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.
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.

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**Gale Customer Reports**

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.

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**Usage by Database and Interface**

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Interface</th>
<th>Sessions</th>
<th>Full Text Retrievals</th>
<th>Retrievals</th>
<th>Searches</th>
<th>Turn-Aways</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opposing Viewpoints In Context</td>
<td>ContentAPI</td>
<td>3,339</td>
<td>0</td>
<td>0</td>
<td>3,339</td>
<td>0</td>
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<tr>
<td></td>
<td>Web</td>
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<td>11,421</td>
<td>11,421</td>
<td>495</td>
<td>0</td>
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<td>Summary</td>
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<td>14,290</td>
<td>11,421</td>
<td>11,421</td>
<td>3,834</td>
<td>0</td>
</tr>
</tbody>
</table>

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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.