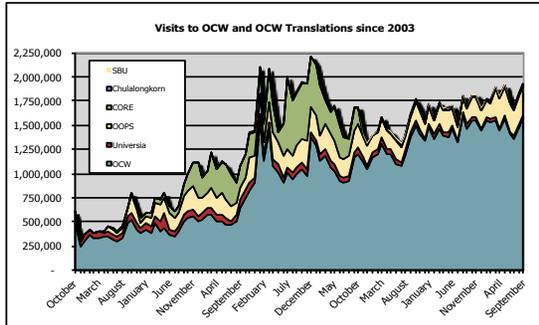


Access: Online access to MIT OpenCourseWare content continues to grow dramatically on ocw.mit.edu; OCW materials are also accessed offline at high volume.

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

- 127 M visits to OCW content from an estimated 90 million visitors as of Oct 2011
- 1,018 courses translated and 290 mirror sites globally



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

- 14 M course zip files have been downloaded off the site since July 2006, equivalent to 7,000 copies of the entire site
- 28 M OCW video and audio files have been downloaded through iTunes U; 24 M YouTube views recorded

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

- 56% of OCW traffic is non-US; East Asia-18%, Western Europe-12%, South Asia-9%, Latin America-4%, other regions-13%
- 45% of visitors are students, 42% self learners, 9% educators

Visits most often begin through search engine referrals and average 5.7 page views.

- 41% come via search engines, 28% of visits are direct traffic, 4% from MIT's web site, 24% other referrers
- Visits average 5.7 pages; 29% include 5+ and 9% include 10+

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

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

2011 Program Evaluation Findings Summary

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, quality and currency 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 (42%), finding reference materials for students (17%), learning new teaching methods (15%), incorporating OCW materials (12%)
- Student uses: complementing a course (45%), enhancing personal knowledge (40%), planning course of study (11%)
- Self learner uses: exploring interests outside of professional field (40%), planning future study (19%), reviewing basic concepts in field (19%), keeping current in field (11%)
- 71% are completely or mostly successful; 22% are somewhat successful

16% of educators coming to the site have reused content and 31% expect to do so in the future.

- 48% combine OCW materials with other content; 36% adapt course syllabi; 28% adapt assignments or exams

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

- 93% of visitors are satisfied with site breadth
- 88% are satisfied with depth of courses
- 92% are satisfied with quality
- 92% are satisfied with the currency of materials

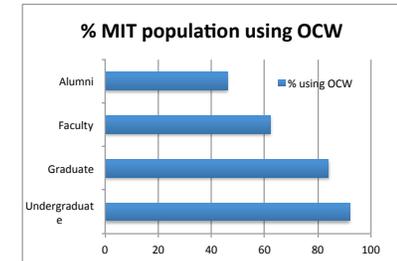
Most MIT faculty contribute to the OCW site and many feel they have received substantial benefit from publication.

- 70% of MIT's current tenured or tenure-track faculty have published courses on OCW; 70% of those participating have published 2 or more courses
- 3% of those participating report subsequent drops in class attendance or inappropriate use of their materials; 12% have reported unwanted outside contacts
- 30% of participating faculty report OCW has positively influenced their professional standing; 19% say OCW has publication increased the quality or organization of their materials

"I am a student of IIT KHARAGPUR, my branch is computer science-- the clarity and level of teaching and course material of MIT OpenCourseWare is exceptional. I am addicted to it. The clarity with which concepts are provided is just awesome.... - Student, India

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

- 86% of students, 62% of faculty (tenured/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
- 27% of freshmen aware of OCW before deciding to attend MIT were influenced by it



Impact: Educators and learners report high levels of impact; MIT OCW continues to be cited in the media; and institutions worldwide are openly publishing their own materials.

Visitors say that OCW has had significant impact on teaching and learning.

- 89% of educators using the site to improve their personal knowledge say OCW has improved their motivation to teach
- 96% of students complementing their course materials say OCW improved their understanding of concepts covered
- 92% of self learners using the site to plan a return to school say the site has increased their confidence of success

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

- Domestically, MIT OpenCourseWare has been featured in *The New York Times*, *The Atlantic Monthly*, *MarketWatch*, the *Huffington Post*, and the *Los Angeles Times* in the past year
- Internationally, MIT OpenCourseWare has been covered in media including *The Jakarta Globe*, *The Guardian* (UK), *The Australian*, the Xinhua General News Service, and *The Hindu* in the past year

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

- 250 institutions worldwide openly publishing courses
- Over 15,000 courses openly published globally, 86% from institutions other than MIT