MITOPEN**COURSEWARE**
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

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A New Model for Open Sharing

Anne H. Margulies

I.   Vision

II. Implementation

III. Outcomes
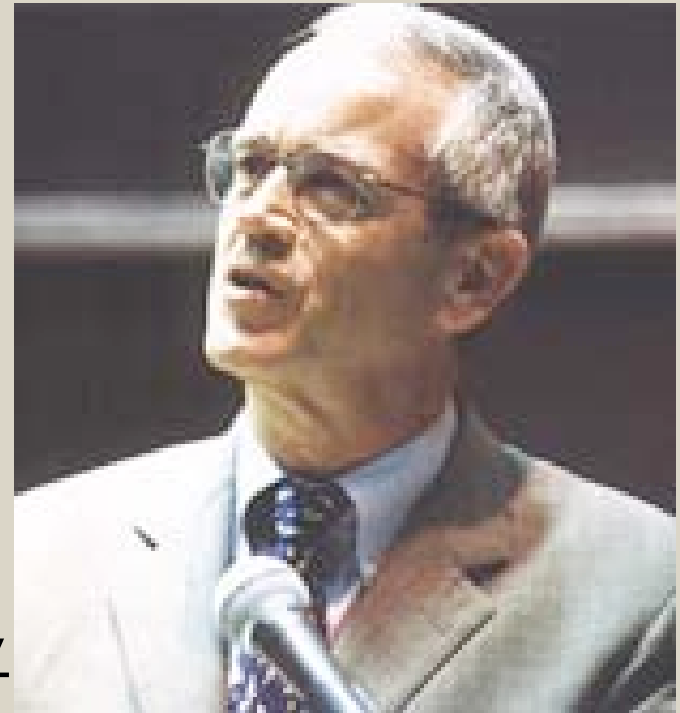
IV. External Outreach

Vision — **Institutional decision-making**

> Fall 1999 — Faculty committee appointed

> Fall 2000 — "OpenCourseWare" concept recommended to MIT President Charles M. Vest

> April 2001 — MIT OCW announced in *The New York Times*

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Vision — Institutional decision-making

*"OpenCourseWare looks counterintuitive in a market-driven world. But it really is consistent with what I believe is the best about MIT. It is innovative. **It expresses our belief in the way education can be advanced — by constantly widening access to information and by inspiring others to participate**.*"
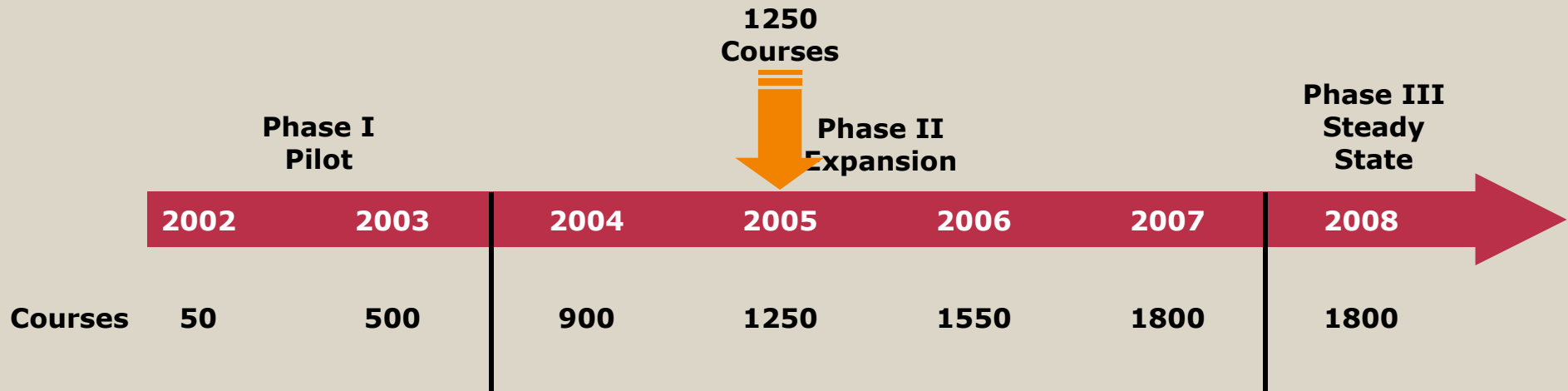
— Charles M. Vest,
President Emeritus of MIT

Vision — What is MIT OCW?

