

MITOPENCOURSEWARE

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Dashboard Report: **August 2019**

Revised on 08/15/19. For more information, please contact: Joe Martis <jmartis@mit.edu>

Table 1. Site Publication Statistics

Publication Metric	2019 August
Total Tenure Track Faculty Participating	623 (59%*)
Courses Published	2,466
Updated Courses Published	966
Archived to D-Space	1,108
Full Video Courses	110
Courses with Instructor Insights	217
Mirror Sites	416

*Based on tenured or tenure-track faculty as of September 2016.

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2019 August
Total Visits	285,090,160	1,451,289
Last year/% change	1,743,892	-17%
Total Unique Visitors	176,733,003	803,143
Last year/% change	971,166	-17%
MIT.EDU Visits	3,160,280	11,753
Last year/% change	11,945	-2%
Highlights for High School Visits	5,888,073	17,632
Last year/% change	24,700	-29%
OCW Scholar Visits	26,308,965	191,865
Last year/% change	235,888	-19%
Page Views	1,523,307,158	7,083,729
Last year/% change	7,860,491	-10%
OCW Educator Page Views	935,765	18,263
Last year/% change	29,070	-37%
Donation Page Visits	1,161,903	3,548
iTunesU Downloads²	64,759,585	190,412
YouTube Views	185,723,634	2,336,115
OCW enewsletter subscribers	196,214	971
OCW Facebook Likes	489,054	-137
OCW Twitter Followers	193,920	745
OCW Blog Visitors	430,249	4,591

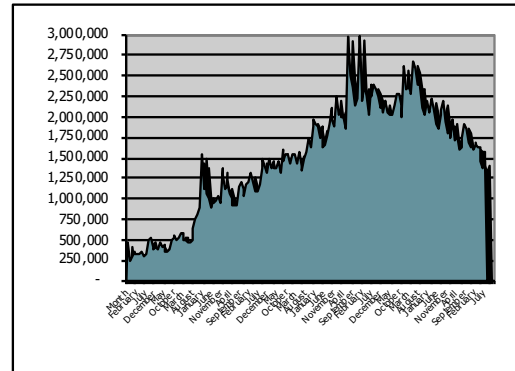
¹ Some data estimated. ² Data provided in weekly increments

Source: Akamai, SiteWise, MailChimp, FB, Twitter, Wordpress. 5/16 onward all traffic statistics are from Google Analytics. OCW assumes a 10% drop in sessions due to global adoption of ad blocking software.

Table 3. User Feedback

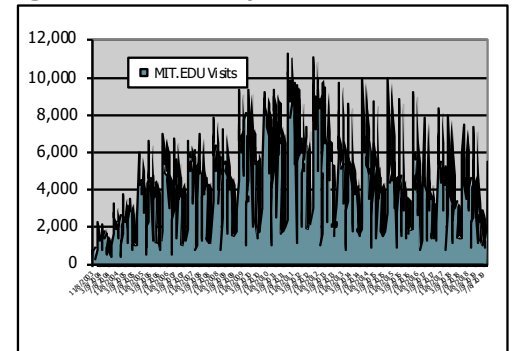
User Feedback
I stumbled upon OCW by MIT and I did not know that this is going to change my life for ever. It is really engaging, productive and responsible approach towards learning. ~ Student, USA
It is amazing to learn the impact of MITOCW. It inspired me a lot. Congratulations to the entire OCW team. ~ Educator, Eastern Asia
I would like to express my gratitude for your continued effort on spreading quality high level education. I personally owe a debt to OCW for my personal and professional evolution
I have a science background with a PhD in physics, but worked for 6 years in a company away from technical content. 5 years ago I had the opportunity to switch back to a technical coordination position in optimization and data science for energy.
In the beginning I relied on MOOC platforms to get back in shape. But since the earlier steps of my transition, I was regularly coming back to OCW to brush up on foundational topics in math and computer science. I always learn new things thanks to the quality of the instructors and the care they show for transmitting their knowledge in useful forms.
Particular thanks to Prof. Tsitsikis for the excellent course on probabilities and to Prof. Gilbert Strang whom i discovered recently. I just can't stop watching linear algebra videos in my free time!
Thanks you for this initiative, we appreciate the work you put on this.
You are making a difference in not in the world, at least in mine! ~ Student, Western Europe

Figure 1. OCW Visits



Source: WebTrends, 5/16 onward Google Analytics

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends, 3/17 onward Google Analytics

Media Mentions

- 8/8 – Swagger Magazine
- 8/? – Philanthropy
- 8/21 – Technology Review
- 8/21 – The Good Men Project

