

OPPOSING VIEWPOINTS IN CONTEXT CHROME EXTENSION

Impact on Usage

Gale's *Opposing Viewpoints In Context Chrome Extension* places the library's resources into users' everyday workflow. Authoritative results display directly alongside Google search results, allowing easy retrieval of trusted content.

USAGE CALCULATION

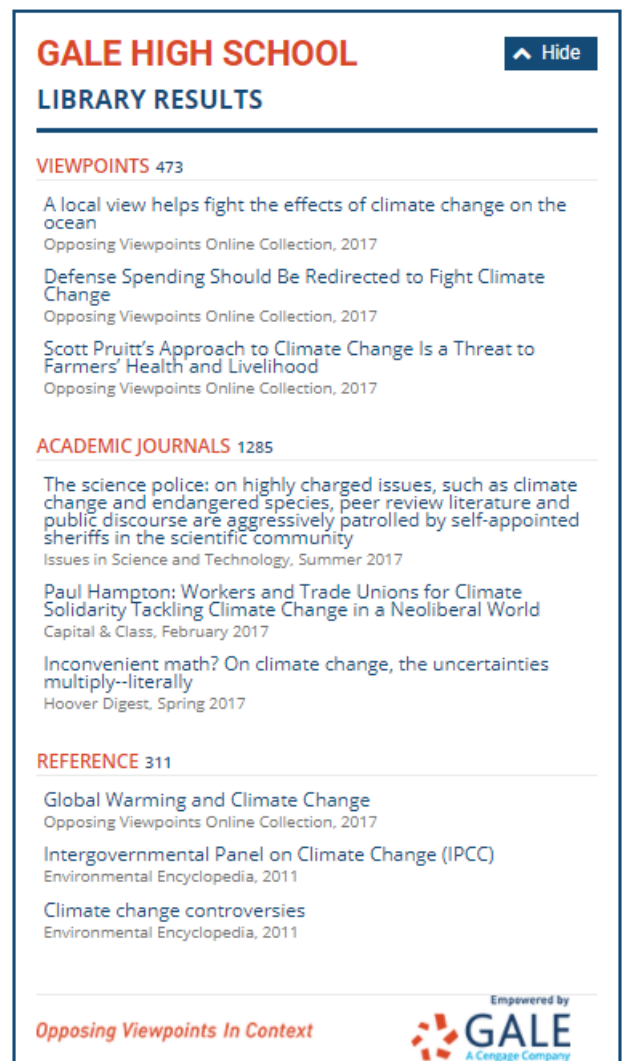
When the Chrome Extension is collapsed, no usage is recorded. Once a user selects the **Show** button, three sessions and three searches are recorded.

If a user clicks into one of the content types (Viewpoints, Academic Journals, Reference), an additional session and search are recorded. If a user clicks into an article, another session and a retrieval are recorded.

As a result of how usage is recorded, usage reports will initially reflect an increase in Searches and Sessions.



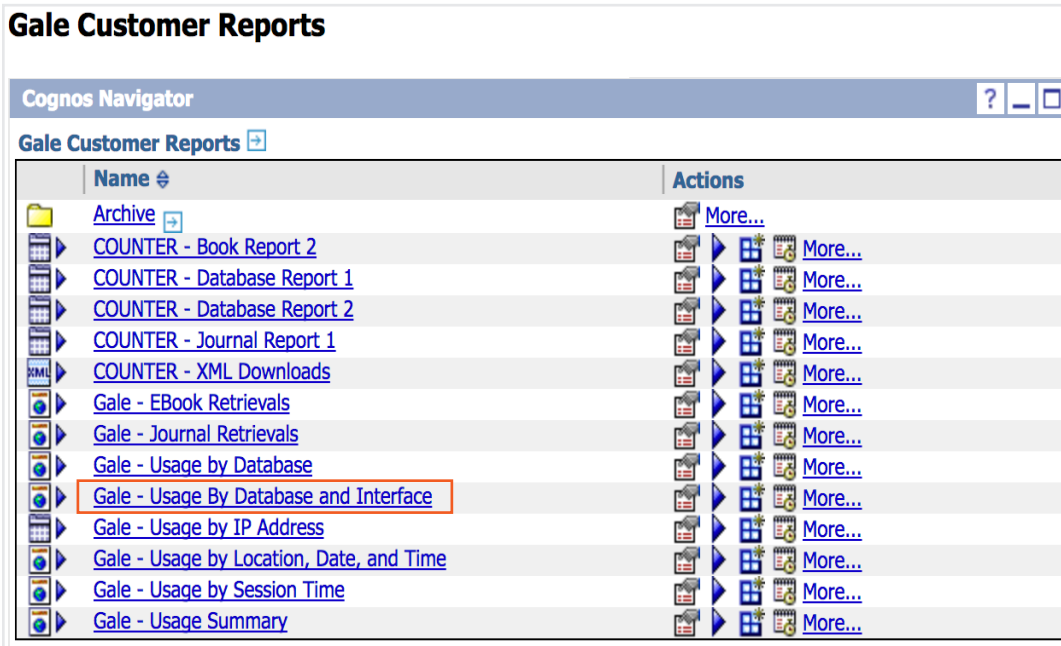
Default Collapsed View



USAGE REPORT

To identify additional traffic the Chrome extension generates, Gale has created a new usage report. **Gale- Usage By Database and Interface** distinguishes extension usage from the library’s in-product usage of *Opposing Viewpoints In Context*.

To run this usage report, log into Gale Admin. Select Reports from the left navigation and choose **View Usage Reports**. Select the **Gale - Usage By Database and Interface** report to view your usage results.



The report’s Interface column labels searches and sessions from the Chrome extension as **ContentAPI**, and designates in-product usage as **Web**. Retrievals always record as **Web** usage, even if the traffic is directed from the Chrome extension.

Usage by Database and Interface

Product Description	Interface	Sessions	Full Text Retrievals	Retrievals	Searches	Turn-Aways
Opposing Viewpoints In Context	ContentApi	3,339	0	0	3,339	0
	Web	10,951	11,421	11,421	495	0
Opposing Viewpoints In Context		14,290	11,421	11,421	3,834	0
Summary		14,290	11,421	11,421	3,834	0

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If you require further assistance with *Opposing Viewpoints In Context* please ask your Customer Success Manager or email gale.customersuccess@cengage.com.

