Online access to MIT OCW content has grown dramatically on the ocw.mit.edu site itself and on translation sites.

- 127 M visits to OCW content from an estimated 90 million visitors as of Oct 2011
- 1,018 courses translated and 290 mirror sites globally
- OCW materials are being widely distributed offline and through secondary channels.
  - 14 M course zip files have been downloaded off the site since July 2006, equivalent to 7,000 copies of the entire site
  - 28 M OCW video and audio files have been downloaded through iTunes U; 24 M YouTube views recorded

OCW is accessed by a broadly international population of educators and learners.

- 56% of OCW traffic is non-US: East Asia-18%, Western Europe-12%, South Asia-9%, Latin America-4%, other regions-13%
- 45% of visitors are students, 42% self learners, 9% educators
- Visits most often begin through search engine referrals and average 5.7 page views.
  - 41% come via search engines, 28% of visits are direct traffic, 4% from MIT’s web site, 24% other referrers
  - Visits average 5.7 pages; 29% include 5+ and 9% include 10+

Visitors easily find academically appropriate materials in formats that meet their needs.

- 85% of visitors find it easy or very easy to locate materials of the appropriate academic level on the site
- 87% find it easy or very easy to locate materials in file formats that meet their needs

**2011 Program Evaluation Findings Summary**

**Use:** The OCW site is being used by educators, students and self learners to successfully accomplish a wide range of educational objectives; and visitors are widely satisfied with the breadth, depth, quality and currency of OCW content.

**The OCW site is being successfully used by educators, students and self learners for wide range of purposes.**

- Educator uses: enhancing personal knowledge (42%), finding reference materials for students (17%), learning new teaching methods (15%), incorporating OCW materials (12%)
- Student uses: complementing a course (45%), enhancing personal knowledge (40%), planning course of study (11%)
- Self learner uses: exploring interests outside of professional field (40%), planning future study (19%), reviewing basic concepts in field (19%), keeping current in field (11%)
- 71% are completely or mostly successful; 22% are somewhat successful

16% of educators coming to the site have reused content and 31% expect to do so in the future.

- 48% combine OCW materials with other content; 36% adapt course syllabi; 28% adapt assignments or exams

**Visitors say that OCW has had significant impact on teaching and learning.**

- 89% of educators using the site to improve their personal knowledge say OCW has improved their motivation to teach
- 96% of students complementing their course materials say OCW improved their understanding of concepts covered
- 92% of self learners using the site to plan a return to school say the site has increased their confidence of success

**The OCW site is widely used by the MIT community and is a significant influence on prospective students.**

- 86% of students, 62% of faculty (tenured/tenure track) and 46% of alumni and staff use the site
- 92% of students, 87% of alumni and 78% of faculty who have used the site rate it as very or somewhat valuable
- 94% of MIT students say OCW has positively impacted student experience
- 27% of freshmen aware of OCW before deciding to attend MIT were influenced by it

**OCW is increasingly cited in the media as an influential open sharing project.**

- Domestically, MIT OpenCourseWare has been featured in The New York Times, The Atlantic Monthly, MarketWatch, the Huffington Post, and the Los Angeles Times in the past year
- Internationally, MIT OpenCourseWare has been covered in media including The Jakarta Globe, The Guardian (UK), The Australian, the Xinhua General News Service, and The Hindu in the past year

**Institutions internationally and in the US are publishing openly, creating a growing body of available courseware.**

- 250 institutions worldwide openly publishing courses
- Over 15,000 courses openly published globally, 86% from institutions other than MIT

**Impact:** Educators and learners report high levels of impact; MIT OCW continues to be cited in the media; and institutions worldwide are openly publishing their own materials.

- 89% of educators implementing their course materials say OCW has made a significant impact on their teaching and materials
- 86% of students, 62% of alumni and 46% of faculty say OCW has had a positive influence on their professional standing
- 3% of MIT’s current tenured or tenure-track faculty have published courses on OCW; 70% of those participating have published 2 or more courses
- 3% of those participating report subsequent drops in class attendance or inappropriate use of their materials; 12% have reported unwanted outside contacts
- 30% of participating faculty report OCW has positively influenced their professional standing; 19% say OCW has publication increased the quality or organization of their materials

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