

Table 1. Site Publication Statistics

Publication Metric	2011 April
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,057
Updated Courses Published	642
Archived to D-Space	643
Full Video Courses	47
Mirror Sites	250
Translated Courses	987

* Based on 895 current tenure track teaching faculty

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2011 April
Total Visits including affiliates¹	117,658,081	1,687,725
Last year/% change	1,684,506	0%
Total Visits	83,066,711	1,440,385
Last year/% change	1,386,914	4%
Total Unique Visitors	52,839,271	818,332
Last year/% change	852,639	-4%
MIT.EDU Visits	1,378,518	28,671
Last year/% change	24,084	19%
Highlights for High School Visits	1,889,538	45,762
Last year/% change	56,565	-19%
Page Views	591,578,170	7,461,862
Last year/% change	8,265,464	-10%
.ZIP Downloads	13,120,555	132,762
Donation Page Visits	414,689	5,833
iTunesU Downloads²	22,725,137	1,278,141
YouTube Views	18,704,055	710,188
OCW enewsletter subscribers	149,303	2,092

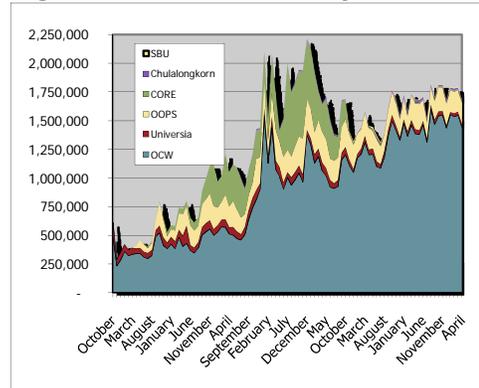
¹ Some data estimated. ² Data provided in weekly increment

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

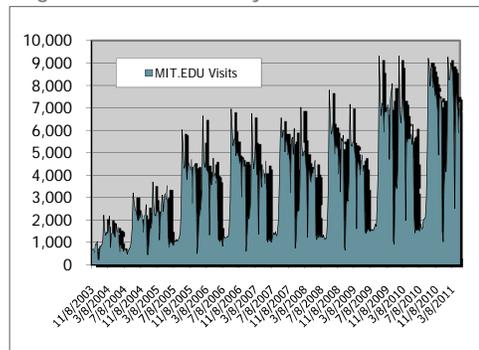
User Feedback
<p>OpenCourseWare has been an invaluable resource as I prepare for college. I had been looking for a high-quality java tutorial for days -- from libraries to paid books and so forth. Eventually, I ended up back at this site. It simply had the best, most complete information. I have used OpenCourseWare for eight courses now and truly believe it is the best academic resource for anyone looking to better themselves and continue to learn.</p> <p>- Student - High School, USA</p>
<p>I would just like to let you know that your website has changed my life. The caliber of instruction is unrivaled in its depth and breadth, and I have the utmost respect for each and every one of you for doing this. Please pass along my sincere gratitude, as well as my donation.</p> <p>- Student - College/University, Canada</p>
<p>I just really wanted to thank you for your incredible website. I thought many of the dreams I had in life would be unreachable, but with access to your courses, I can achieve what I never thought was possible.</p> <p>- Independent Learner, Japan</p>
<p>Why I donate to OCW: For most of adolescence and young adulthood, study was, to put it nicely, not on my radar screen. While I had been a good student in elementary school, through a combination of events and choices that I'm sure many people can identify with, I was more interested in having fun. I do, however, remember wanting to attend MIT when I was in 8th grade. Despite this, through high school and college, I was a mediocre student who was hardly interested in applying himself. It was only years later that I rediscovered my love of science and mathematics specifically. OCW allows me to reclaim some of what I wasn't able to take advantage of when I was younger. OCW democratizes learning by providing material to anyone who cares to challenge themselves. With respect to mathematics in particular, OCW has taught me something that every student should know: being a genius isn't a prerequisite to understanding complex material. In my own case, OCW material has demystified much of what was intimidating about the subject and has spurred me to pursue mathematics in a more formal classroom setting, even at 41. In any case, I am deeply grateful to MIT. OCW ensures that anyone who cares to participate can be an heir to a great intellectual tradition of learning and inquiry.</p> <p>- Independent Learner, USA</p>

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 4/7 - Benzinga
- 4/15 - The MIT Tech
- 4/16 - MIT News
- 4/19 - Big Think
- 4/20 - Good Media
- 4/21 - Big Think
- 4/25 - Huffington Post
- 4/25 - Ars Technica
- 4/27 - PRLog.Org
- 4/28 - Deccan Herald
- 4/30 - The Oklahoman

Source: Google Alerts, Lexis Nexus