

MITOPENCOURSEWARE

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Dashboard Report: August 2020

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Table 1. Site Publication Statistics

| Publication Metric | 2020 August |
|--|-------------|
| Total Tenure Track Faculty Participating | 626 (*) |
| Courses Published | 2,485 |
| Updated Courses Published | 976 |
| Archived to D-Space | 1,125 |
| Full Video Courses | 119 |
| Courses with Instructor Insights | 226 |
| 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 August |
|--|----------------------|------------------|
| Total Visits | 308,697,679 | 1,887,007 |
| Last year/% change | 1,451,289 | 30% |
| Total Unique Visitors | 194,819,131 | 1,018,335 |
| Last year/% change | 803,143 | 27% |
| Highlights for High School Visits | 6,179,263 | 21,144 |
| Last year/% change | 17,632 | 20% |
| OCW Scholar Visits | 29,438,787 | 259,564 |
| Last year/% change | 191,865 | 35% |
| Page Views | 1,634,508,704 | 8,829,957 |
| Last year/% change | 7,083,729 | 25% |
| OCW Educator Page Views | 1,136,275 | 16,865 |
| Last year/% change | 29,070 | -42% |
| Donation Page Visits | 1,236,914 | 5,875 |
| iTunesU Downloads² | 66,180,549 | 84,800 |
| YouTube Views | 225,309,989 | 4,381,262 |
| OCW enewsletter subscribers | 196,214 | * |
| OCW Facebook Likes | 482,857 | -555 |
| OCW Twitter Followers | 201,960 | 214 |
| OCW Blog Visitors | 492,678 | * |

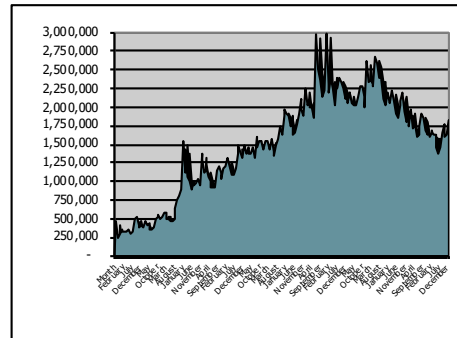
¹ Some data estimated. ² Data provided in weekly increments

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

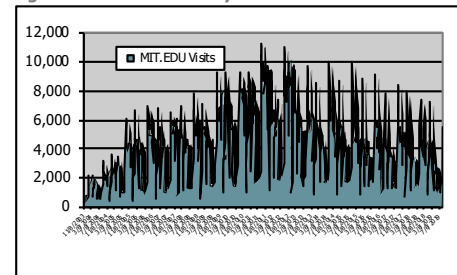
| User Feedback |
|---|
| To everyone involved in the MIT OpenCourseWare project: |
| <p>You are doing awesome. Seriously. There has been no resource more valuable than this one. Because of your work, I was able to pass Calculus II, condensed into a 6-week summer session, with a 95%. I was beyond prepared! I'm traversing the multivariable calculus course now, in preparation for Calculus III this fall. I plan to transfer to UC Davis to major in the neurosciences and hopefully double major in pure mathematics, as I am very passionate about both subjects.</p> <p>I have never held large institutions (e.g., corporations) in much regard. MIT is a serious exception. I have so much respect for this school. I am greatly indebted, and I have never even set foot on the campus! I spend hours on this site, and it is the most fulfilling thing I do with my time. I currently work a menial job at McDonald's (grill closer), but my recent performance in Calculus II has showed me that I will go far! I love you guys!</p> |

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

8/27/2020 - Free and Low-Cost Online Courses to