MIT OpenCourseWare IS NOT:

> An MIT education

> Intended to represent the interactive classroom environment

> Degree-granting

MIT OpenCourseWare IS:

> A Web-based publication of virtually all MIT course content

> Open and available to the world

> A permanent MIT activity

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Implementation — Where we are

1250 Courses

Phase III Steady State

Phase I Pilot

Phase II Expansion

	2002	2003	2004	2005	2006	2007	2008
Courses	50	500	900	1250	1550	1800	1800

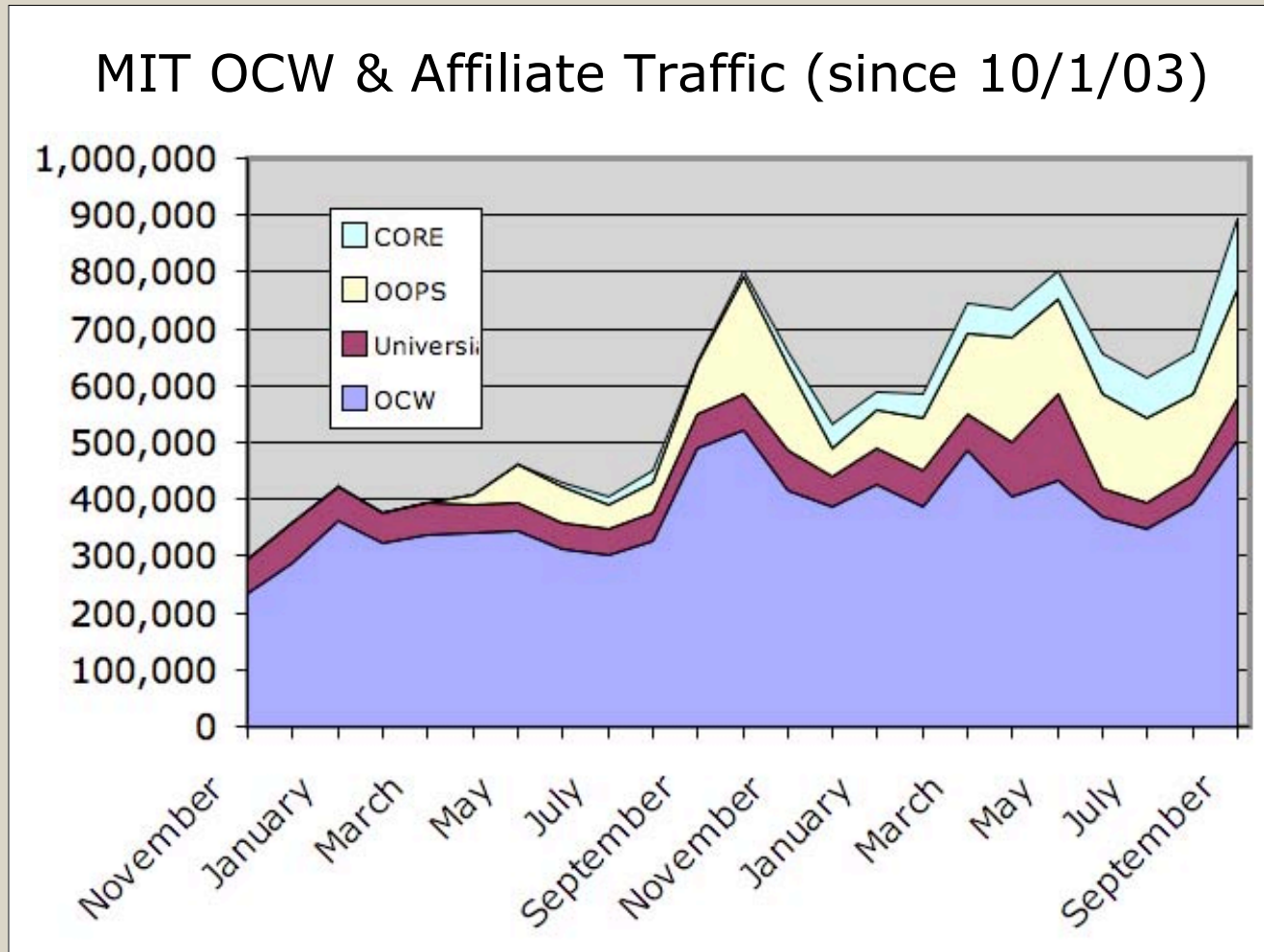# Implementation — 1250 courses available

