

Table 1. Site Publication Statistics

Publication Metric	2010 November
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,018
Updated Courses Published	620
Archived to D-Space	626
Full Video Courses	34
Mirror Sites	246
Translated Courses	791

* Based on 895 current tenure track teaching faculty

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2010 November
Total Visits including affiliates¹	108,912,036	1,827,477
Last year/% change	1,690,048	8%
Total Visits	75,551,409	1,548,173
Last year/% change	1,413,151	10%
Total Unique Visitors	51,336,704	925,952
Last year/% change	891,030	4%
MIT.EDU Visits	1,189,765	13,457
Last year/% change	27,391	-51%
Highlights for High School Visits	1,655,933	49,904
Last year/% change	75,430	-34%
Page Views	552,190,235	7,865,077
Last year/% change	8,729,124	-10%
.ZIP Downloads	12,440,930	122,166
Donation Page Visits	378,892	9,274
iTunesU Downloads²	16,701,833	880,045
YouTube Views	14,746,066	895,130
OCW enewsletter subscribers	138,427	2,358

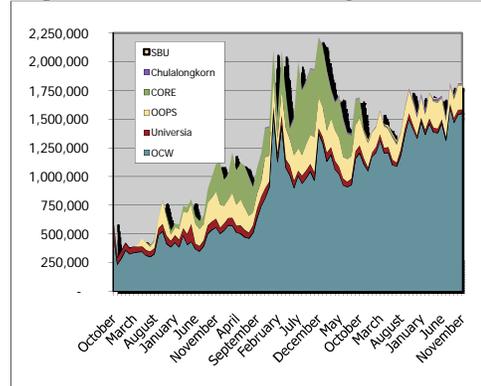
¹ Some data estimated. ² Data provided in weekly increment

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

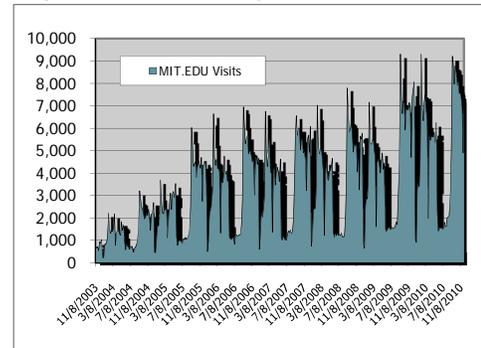
User Feedback
I'm a 54 year old Medical Technologist and began using OCW to 'finish' the Psychology degree I abandoned in 1977 for my own sense of accomplishment. Recently, however, the coursework has had a special relevance for me. My father was diagnosed with Alzheimer's and Paranoid Schizophrenia in 2008, and my mother diagnosed with multiple TIAs and probable DID in 2009...and I am now responsible for their care. Because of your Brain and Cognitive Science coursework, I am able to better understand the processes occurring in their lives, and my role in what I can - and cannot - fix. Thank you, MIT. You've made a difficult road much easier to travel. - Self Learner, USA
This site, your work, your ingenuity, and your leadership in creating this is incredible! The bad things that come with the internet would be nothing compared too the good if others followed your footsteps. Congratulations and thank you! - Student - College/University, El Salvador
I'm very glad to contact MIT, cause that's an opprtunity that gives every young to learn. I i encourage MIT for this opportunity. thank you - Student - College/University, Haiti
Why I Support OCW: I come from a broken home parents migrated to the US when I was 8. Never had a solid educational foundation and feel I missed out on the opportunity for an advanced education from an institution such as MIT. Today, I work in the IT field and always strive to improve my knowledge and this is where OCW comes in. Very grateful to have this available and would be very helpful to have such needed topics in the area of computer security. Nowadays, to attend a computer security certification course costs are in the 4k to 5k, again it would be very useful to have such topic available. Very happy to contribute with what is available and hope this service never goes away. - Self Learner, USA
Why I Support OCW: First, I value education, having started out in a poor family that valued education, and I obtained an education and changed my socioeconomic status. Second, I have spent many hours enjoying your open courses, especially the biology with Eric Lander, and the solid state chemistry, also with a great teacher, who increased my understanding of chemistry, and I wish I had had both courses as a an undergraduate at Purdue while studying pharmacy. I learned a lot from both courses. I do wish you had more video courses because the notes alone are not as engaging. You are providing a great service. I respect MIT greatly. What a great university! - Self Learner, USA

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 11/1 - Pittsburgh Post Gazette
- 11/1 - New York Times
- 11/2 - eCampus News
- 11/3 - Campus Technology
- 11/3 - MITNews
- 11/4 - Campus Technology
- 11/16 - MIT News
- 11/18 - Gulf Times
- 11/19 - IT News Online
- 11/19 - PR Newswire
- 11/26 - Telegraph.co.uk

Source: Google Alerts, Lexis Nexus

