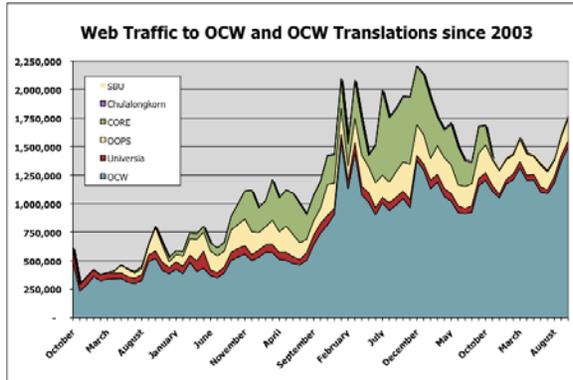


Access: Online access to MIT OpenCourseWare content continues to grow dramatically on ocw.mit.edu and on translation sites; OCW materials are also being accessed offline and through secondary channels at high volume.

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

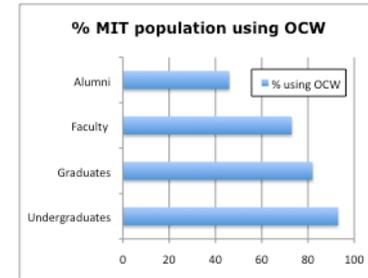
Most MIT faculty contribute to the OCW site and many feel they have received substantial benefit from publication.

- 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