

## 10 Years of OpenCourseWare: Surprises and More Surprises

Shigeru Miyagawa, November 1, 2010



**MIT**OPENCOURSEWARE  
MASSACHUSETTS INSTITUTE OF TECHNOLOGY





## Unlocking Knowledge Vision

*“OCW expresses MIT's goal of advancing education around the world through a global community in which knowledge and ideas are shared openly for the benefit of all.”*

— Susan Hockfield,  
President of MIT





**Access**

**Spread of OCW**

**Benefits to MIT**

“To open up the institution’s vast reservoirs of knowledge is a monumental and inspiring endeavor.”

— Student, Canada



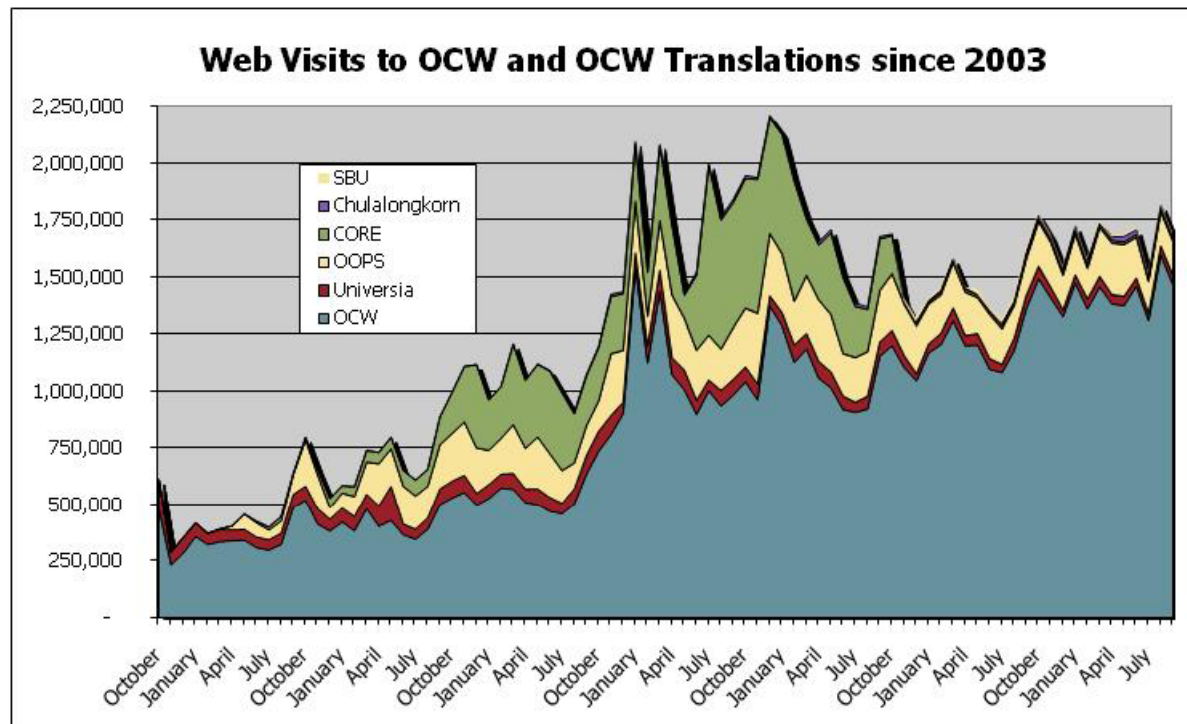
**Access**

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## Empowering Minds OCW Traffic Levels

