

# MIT OPEN COURSEWARE

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Dashboard Report: **March 2020**

Revised on 4/15/20 For more information, please contact: Stephanie Hodges <hodgess@mit.edu>

Table 1. Site Publication Statistics

Publication Metric	2020 March
Total Tenure Track Faculty Participating	624 (59%*)
Courses Published	2,475
Updated Courses Published	968
Archived to D-Space	1,114
Full Video Courses	112
Courses with Instructor Insights	221
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 March
<b>Total Visits</b>	<b>297,486,822</b>	<b>2,172,451</b>
Last year/% change		1,650,388 32%
<b>Total Unique Visitors</b>	<b>184,599,765</b>	<b>1,231,902</b>
Last year/% change		965,312 28%
<b>Highlights for High School Visits</b>	<b>6,040,090</b>	<b>25,806</b>
Last year/% change		23,457 10%
<b>OCW Scholar Visits</b>	<b>27,926,391</b>	<b>269,835</b>
Last year/% change		213,166 27%
<b>Page Views</b>	<b>1,581,886,109</b>	<b>10,289,398</b>
Last year/% change		7,577,508 36%
<b>OCW Educator Page Views</b>	<b>1,009,694</b>	<b>16,865</b>
Last year/% change		29,070 -42%
<b>Donation Page Visits</b>	<b>1,197,128</b>	<b>5,000</b>
<b>iTunesU Downloads<sup>2</sup></b>	<b>65,729,334</b>	<b>94,561</b>
<b>YouTube Views</b>	<b>209,233,577</b>	<b>3,476,745</b>
<b>OCW enewsletter subscribers</b>	<b>196,214</b>	*
<b>OCW Facebook Likes</b>	<b>484,956</b>	-964
<b>OCW Twitter Followers</b>	<b>198,471</b>	896
<b>OCW Blog Visitors</b>	<b>478,945</b>	10,599

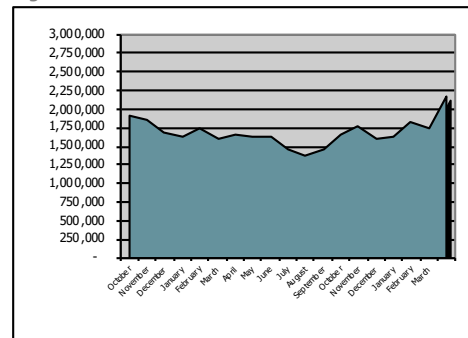
<sup>1</sup> Some data estimated. <sup>2</sup> Data provided in weekly increments

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

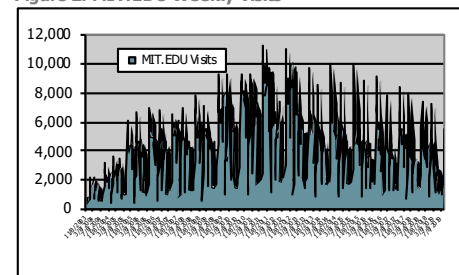
User Feedback
I don't know how to start to explain the way MIT OCW helped me in completing my Bachelors Degree. The reason I am good in programming (especially Java) is because of OCW. The content provided in OCW is better than professors with a Ph.D. With the help of OCW, my concepts are very clear. OCW helped build my career, there are no words to explain. I completed and learned so many topics from OCW. Even now I am working, I am learning so I thought it is a good thing giving something back to a good cause. I hope this beautiful idea "Education is For Everyone" by MIT will be continued for a long time. - Student

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**  
3/2/2020 - edX & Platforms | March 2020: Purdue,