Site Highlights

> Syllabus

> Course Calendar

> Lecture Notes

> Exams

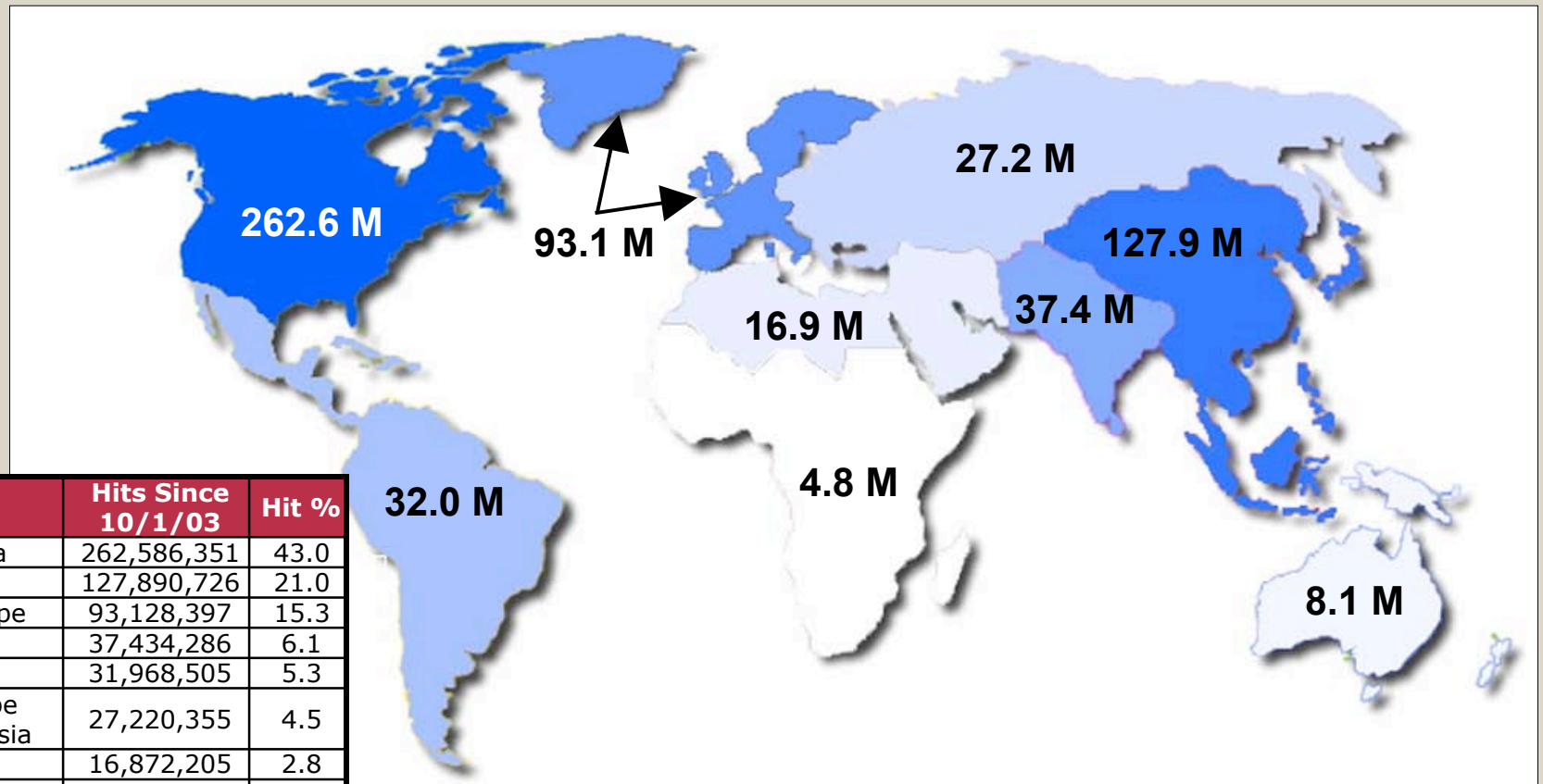> Problem/Solution Sets

> Labs and Projects

> Video Lectures

Outcomes — Access data

MIT OCW & Affiliate Traffic (since 10/1/03)

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Outcomes — Access data

Traffic by Geographic Region (in Web hits, since 10/1/03)

262.6 M

93.1 M

27.2 M

127.9 M

16.9 M

37.4 M

4.8 M

32.0 M

8.1 M

Region	Hits Since 10/1/03	Hit %
North America	262,586,351	43.0
East Asia	127,890,726	21.0
Western Europe	93,128,397	15.3
South Asia	37,434,286	6.1
Latin America	31,968,505	5.3
Eastern Europe and Central Asia	27,220,355	4.5
MENA	16,872,205	2.8
Pacific	8,140,173	1.3
Sub-Sahar Africa	4,763,230	0.8
TOTAL HITS	**610,004,228**	

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Outcomes — Access data

Countries with most hits in September 2005 (*outside of U.S.*)

	Country	Web Hits
1	China	2,320,503
2	India	1,708,510
3	Canada	968,742
4	South Korea	797,646
5	Sweden	671,133
6	United Kingdom	644,161
7	Taiwan	573,822
8	Japan	537,082
9	Turkey	514,698
10	Germany	448,959

	Country	Web Hits
11	Italy	425,761
12	Brazil	419,551
13	France	413,556
14	Mexico	375,542
15	Romania	361,763
16	Australia	328,446
17	Spain	293,390
18	Singapore	290,249
19	Pakistan	282,645
20	Iran	256,602

Outcomes — Access data

> Visitors generally fit one of three user profiles:

- Educators are 15.3% of all MIT OCW traffic

- Students are 31.4%

- Self-learners are 48.2%

> 66% of visitors hold a bachelor's or master's degree

> Visitors most frequently interested in courses in electrical engineering, business, physics, and mathematics