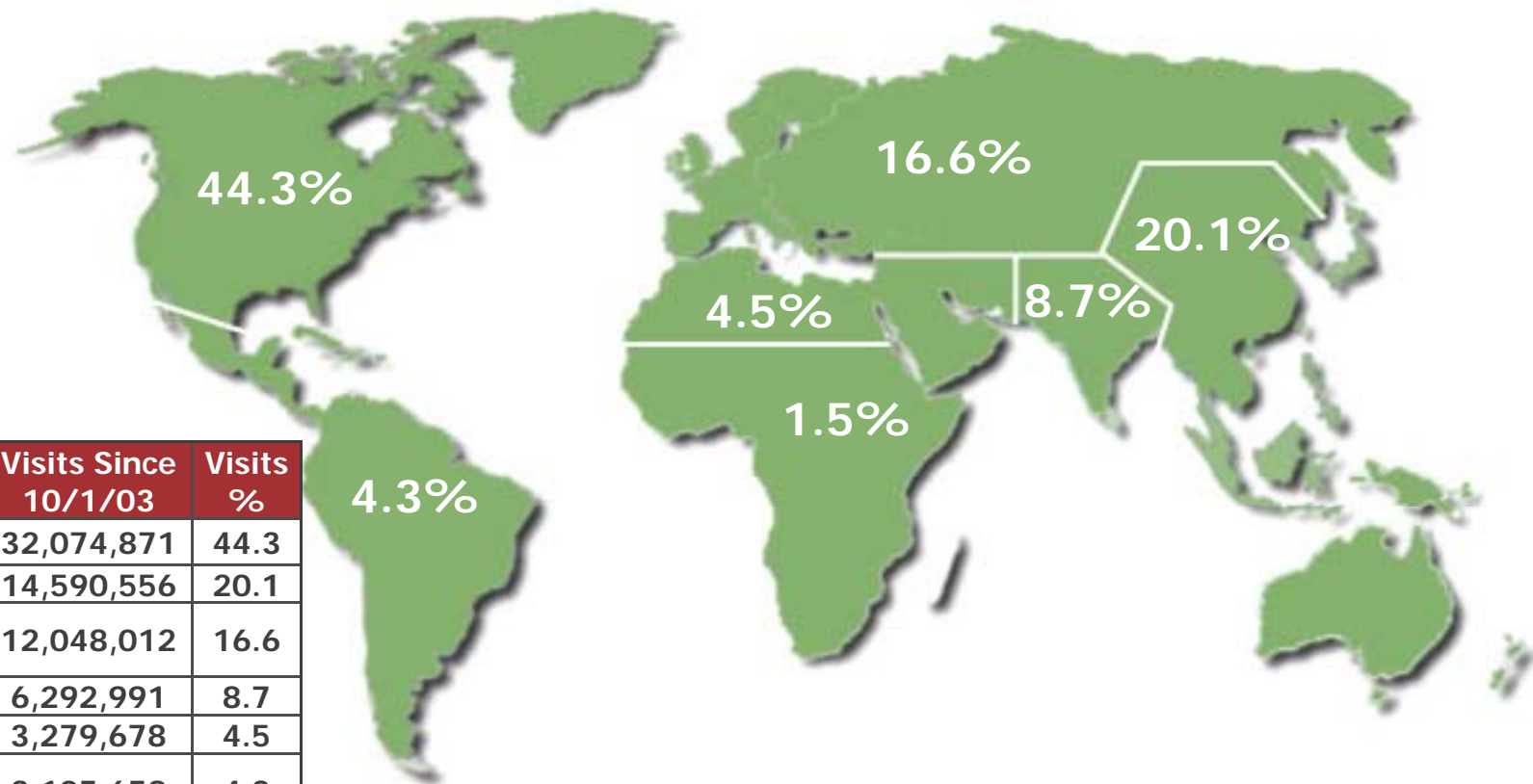


### September 2010:

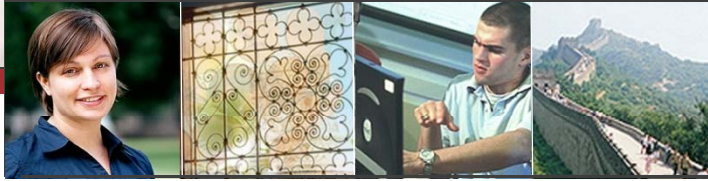
- 1.4M total visits
- 725K iTunes U downloads
- 648K YouTube views
- 139K zip downloads
- 57K HfHS visits



