

# MITOPENCOURSEWARE

## MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Dashboard Report: July 2019

Revised on 07/15/19. For more information, please contact: Joe Martis <jmartis@mit.edu>

Table 1. Site Publication Statistics

Publication Metric	2019 July
Total Tenure Track Faculty Participating	623 (59%*)
Courses Published	2,464
Updated Courses Published	965
Archived to D-Space	1,105
Full Video Courses	109
Courses with Instructor Insights	213
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 July
<b>Total Visits</b>		1,376,466
Last year/% change	283,638,871	1,630,182 -16%
<b>Total Unique Visitors</b>		764,299
Last year/% change	175,929,860	898,986 -15%
<b>MIT.EDU Visits</b>		5,150
Last year/% change	3,148,527	6,533 -21%
<b>Highlights for High School Visits</b>		16,617
Last year/% change	5,870,441	21,927 -24%
<b>OCW Scholar Visits</b>		183,305
Last year/% change	26,117,100	214,100 -14%
<b>Page Views</b>		6,577,515
Last year/% change	1,516,223,429	7,397,372 -11%
<b>OCW Educator Page Views</b>		17,540
Last year/% change	935,765	29,070 -40%
<b>Donation Page Visits</b>		3,068
	1,158,355	
<b>iTunesU Downloads<sup>2</sup></b>		206,564
<b>YouTube Views</b>		2,176,251
<b>OCW enewsletter subscribers</b>		1,197
<b>OCW Facebook Likes</b>		-579
<b>OCW Twitter Followers</b>		759
<b>OCW Blog Visitors</b>		4,689

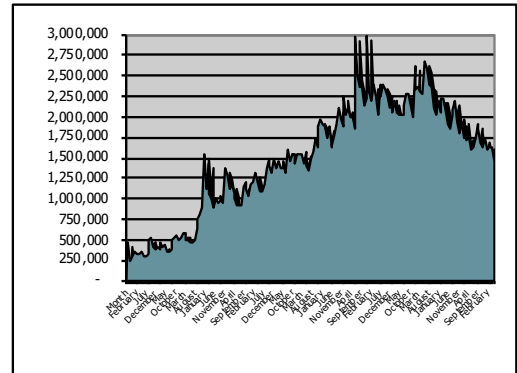
<sup>1</sup> Some data estimated. <sup>2</sup> Data provided in weekly increments

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

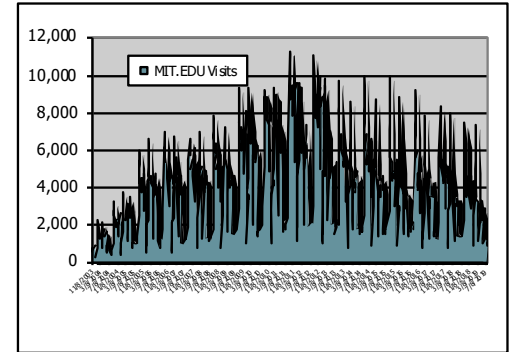
User Feedback
I gave because I feel lucky to be able to feel like I'm sitting in and auditing a course at MIT. I've admired the innovation and work coming out of your school for years, and I'm glad I'm able to experience some of the same courses that your stellar alumni have taken part in. ~ Student, USA
I am very pleased to see that courses present there with high quality content. World Best universities best professors class freely provide us. So thank you very much them who are donate this type quality education freely to our country and help our very much to acquire proper education. Thank you Prof ANA BELL to provide his lecture. Thank you all of them all of the team who attain to this. ~ Student, South Asia
Please may I thank you for your wonderful content? The videos you have released on YouTube have been very helpful in developing my chemistry knowledge and I cannot thank you enough. Your material is especially beneficial to those who struggle to read through pages and pages of content. Good revision videos are difficult to find at this level and to have access to these free of charge is greatly appreciated. ~ Student, South Asia

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

- 7/1 – The CPA Journal
- 7/2 – Inside Higher Ed
- 7/9 – Forbes
- 7/10 – Gadget Bridge
- 7/18 – Rappler
- 7/29 – Inside Higher Ed

