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

- 8.5 M visits to OCW content last year, a 56% annual increase
- 350+ courses translated and 70 mirror sites globally

OCW materials are being widely distributed offline to secondary audiences.

- 18% of visitors distribute copies of OCW material to others
- 46% of educators reuse site contents; of those, 30% give students printed copies, 24% provide digital copies

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

- 61% of OCW traffic is non-US; East Asia-22%, Western Europe-15%, South Asia-6%, Latin America-5%, other regions-13%
- 49% of visitors are self learners, 32% students, 16% educators

Visits most often begin on the site directly and average 9.2 page views.

- 37% of visits are direct traffic, 26% come via search engines, 21% from MIT's web site, 16% other referrers
- Visits average 9.2 page views; 29% include 5 or more and 6% include more than 25

Visitors are largely satisfied with the file formats for OCW print and video content, but would prefer more options.

- 98% of visitors find PDF suitable, and 26% prefer it; other formats requested include MS Office (36%) and HTML (16%)
- 82% of visitors to video pages are satisfied with RealMedia; 66% prefer to download rather than stream

2005 Program Evaluation Findings Summary

**Access:** Online access to MIT OpenCourseWare content continues to grow dramatically on ocw.mit.edu and on translation sites, with currently more than 1 million monthly visits to OCW content, and a 56% annual increase in visits.

**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 and quality of OCW content.

**OCW use is centered on subjects for which MIT is a recognized leader.**

- EECS, Math, Management, Physics, Economics and Mechanical Engineering are 33% of OCW courses and attract 62% of traffic

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

- Educator uses: planning a course (26%), preparing to teach a class (22%), enhancing personal knowledge (19%)
- Student uses: complementing a course (38%), enhancing personal knowledge (34%), planning course of study (16%)
- Self learner uses: enhancing personal knowledge (56%), keeping current in field (16%), planning future study (14%)
- 41% are completely successful; 51% are somewhat successful

Nearly half of educators visiting the site have reused site content, and most expect to do so in the future.

- 46% of educators have adopted or adapted site content; 92% plan to in the future
- 62% combine OCW materials with other content; 38% adapt course syllabi; 26% adapt assignments or exams

Visitors consider site materials to be up-to-date and are largely satisfied with site content breadth, depth and quality.

- 97% of visitors agree that OCW materials are up to date
- 93% of visitors are satisfied with site breadth; 87% are satisfied with depth of courses; 91% are satisfied with quality

**Impact:** Educators and learners report high levels of current impact, and expectations for even higher future impact; institutions worldwide are both using MIT OCW materials and openly publishing their own materials.

**Visitors say that OCW has already had significant impact and expect even greater impact in the future.**

- 80% of visitors rate OCW's impact as extremely positive or positive; 91% expect that level of future impact
- 96% of educators say the site has/will help improve courses
- 96% of visitors would recommend the site

**OCW is increasingly cited in professional and popular literature as an influential open sharing project.**

- More than 300 articles in global media including CNN International, The Times of India, Forbes, and The Chronicle of Higher Education
- Student newspaper editorials at Harvard, Yale, Columbia, Duke, and Penn calling for OCWs at those schools

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

- 50 institutions worldwide openly publishing courses; 30 more with projects underway
- Over 2,000 courses openly published globally, one third from institutions other than MIT

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

- 71% of students, 59% of faculty and 42% of alumni use the site
- 35% of freshmen aware of OCW before deciding to attend MIT were influenced by it
- 69% of MIT students say OCW has positively impacted student experience

6/5/2006