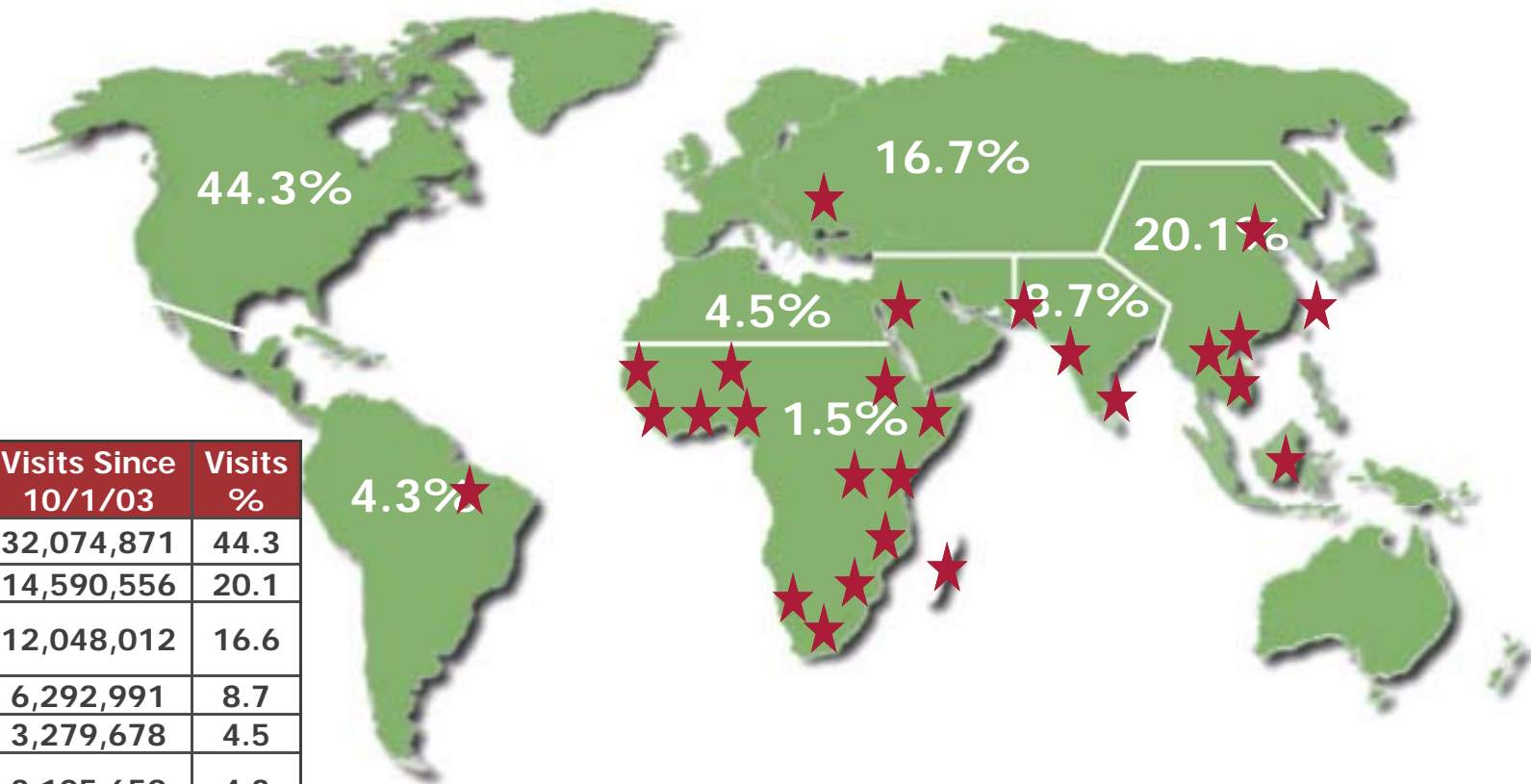
## Empowering Minds Traffic by Region



Region	Visits Since 10/1/03	Visits %
North America	32,074,871	44.3
East Asia/Pacific	14,590,556	20.1
Europe/Central Asia	12,048,012	16.6
South Asia	6,292,991	8.7
MENA	3,279,678	4.5
Latin America/Caribbean	3,105,659	4.3
Sub-Sah. Africa	1,068,969	1.5
<b>TOTAL VISITS</b>	<b>72,460,736</b>	



