

MITOPENCOURSEWARE

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Dashboard Report: **September 2019**

Revised on 12/09/19. For more information, please contact: Joe Martis <jmartis@mit.edu>

Table 1. Site Publication Statistics

Publication Metric	2019 September
Total Tenure Track Faculty Participating	623 (59%*)
Courses Published	2,466
Updated Courses Published	966
Archived to D-Space	1,110
Full Video Courses	111
Courses with Instructor Insights	217
Mirror Sites	427

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

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2019 September
Total Visits	286,749,615	1,659,455
Last year/% change	1,908,773	-13%
Total Unique Visitors	177,684,885	951,882
Last year/% change	1,096,542	-13%
MIT.EDU Visits	3,183,551	23,271
Last year/% change	24,691	-6%
Highlights for High School Visits	5,908,358	20,285
Last year/% change	29,880	-32%
OCW Scholar Visits	26,527,709	218,744
Last year/% change	243,771	-10%
Page Views	1,531,159,581	7,852,423
Last year/% change	8,275,296	-5%
OCW Educator Page Views	973,776	18,263
Last year/% change	29,070	-37%
Donation Page Visits	1,166,646	4,743
iTunesU Downloads²	64,947,663	188,078
YouTube Views	188,559,149	2,835,515
OCW enewsletter subscribers	196,214	971
OCW Facebook Likes	488,363	-691
OCW Twitter Followers	194,477	557
OCW Blog Visitors	435,718	5,469

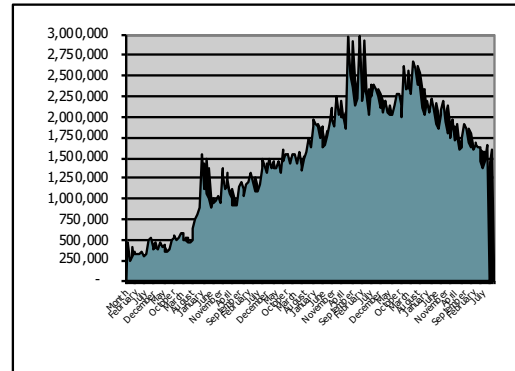
¹ Some data estimated. ² Data provided in weekly increments

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

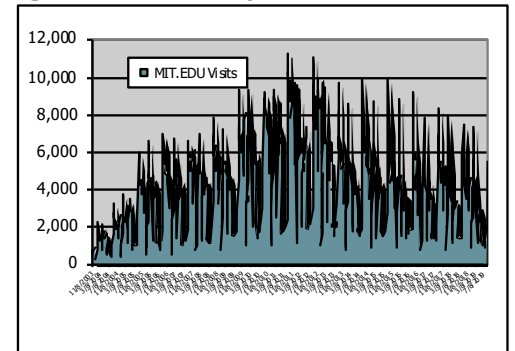
User Feedback
I'm really happy to see such a wonderful charitable work you people are doing. I just want to thank you for giving us opportunity to learn. ~ Student, South Asia
MIT is always the BEST. ~ Student, Eastern Asia
I donate because Prof. Drennan's Course (5.111) is amazing and I think it's a new milestone in education.
Also because I want excellent people to have more resources to increase their range of possibilities. Keep at it, you fine MIT-People. ~ 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

9/16 – Phys.org

