

MIT OPEN COURSEWARE

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Dashboard Report: April 2020

Revised on 1/15/20 For more information, please contact: Stephanie Hodges <hodges@mit.edu>

Table 1. Site Publication Statistics

| Publication Metric | 2020 April |
|--|------------|
| Total Tenure Track Faculty Participating | 624 (59%*) |
| Courses Published | 2,477 |
| Updated Courses Published | 969 |
| Archived to D-Space | 1,117 |
| Full Video Courses | 113 |
| Courses with Instructor Insights | 222 |
| Mirror Sites | 430 |

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

Table 2. Site Publication Traffic Overview

| Site Traffic Measure | Total | 2020 April |
|--|----------------------|-------------------|
| Total Visits | 300,369,409 | 2,759,768 |
| Last year/% change | | 1,627,592 70% |
| Total Unique Visitors | 187,359,533 | 1,506,197 |
| Last year/% change | | 962,690 56% |
| Highlights for High School Visits | 6,076,563 | 36,473 |
| Last year/% change | | 26,904 36% |
| OCW Scholar Visits | 28,280,276 | 353,885 |
| Last year/% change | | 209,520 69% |
| Page Views | 1,595,102,639 | 13,216,530 |
| Last year/% change | | 7,329,500 80% |
| OCW Educator Page Views | 1,009,694 | 16,865 |
| Last year/% change | | 29,070 -42% |
| Donation Page Visits | 1,205,284 | 8,156 |
| iTunesU Downloads² | 65,830,394 | 101,060 |
| YouTube Views | 213,757,104 | 4,521,282 |
| OCW enewsletter subscribers | 196,214 | * |
| OCW Facebook Likes | 484,842 | -114 |
| OCW Twitter Followers | 200,091 | 1,620 |
| OCW Blog Visitors | 486,119 | 11,921 |

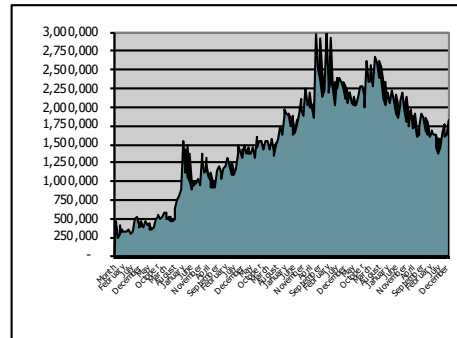
¹ Some data estimated. ² Data provided in weekly increments

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

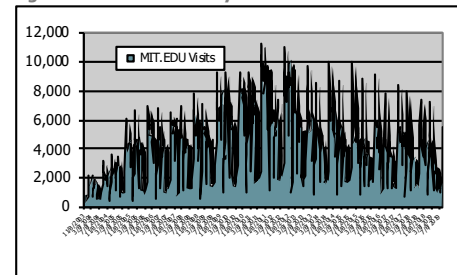
| User Feedback |
|--|
| Thank you for the information and again thank you for these courses, they are precise and perfect. - Student |
| I just wanted to praise MIT for providing the MIT OCW materials and the whole team, including all teachers that made this possible at MIT. |
| I am a self-learner with a very high interest in mathematics and computer science. |
| Thank you very much! - Student |

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

- 4/14/2020 - Free Online Tech Courses to Boost Yor
- 4/16/2020 - Online Courses on Data Science

