4,721	2,635	16,212	7,109	11,291	4,428	1,961
	Retrievals	248	139	372	2,383	3,866	3,651	2,092	15,260	6,530	9,796	4,440	1,675
Gale In Context: Middle School	Sessions	743	776	1,028	402	818	1,540	2,458	719	391			
	Searches	1,187	1,030	1,705	487	1,441	1,576	4,663	1,900	1,471			
	Retrievals	662	421	626	184	713	1,734	3,309	964	520			
Gale In Context: Opposing Viewpoints	Sessions	1,889	2,836	7,790	3,984	10,954	7,818	7,323	4,323	1,993			
	Searches	4,140	5,121	14,446	6,109	29,537	18,595	18,903	8,184	3,499			
	Retrievals	3,794	3,911	14,620	7,236	26,680	19,698	14,722	8,449	3,463			
Gale In Context: Science	Sessions	2,654	3,205	2,560	1,000	3,393	1,729	3,418	813	547			
	Retrievals	6,295	5,272	4,175	1,670	4,524	2,845	5,552	1,076	1,108			
	Retrievals	61	19	772	5,138	4,097	3,832	1,224	2,501	2,693	5,250	916	607

Usage Dashboard

Account

Reports list / eBook Titles

eBook Report for: 297

Total number of rows: 297

Compare Period (P2): 2021, 2022
Current Period (P1): 2022, 2023
Metrics: Select Metrics... Apply Clear

Search:

Rank	eBOOK	Change Viewed Hits	Printed Hits(P2)	Printed Hits(P1)	Change Printed Hits	Retrievals(P2)	Retrievals(P1)
1	1-to-1 Learning: Laptop Programs That Work, 2nd ed., pub year: 2009	9781564844033	16	8	-50 %	0	16
2	101 Best Websites for Principals, 3rd ed., pub year: 2011	9781564844439	0	13	N/A %	0	0

FOR MORE INFORMATION:

Contact your Customer Success Manager: gale.customersuccess@cengage.com

Visit our Support Site: support.gale.com/training/tools/usage