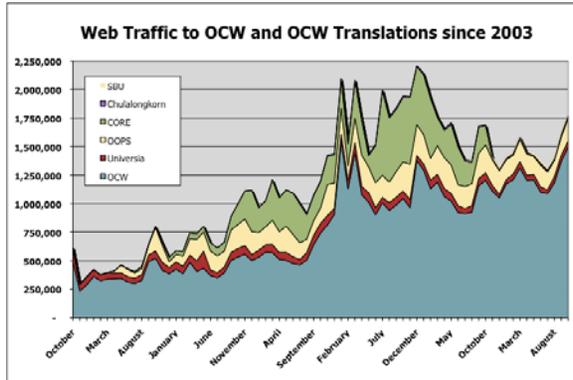


**Access:** Online access to MIT OpenCourseWare content continues to grow dramatically on ocw.mit.edu and on translation sites; OCW materials are also being accessed offline and through secondary channels at high volume.

**Online access to MIT OCW content has grown dramatically on the ocw.mit.edu site itself and on translation sites.**

- 86.8 M visits to OCW content from an estimated as of Oct 09
- 791 courses translated and 220 mirror sites globally



**OCW materials are being widely distributed offline and through secondary channels.**

- 10 M course zip files have been downloaded off the site since July 2006, equivalent to 5,100 copies of the entire site
- 3.7 M OCW video and audio files have been downloaded through iTunes U

**OCW is accessed by a broadly international population of educators and learners.**

- 54% of OCW traffic is non-US; East Asia-17%, Western Europe-11%, South Asia-9%, Latin America-4%, other regions-13%
- 43% of visitors are self learners, 42% students, 9% educators

**Visits most often begin through search engine referrals and average 6.9 page views.**

- 41% come via search engines, 28% of visits are direct traffic, 14% from MIT's web site, 17% other referrers
- Visits average 6.9 page views; 34% include 5 or more and 17% include more than 10

**Visitors easily find academically appropriate materials in formats that meet their needs.**

- 87% of visitors find it easy or very easy to locate materials of the appropriate academic level on the site
- 85% find it easy or very easy to locate materials in file formats that meet their needs

**Use:** The OCW site is being used by educators, students and self learners to successfully accomplish a wide range of educational objectives; and visitors are widely satisfied with the breadth, depth and quality of OCW content.

**The OCW site is being successfully used by educators, students and self learners for wide range of purposes.**

- Educator uses: enhancing personal knowledge (45%), learning new teaching methods (15%), incorporating OCW materials into own teaching materials (14%)
- Student uses: enhancing personal knowledge (44%), complementing a course (39%), planning course of study (12%)
- Self learner uses: exploring interests outside of professional field (41%), planning future study (20%), reviewing basic concepts in field (17%), keeping current in field (11%)
- 73% are completely or mostly successful; 22% are somewhat successful

**17% of educators coming to the site have reused content and 32% expect to do so in the future.**

- 47% combine OCW materials with other content; 30% adapt course syllabi; 30% adapt assignments or exams

**Most visitors report high levels of satisfaction with the site breadth, depth and quality.**

- 95% of visitors are satisfied with site breadth
- 89% are satisfied with depth of courses
- 92% are satisfied with quality
- 94% are satisfied with the currency of materials

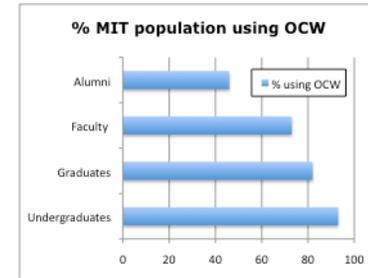
**Most MIT faculty contribute to the OCW site and many feel they have received substantial benefit from publication.**

- 78% of MIT's faculty have published courses on OCW; 78% of those participating have published 2 or more courses
- Fewer than 4% of those participating report subsequent drops in class attendance or inappropriate use of their materials; 9% have reported unwanted outside contacts
- 29% of participating faculty report OCW has positively influenced their professional standing; 21% say OCW has publication increased the quality or organization of their materials

*"I am completing my general education credits at a small tribal college, and although they do great work I've been worried that I will be ill prepared to continue at a university level. Your open courseware and lecture notes (especially for Chemistry) have been awesome." – Student, United States*

**The OCW site is widely used by the MIT community and is a significant influence on prospective students.**

- 86% of students, 73% of faculty (tenured/tenure track and non-tenure track) and 46% of alumni and staff use the site
- 92% of students, 87% of alumni and 78% of faculty who have used the site rate it as very or somewhat valuable
- 94% of MIT students say OCW has positively impacted student experience
- 35% of freshmen aware of OCW before deciding to attend MIT were influenced by it



**Impact:** Educators and learners report high levels of current impact, and expectations for even higher future impact; MIT OCW is increasingly cited in the media and institutions worldwide are openly publishing their own materials.

**Visitors say that OCW has already had significant impact and expect even greater impact in the future.**

- 80% of visitors rate OCW's impact as extremely positive or positive; 91% expect that level of future impact
- 96% of educators say the site has/will help improve courses
- 96% of visitors would recommend the site

**OCW is increasingly cited in the media as an influential open sharing project.**

- Domestically, MIT OpenCourseWare has been featured in the *Christian Science Monitor*, *Wall Street Journal*, *Chronicle of Higher Education* and *New York Times* in the past year
- Internationally, MIT OpenCourseWare has been covered in media including *The Hindu* (India), *The Guardian* (UK), *The Manila Times* (Philippines), and the *Daily Times of Pakistan*

**Institutions internationally and in the US are publishing openly, creating a growing body of available courseware.**

- 100 institutions worldwide openly publishing courses; 150 more with projects underway
- Over 13,000 courses openly published globally, 85% from institutions other than MIT