

# MITOPENCOURSEWARE

## MASSACHUSETTS INSTITUTE OF TECHNOLOGY

**Dashboard Report: August 2017**

Revised on 9/6/17. For more information, please contact: Joe Martis <jmartis@mit.edu>

**Table 1. Site Publication Statistics**

Publication Metric	2017 August
Total Tenure Track Faculty Participating	617 (59%*)
Courses Published	2,413
Updated Courses Published	947
Archived to D-Space	1,056
Full Video Courses	99
Mirror Sites	377

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

**Table 2. Site Publication Traffic Overview**

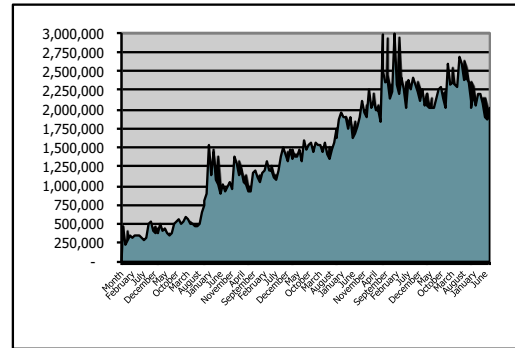
Site Traffic Measure	Total	2017 August
<b>Total Visits</b>	<b>243,294,643</b>	<b>2,025,459</b>
Last year/% change	2,383,967	-15%
<b>Total Unique Visitors</b>	<b>152,580,640</b>	<b>1,166,781</b>
Last year/% change	1,479,685	-21%
<b>MIT.EDU Visits</b>	<b>2,825,202</b>	<b>10,813</b>
Last year/% change	11,134	-3%
<b>Highlights for High School Visits</b>	<b>5,285,349</b>	<b>30,865</b>
Last year/% change	32,079	-4%
<b>OCW Scholar Visits</b>	<b>20,871,478</b>	<b>243,195</b>
Last year/% change	271,546	-10%
<b>Page Views</b>	<b>1,335,554,007</b>	<b>9,064,563</b>
Last year/% change	10,003,583	-9%
<b>.ZIP Downloads</b>	<b>26,869,478</b>	<b>127,549</b>
<b>Donation Page Visits</b>	<b>933,469</b>	<b>6,654</b>
<b>iTunesU Downloads<sup>2</sup></b>	<b>59,251,378</b>	<b>432,931</b>
<b>YouTube Views</b>	<b>128,559,729</b>	<b>2,133,379</b>
<b>OCW enewsletter subscribers</b>	<b>194,403</b>	<b>1,976</b>
<b>OCW Facebook Likes</b>	<b>452,438</b>	<b>22,075</b>
<b>OCW Twitter Followers</b>	<b>172,415</b>	<b>1,643</b>
<b>OCW Blog Visitors</b>	<b>294,611</b>	<b>7,720</b>

<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

**Table 3. User Feedback**

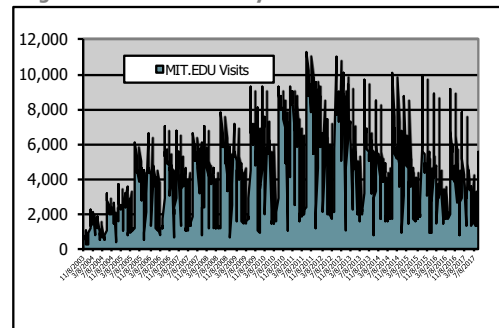
User Feedback
THANK YOU for this website!! I can not express enough how awesome it is to see education made available for everyone. And to offer it here for free, well, words of gratitude can not do it justice. Thank you to all who have made this site possible!! You are good people! ~ Student, USA
I received a thank you letter and in it it reads, "Your gift will count in the fiscal year 2018 Annual Fund and also toward MIT's Campaign for a Better World." I think it's the latter. You have some professors that I love (Gilbert Strang, John Tsitsiklis) and they are so amazingly good and encouraging and smart. It's encouraging and inspiring in many ways. I love your mission to share quality education with the world. So thanks! ~ Self-learner, USA
Thank you for the awesome content. I have gone through multiple classes, loved them all, and appreciated the premier content. This is an amazing service you are doing for the world. ~ Student, USA
OCW has helped me relearn and reignited my passion in Mathematics and Machine Learning. Esp lectures from Herbert Gross. Please keep the flame of knowledge glowing and burning bright. ~ Student, India
Thank you guys for giving the world this free material! I am a university drop out because I didn't study what I was passionate about... I want to do computer science next year. Giving everyone this free material is going to make learning so much easier. Everyone can now become nerds I guess... ~ Student, 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**

- 8/25 - Shield
- 8/28 - Celebrity Net Worth
- 8/29 - insideBIGDATA
- 8/30 - BusinessDay