## Empowering Minds Traffic by Region

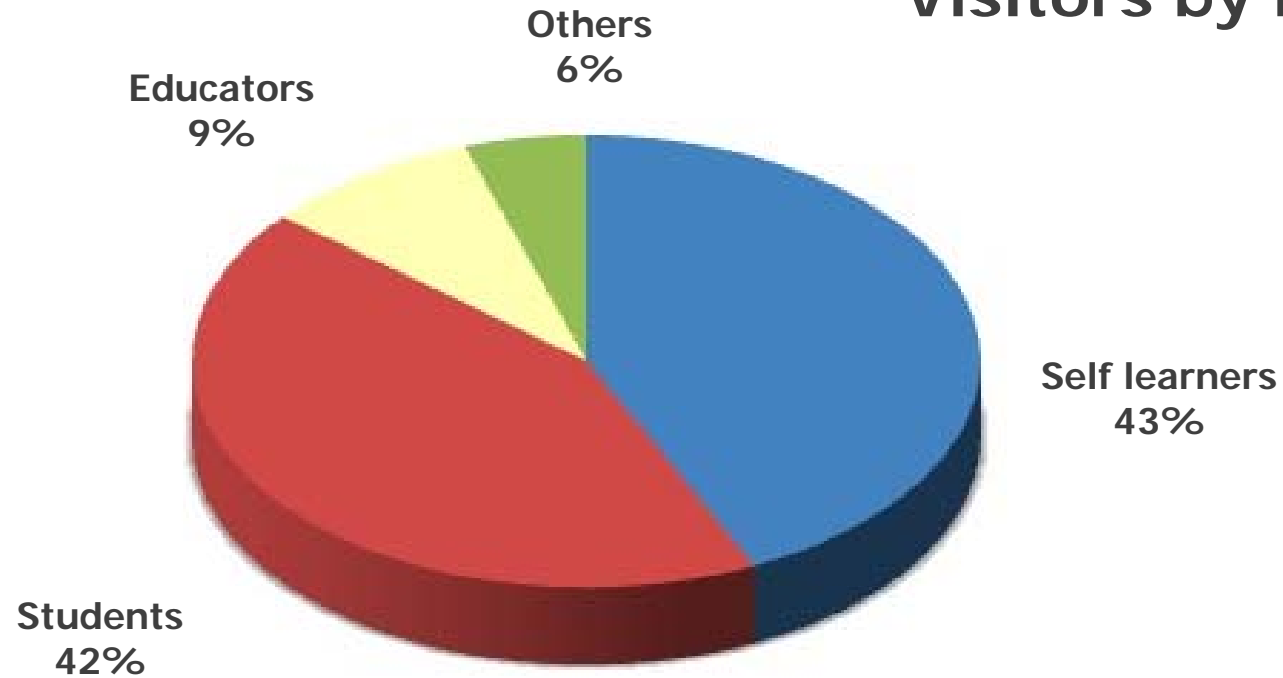


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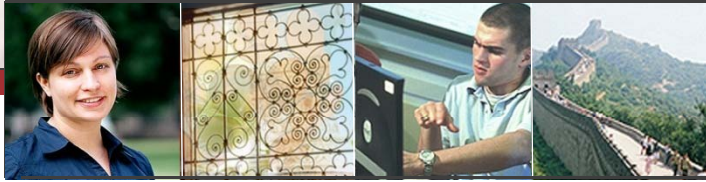
Mirror sites — Approx. 245 around the globe



