

# MIT OPEN COURSEWARE

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Dashboard Report: April 2020

Revised on 1/15/20 For more information, please contact: Stephanie Hodges <hodges@mit.edu>

Table 1. Site Publication Statistics

Publication Metric	2020 April
Total Tenure Track Faculty Participating	624 (59%*)
Courses Published	2,477
Updated Courses Published	969
Archived to D-Space	1,117
Full Video Courses	113
Courses with Instructor Insights	222
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 April
<b>Total Visits</b>	<b>300,369,409</b>	<b>2,759,768</b>
Last year/% change	1,627,592	70%
<b>Total Unique Visitors</b>	<b>187,359,533</b>	<b>1,506,197</b>
Last year/% change	962,690	56%
<b>Highlights for High School Visits</b>	<b>6,076,563</b>	<b>36,473</b>
Last year/% change	26,904	36%
<b>OCW Scholar Visits</b>	<b>28,280,276</b>	<b>353,885</b>
Last year/% change	209,520	69%
<b>Page Views</b>	<b>1,595,102,639</b>	<b>13,216,530</b>
Last year/% change	7,329,500	80%
<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>1,205,284</b>	<b>8,156</b>
<b>iTunesU Downloads<sup>2</sup></b>	<b>65,830,394</b>	<b>101,060</b>
<b>YouTube Views</b>	<b>213,757,104</b>	<b>4,521,282</b>
<b>OCW enewsletter subscribers</b>	<b>196,214</b>	*
<b>OCW Facebook Likes</b>	<b>484,842</b>	-114
<b>OCW Twitter Followers</b>	<b>200,091</b>	1,620
<b>OCW Blog Visitors</b>	<b>486,119</b>	11,921

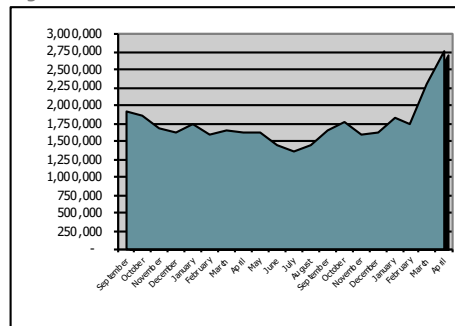
<sup>1</sup> Some data estimated. <sup>2</sup> Data provided in weekly increments

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

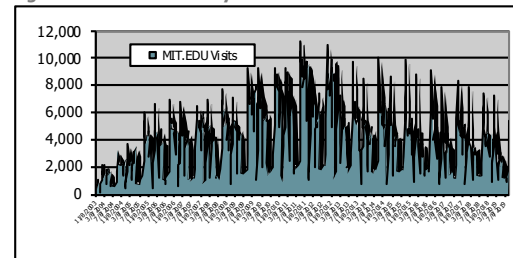
User Feedback
Thank you for the information and again thank you for these courses, they are precise and perfect. - Student
I just wanted to praise MIT for providing the MIT OCW materials and the whole team, including all teachers that made this possible at MIT.
I am a self-learner with a very high interest in mathematics and computer science.
Thank you very much! - 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**

- 4/14/2020 - Free Online Tech Courses to Boost Yor
- 4/16/2020 - Online Courses on Data Science

