

MIT OPEN COURSEWARE

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Dashboard Report: February 2020

Revised on 3/15/20 For more information, please contact: Stephanie Hodges <hodges@mit.edu>

Table 1. Site Publication Statistics

Publication Metric	2020 February
Total Tenure Track Faculty Participating	624 (59%*)
Courses Published	2,474
Updated Courses Published	967
Archived to D-Space	1,113
Full Video Courses	112
Courses with Instructor Insights	221
Mirror Sites	427

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

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2020 February
Total Visits	295,314,371	1,737,648
Last year/% change	1,591,393	9%
Total Unique Visitors	182,628,494	998,279
Last year/% change	933,829	7%
MIT.EDU Visits	3,240,430	3,235
Last year/% change	19,217	-83%
Highlights for High School Visits	6,014,284	21,919
Last year/% change	22,625	-3%
OCW Scholar Visits	27,656,556	225,375
Last year/% change	203,191	11%
Page Views	1,571,596,711	8,178,061
Last year/% change	7,302,726	12%
OCW Educator Page Views	1,009,694	16,865
Last year/% change	29,070	-42%
Donation Page Visits	1,192,128	4,236
iTunesU Downloads²	65,460,529	0
YouTube Views	205,866,271	3,201,913
OCW enewsletter subscribers	196,214	971
OCW Facebook Likes	485,920	-439
OCW Twitter Followers	197,575	1,055
OCW Blog Visitors	472,483	12,551

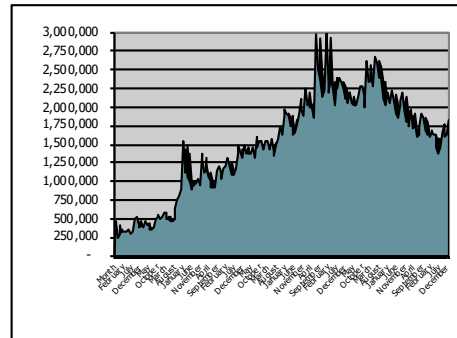
¹ Some data estimated. ² Data provided in weekly increments

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

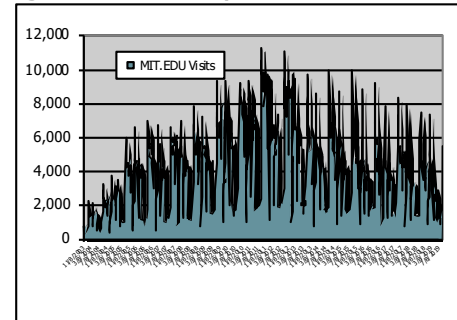
User Feedback
Your education system is useful. When I find free time, I follow your courses. Thank you spirit of sharing. :)

Figure 1. OCW Visits



Source: WebTrends, 5/16 onward Google Analytics

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends, 3/17 onward Google Analytics

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