

MITOPENCOURSEWARE

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Dashboard Report: **September 2018**

Revised on 10/16/18. For more information, please contact: Joe Martis <jmartis@mit.edu>

Table 1. Site Publication Statistics

Publication Metric	2018 September
Total Tenure Track Faculty Participating	617 (59%*)
Courses Published	2,439
Updated Courses Published	967
Archived to D-Space	1,088
Full Video Courses	100
Courses with Instructor Insights	203
Mirror Sites	423

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

Table 2. Site Publication Traffic Overview

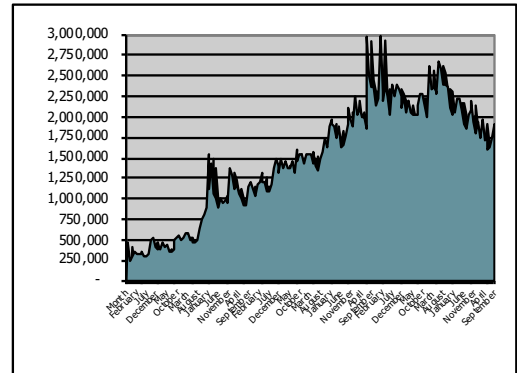
Site Traffic Measure	Total	2018 September
Total Visits		1,908,773
Last year/% change	267,360,595	2,086,930 -9%
Total Unique Visitors		1,096,542
Last year/% change	166,529,798	1,248,580 -12%
MIT.EDU Visits		24,691
Last year/% change	3,028,374	26,456 -7%
Highlights for High School Visits		29,880
Last year/% change	5,641,586	31,730 -6%
OCW Scholar Visits		243,771
Last year/% change	23,981,831	256,754 -5%
Page Views		8,275,296
Last year/% change	1,441,839,182	9,146,430 -10%
OCW Educator Page Views		23,621
Last year/% change	747,959	29,070 -19%
Donation Page Visits		7,974
	1,119,060	
iTunesU Downloads²		211,186
YouTube Views		2,280,690
	158,606,246	
OCW enewsletter subscribers		1,270
	200,762	
OCW Facebook Likes		1,095
	491,204	
OCW Twitter Followers		843
	183,559	
OCW Blog Visitors		5,262
	372,019	

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

Table 3. User Feedback

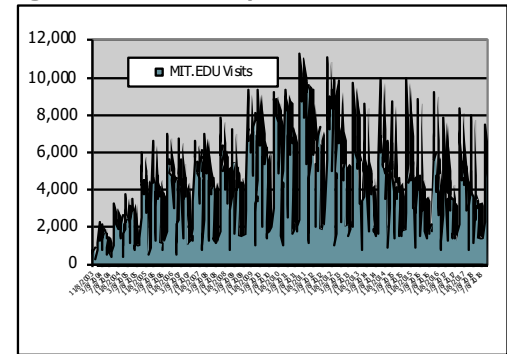
User Feedback
I came to know MIT OCW in about 2000. The major topic of conversation was that MIT will close shop in due time for launching open courses. I thought too and today it prosper and in small way from a developing country like mine, I intend to support its noble mission. MIT OCW was my by word prescription for struggling people to educate themselves. I am one of them. Independent Learner, Asia
I gave because I am self learning holography and your courses are really useful for me ! ~ Student, Western Europe
I love MIT's contribution historically to the world. I trust MIT to curate knowledge. I want to be exposed to the ideas of MIT faculty and students because I respect them to be at the top of their fields.. ~ Independent Learner, USA

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

- 9/4 – Analytics India Magazine
- 9/7 – MIT News
- 9/17 – The Japan Times
- 9/19 – Deccan Herald

