

Table 1. Site Publication Statistics

Publication Metric	2011 May
Total Tenure Track Faculty Participating	696 (78%*)
Courses Published	2,062
Updated Courses Published	648
Archived to D-Space	643
Full Video Courses	46"
Mirror Sites	279
Translated Courses	987

* Based on 895 current tenure track teaching faculty ** 18.06 was unpublished

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2011 May
Total Visits including affiliates¹	119,476,059	1,817,978
Last year/% change	1,687,698	8%
Total Visits	84,637,349	1,570,638
Last year/% change	1,380,243	14%
Total Unique Visitors	53,358,218	936,754
Last year/% change	843,371	11%
MIT.EDU Visits	1,401,588	23,070
Last year/% change	20,424	13%
Highlights for High School Visits	1,934,857	45,319
Last year/% change	54,020	-16%
Page Views	599,085,854	7,507,684
Last year/% change	8,284,489	-9%
.ZIP Downloads	13,262,410	141,855
Donation Page Visits	423,435	8,746
iTunesU Downloads²	23,470,172	982,228
YouTube Views	19,466,866	762,811
OCW enewsletter subscribers	151,249	2,054

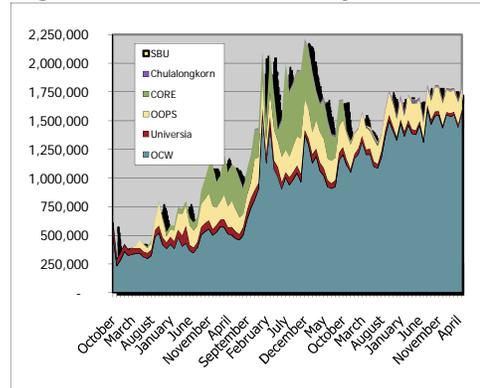
¹ Some data estimated. ² Data provided in weekly increment

Source: Akamai, SiteWise, and MyEmma

Table 3. User Feedback

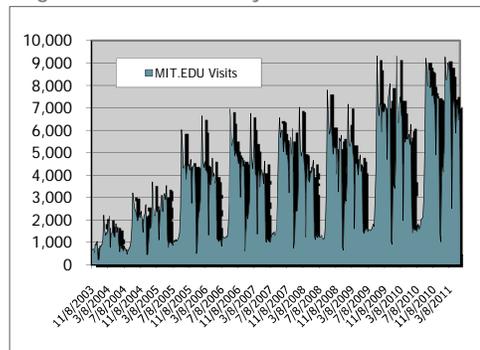
User Feedback
Thanks for making this tool available for everyone. I have been looking for some programming courses and I always wanted to study in MIT, now this is possible thanks to the Free Online MIT courses. Please keep posting courses! - Student - College/University, Ecuador
Hello everyone at ocw.mit.edu! I just want to thank you for sharing all these wonderful materials and to say that you can't imagine how YOU help us a lot here in Brazil! Hugs from São Paulo! - Educator - Other, Brazil
I'd like to thank you again for this great work OCW. It's impossible to see the impact of this movement. But as expected most of the universities pretend to make their courses available just seeking for money. Thank you again, and thank you very much for this great work. I hope you can keep all the courses available to everybody for free. - Student - College/University, Turkey
Why I donate to OCW: I strongly believe in what OCW is doing and have donated money to your cause.. With the high cost of education today, programs such as this are refreshing and productive. Thanks for what you are doing. - Educator - College/University, USA
Why I donate to OCW: I use the courseware to teach my grandchildren math and science in a homeschool environment. I deeply appreciate what you are doing in offering the courses free since we have limited resources. I think the physics courses offered by D Lewin offer the best instruction available anywhere in the world. - Educator - Other, USA
Why I donate to OCW: Education is not something that should only be offered to those with the means to afford it. Though, most OCW courses are over my head, I enjoy stretching my brain and try to encourage family, friends and especially my children to try to learn something new all the time. You only truly grow old when you stop trying to learn. No one can know it all, but true enlightenment and self-awareness comes with learning all you possibly can! - Independent Learner, USA

Figure 1. OCW and Affiliate Monthly Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 5/5 - ReadWriteWeb
- 5/6 - MindShift
- 5/7 - MIT News
- 5/7 - Boston Globe
- 5/7 - Mashable
- 5/14 - MIT News
- 5/17 - Xconomy
- 5/18 - MIT News
- 5/20 - Practical Ecommerce
- 5/20 - BusinessWeek
- 5/21 - MindShift
- 5/25 - The Atlantic
- 5/25 - The Australian
- 5/29 - Chronicle of Higher Education
- 5/30 - The Hindu

Source: Google Alerts, Lexis Nexis



