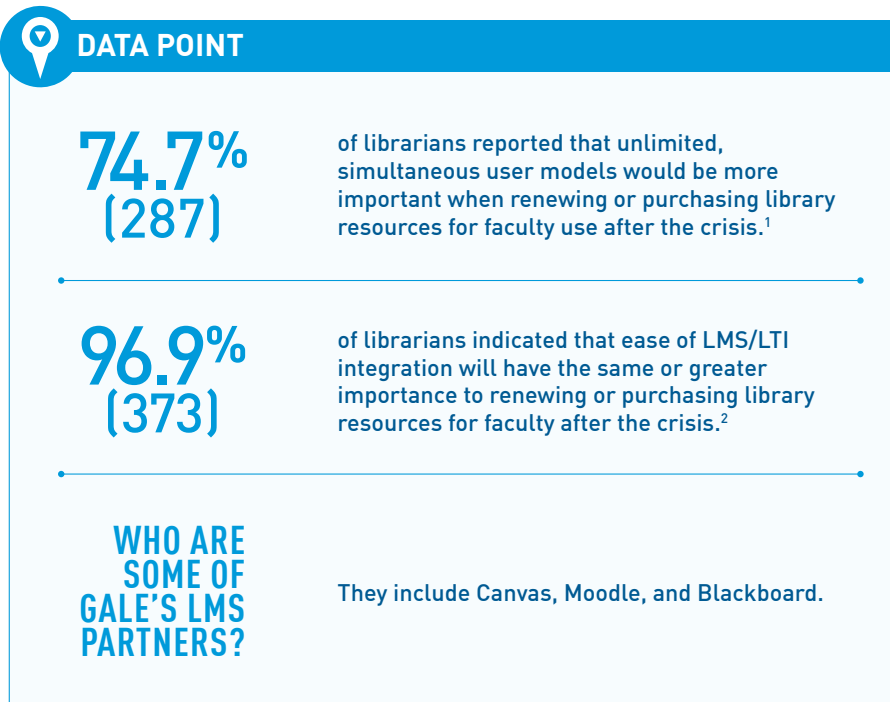


## EASE OF USE AND INTEGRATION

As digital demands continue to rise, the emphasis on creating a seamless workflow becomes critical, especially in course development. Eliminating multiple logins, developing efficiencies in how materials are prepared and distributed, and building a collaborative environment with students and peers are all essential to today's educators. Gale recognizes how institutions prioritize the pivotal role ease of use and integration plays in connecting remote users to electronic resources.



Gale promotes the discovery of its online products and databases within library discovery services, the open web, and in the classroom with popular platforms like [MackinVIA's Deep Discovery™](#). Users can gain access to their library's Gale products with just a single sign-on through popular services like Google, Microsoft, ClassLink, and Clever.

The ultimate goal is to make it easier for academic researchers to access scholarly content. Through a new partnership with Google Scholar, Gale has integrated Google Campus Activated Subscriber Access (CASA) into its [Academic OneFile](#) periodical database, ensuring that users experience seamless access to its authoritative content, from any off-campus location or device.

Google CASA is an enhanced authentication service that builds on Google Scholar's Subscriber Links service. When users log in to Google Scholar on campus, they create an affiliation that follows them off campus, allowing for seamless access to their library's licensed resources from any off-campus network.

For more information on how Gale integrates with LMS/LTI platforms, visit the [Integration Support](#) page.

1. According to a study conducted in April and May 2020 by *Library Journal* and Gale, a Cengage company.

2. Ibid.

## ACCESSIBILITY AND LEARNING TOOLS

According to the United States Census Bureau, 19% of the U.S. population have a disability. Laws preventing discrimination against students with disabilities provoke higher education institutions around the country to make the web accessibility changes necessary to meet [ADA standards](#) for compliance.

Through the efforts of dedicated product, user-experience, and development teams; feedback from libraries and users; and the extension of accessibility testing to include automated and manual testing, Gale has made an ongoing commitment to making its products universally accessible and user-friendly. By design, these products conform to Section 508 standards of the Rehabilitation Act and Web Content Accessibility Guidelines (WCAG) 2.0 from the World Wide Web Consortium (W3C).

Gale platform accessibility features, improved on an ongoing basis, include:

- Navigational consistency
- Skip navigation links
- Descriptive page titles
- Adjustable text size
- Readable font
- Text-to-speech
- Optimized screen width and optimal contrast ratios
- Options to display on-screen or download optical character recognition (OCR) for content such as historical documents
- Platform consolidation and consistent experience

Accessibility not only includes meeting the technical requirements for products, but also providing the tools necessary to make more complex, rigorous learning workflows and skill building more digestible and attainable to a variety of learners.

- **Optimized product experience**

By crafting products with user experience and learning design at the forefront, Gale breaks up the user journey through concrete steps based on research design principles to make the learning experience purposeful for learners.

- **Automated citations and resources**

With Gale products, citation tools are directly integrated into the user's workflow and support MLA, APA, and Chicago-style citations. Formatted citations can be quickly exported to EasyBib, NoodleTools, or other citation management tools from a single document or a collection of saved documents.

- **Highlighting and note-taking tools**

Users can easily organize, save, and share highlights and annotations within content.

- **Translation tools**

ReadSpeaker text-to-speech technology (TTS) accommodates for diverse backgrounds, allowing users to hear content read aloud. Content and tools can be translated into over 20 languages.

## BRIDGING THE CONTENT GAP

Transitioning a course online, either full or blended with a face-to-face component, requires a tremendous amount of content. According to the Rochester Institute of Technology, a typical online 16-week, three-credit hour course requires 8.4 hours of content per week, including readings and activities. It is not only essential to include text-based content but also illustrative/graphic or video multimedia that will engage students and encourage discussion.

61%
of institutions indicated that greater access to digital materials would help assist their faculty in teaching online (Bay View Analytics 2020).

With Gale, it's easier to build an online course. Faculty can assemble content using embedded tools that help facilitate the level of understanding necessary to drive digital literacy skills within an online learning course. Plus, through Gale's LMS integration, all content can be added, viewed, and worked with directly in an LMS course, to create an engaging and seamless learning experience for students. By using the depth and breadth of Gale content, from eBooks, databases, primary sources, and more, students can engage with a variety of perspectives and develop their own conclusions based on a complete narrative regarding course subject matter.

Gale Databases	Gale Primary Sources
Abstracts	Agency Overviews
Advertisements	Agendas
Articles	Archives Unbound Newspapers
Author Biographies	Audio
Book Reviews	Biographical Information
Case Studies	Briefs
Company Histories	Cartoons/Illustrations
Directory Listings	Case Studies
Editorials	Essays
Encyclopedias	Images
Essays	Magazines
Interviews	Manuscripts
Maps	Maps
Pro/Con Viewpoints	Monographs
Reference	Newspapers & Periodicals
Reports	Outside Collections
Statistical Data	Photographs
SWOT Analyses	Transcripts
Transcripts	Videos