## Empowering Minds Visitors by Role







# Unlocking Knowledge iTunes U & YouTube

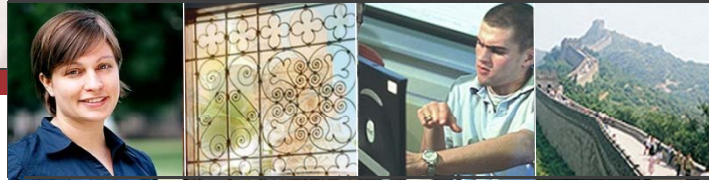
- 87 courses
- 1,868 total tracks

iTunes U MIT Main Page

MIT YouTube channel main page

Video	Name	Time	Artist	Album	Price
1	Lecture 01: The Geometry ...	39:58	Gilbert Strang	MIT OCW: 18.06 Li...	Free
2	Lecture 02: Elimination wit...	49:56	Gilbert Strang	MIT OCW: 18.06 Li...	Free
3	Lecture 03: Multiplication ...	49:38	Gilbert Strang	MIT OCW: 18.06 Li...	Free
4	Lecture 04: Factorization l...	50:20	Gilbert Strang	MIT OCW: 18.06 Li...	Free
5	Lecture 05: Transposes, Pe...	47:48	Gilbert Strang	MIT OCW: 18.06 Li...	Free
6	Lecture 06: Column Space ...	46:07	Gilbert Strang	MIT OCW: 18.06 Li...	Free
7	Lecture 07: Solving $Ax = 0$ ...	43:25	Gilbert Strang	MIT OCW: 18.06 Li...	Free
8	Lecture 08: Solving $Ax = b$ ...	47:20	Gilbert Strang	MIT OCW: 18.06 Li...	Free
9	Lecture 09: Independence...	50:15	Gilbert Strang	MIT OCW: 18.06 Li...	Free
10	Lecture 10: The Four Fund...	49:26	Gilbert Strang	MIT OCW: 18.06 Li...	Free
11	Lecture 11: Matrix Spaces; ...	46:08	Gilbert Strang	MIT OCW: 18.06 Li...	Free
12	Lecture 12: Graphs, Netwo...	48:03	Gilbert Strang	MIT OCW: 18.06 Li...	Free
13	Lecture 13: Quiz 1 Review	47:53	Gilbert Strang	MIT OCW: 18.06 Li...	Free
14	Lecture 14: Orthogonal Ve...	49:57	Gilbert Strang	MIT OCW: 18.06 Li...	Free

iTunes U OCW Course Page



# Unlocking Knowledge Highlights for High School

Launched Nov. 28, 2007

- Organizes ~70 introductory courses
- Maps ~2,600 resources to US AP curriculum
- Provides materials to inspire STEM study

<http://ocw.mit.edu/high-school>

"OCW motivates my students and gives them access to a wider knowledge base."

