

# MIT OPEN COURSEWARE

## MASSACHUSETTS INSTITUTE OF TECHNOLOGY

**Dashboard Report: March 2018**

Revised on 4/9/18. For more information, please contact: Joe Martis <jmartis@mit.edu>

**Table 1. Site Publication Statistics**

Publication Metric	2018 March
Total Tenure Track Faculty Participating	617 (59%*)
Courses Published	2,427
Updated Courses Published	960
Archived to D-Space	1,078
Full Video Courses	99
Mirror Sites	377

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

**Table 2. Site Publication Traffic Overview**

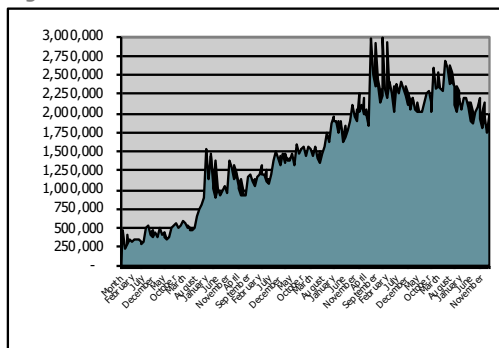
Site Traffic Measure	Total	2018 March
<b>Total Visits</b>	<b>256,994,209</b>	<b>1,984,711</b>
Last year/% change	2,215,822	-10%
<b>Total Unique Visitors</b>	<b>160,650,021</b>	<b>1,153,014</b>
Last year/% change	1,352,081	-15%
<b>MIT.EDU Visits</b>	<b>2,953,503</b>	<b>12,800</b>
Last year/% change	15,207	-16%
<b>Highlights for High School Visits</b>	<b>5,489,442</b>	<b>27,834</b>
Last year/% change	35,633	-22%
<b>OCW Scholar Visits</b>	<b>22,622,559</b>	<b>243,815</b>
Last year/% change	252,877	-4%
<b>Page Views</b>	<b>1,395,809,202</b>	<b>8,529,660</b>
Last year/% change	9,459,976	-10%
<b>.ZIP Downloads</b>	<b>27,642,755</b>	<b>103,842</b>
<b>Donation Page Visits</b>	<b>1,044,814</b>	<b>5,532</b>
<b>iTunesU Downloads<sup>2</sup></b>	<b>61,246,493</b>	<b>196,699</b>
<b>YouTube Views</b>	<b>145,536,777</b>	<b>2,611,115</b>
<b>OCW enewsletter subscribers</b>	<b>197,430</b>	<b>1,140</b>
<b>OCW Facebook Likes</b>	<b>484,412</b>	<b>2,173</b>
<b>OCW Twitter Followers</b>	<b>179,348</b>	<b>1,248</b>
<b>OCW Blog Visitors</b>	<b>323,640</b>	<b>4,634</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**

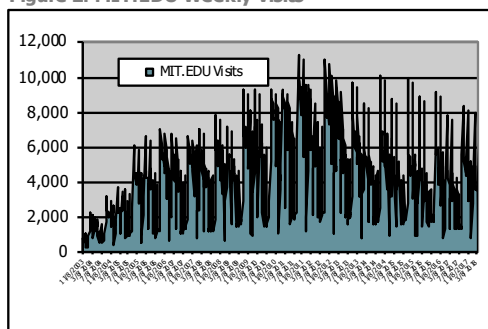
User Feedback
Because sharing knowledge is a very, very, very good thing that MIT is doing for the whole world. ~ Independent Learner, USA
I donate because OCW provides valuable education resources that is highly commendable. What it provides one could pay thousands for as an enrolled university student, so by donating I'm giving back in a very small way. If enough people do the same then there is a chance that OCW will live on. Keep up the good work. ~ Independent Learner, Australia
I'm a Russian student at the University of Gdansk and I'd like to thank you for the amazing job you did putting all of this together. Some of the material presented in Finance, Innovation and Business planning is truly life changing. ~ Student, Russia
MIT OCW has been amazing! High quality courseware, just what I need and when I need it, I can find anything I need to learn. I love the self-paced learning aspect. ~ Independent Learner, North America

**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
3/2 – Quartz
3/13 – MIT News
3/21 – MarTech
3/26 – Beaumont Enterprise