— Educator, India

**Access**



**Spread of OCW**

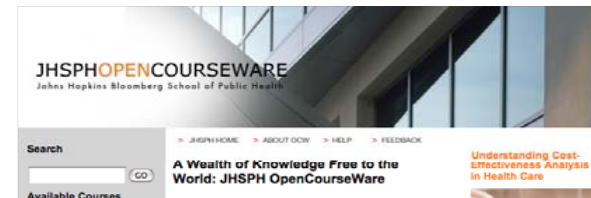
**Benefits to MIT**



# The Challenge Ahead Inspire a Movement

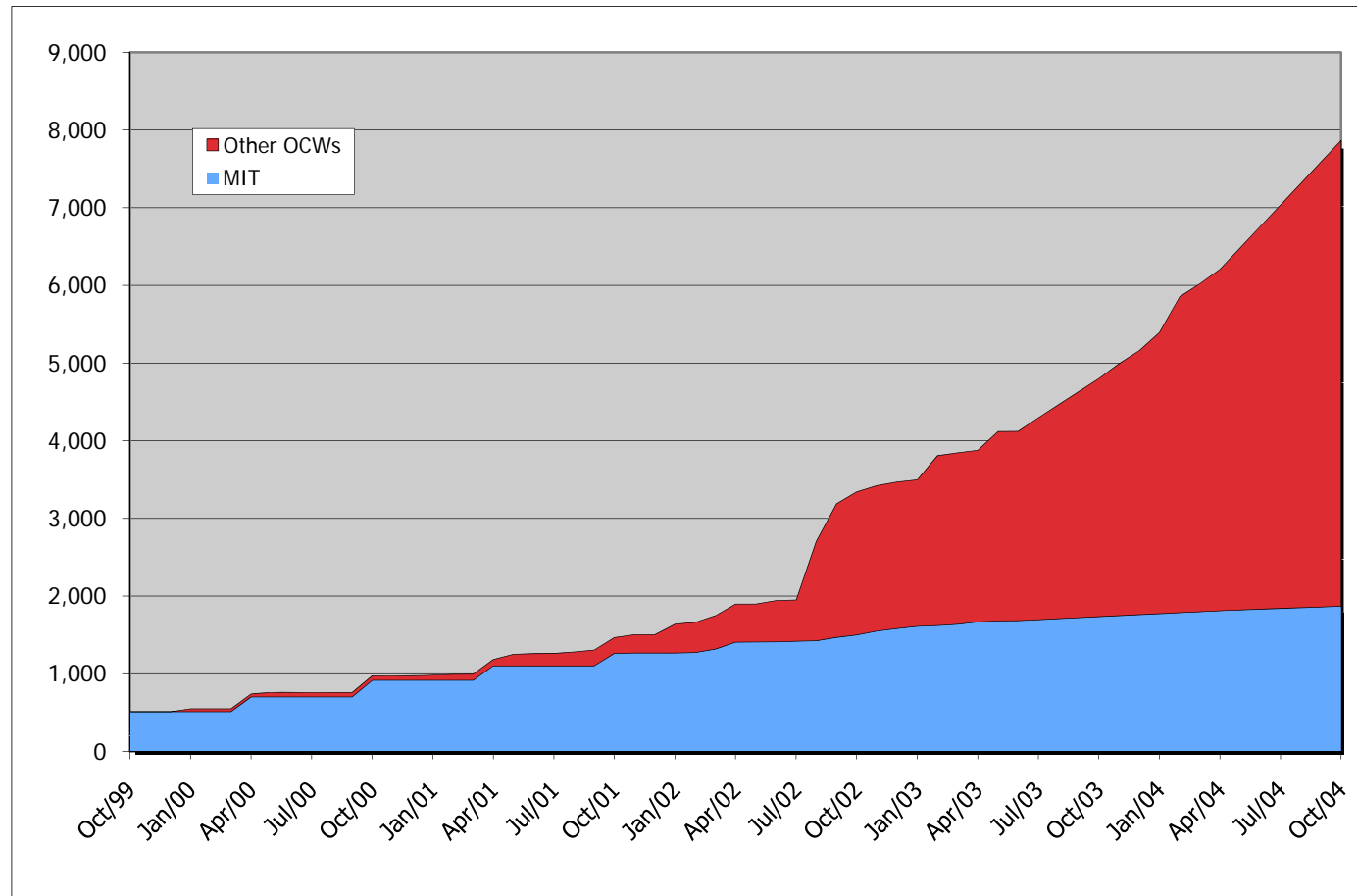
Other OCWs:

- ~250 institutions
- 100 live OCW sites
- ~13,000 courses





## OCW Courses World-wide



“The future of our global village looks bright to me when I see this knowledge opened to one and all.”

— Self learner, United States

**Access**

**Spread of OCW**

**Benefits to MIT**



## Unlocking Knowledge A Community Achievement

Covers:

- The entire undergraduate and graduate curriculum
- 33 academic departments

Voluntary contributions from:

- 78% of MIT faculty
- 4,600 members of the MIT community
- More than 8,100 individuals and organizations in total



## Empowering Minds

### Benefits to MIT

- Connecting with students and alumni; improving teaching/learning; fostering international engagement

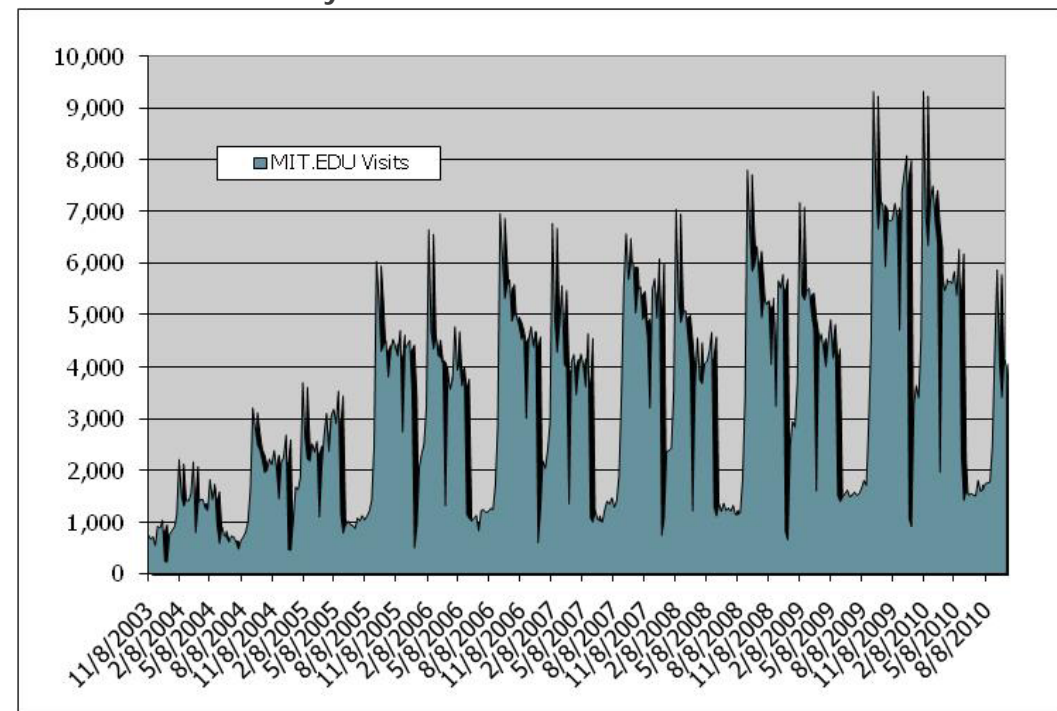
Among freshmen who knew of OCW before choosing MIT:

- 35% say OCW influenced their choice significantly

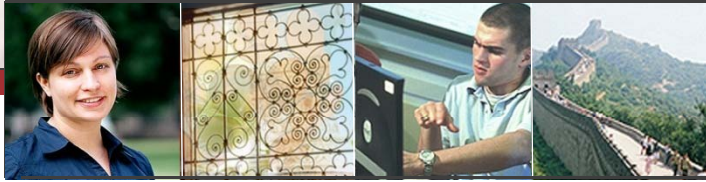
Used by:

- 90% of students
- 84% of faculty
- 50% of alumni and staff

Weekly visits from mit.edu domain since 10/03







# Unlocking Knowledge 2,007 Courses

- 2,007 Syllabi & reading lists
- 17,500+ lecture notes
- 9,500+ assignments
- 1000+ exams
- 700+ projects

Many include:

- Audio/video (~80)
- Complete texts (~30)
- Simulations/animations

The screenshot shows the MIT OpenCourseWare website. At the top, it says 'MITOPENOURSEWARE MASSACHUSETTS INSTITUTE OF TECHNOLOGY'. The navigation menu includes Home, Courses, Donate, About OCW, Help, and Contact Us. A search bar is present with the text 'Enter search keyword'. Below the navigation, there's a main banner with the text 'Unlocking Knowledge, Empowering Minds.' and a quote from Clinton Blackburn, an MIT student from the United States. To the left of the banner, it says 'Free lecture notes, exams, and videos from MIT. No registration required.' Below the banner, there's a 'FEATURED COURSE' section for 'Advanced Macroeconomics I' and a 'SUPPORT OCW' section with a 'DONATE NOW' button. A sidebar on the left lists various course categories like Architecture and Planning, Engineering, Health Sciences and Technology, etc. The footer includes the MIT logo, copyright information, and RSS feeds.

<http://ocw.mit.edu>



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A smiling man with glasses and a dark shirt is the central focus of the image. He is positioned in front of a large, classical-style building with many white columns. The background is slightly blurred, emphasizing the man. The text 'Thank You!' is overlaid in the top right corner of the image area.

**Thank You!**

Visit MIT OpenCourseWare online at  
<http://ocw.mit.edu>