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Outcomes — Use data

Use Scenario		% of Use
Educators	Planning, developing or teaching a course	36%
	Enhancing personal knowledge	22%
	Planning curriculum	10%
	Other	32%
Students	Complementing a subject currently taking	43%
	Enhancing personal knowledge	40%
	Planning future course of study	10%
	Other	7%
Self-learners	Enhancing personal knowledge	81%
	Learning subject matter—course not available for study	9%
	Planning future course of study	8%
	Other	2%

Outcomes — Impact data

Statement	Strongly Agree/ Agree	Neutral	Disagree/ Strongly Disagree
Helped me be more productive and effective	81.1%	18.3%	0.5%
Helped me learn	88.0%	11.6%	0.5%
Improved my courses using OCW (Educators)	84.5%	12.9%	2.7%
Increased my motivation and interest in learning	80.2%	19.0%	0.8%
I would recommend OCW to others	92.5%	7.1%	0.5%

Source:2004 Intercept Survey

Outcomes — **Impact**

According to users, MIT OpenCourseWare is:

"… the Eighth Wonder of the World."

"… the Big Bang of the Knowledge Universe."

"… the greatest thing any institution of higher learning has ever done."

"… one of the best things ever in history."

"… like falling in love."

"… the coolest thing on the Internet."

"… worthy of the next Nobel Peace Prize."

External Outreach — **Barriers to use**

> Awareness

> Access

> Language

> Culture

> Academic context

External Outreach — **Strategies**

> Foster use of OCW materials through awareness-building
- CORE, UNESCO, U.N. University, Universia, World Bank

> Expand access to materials
- Translations
  - Universia (Spanish and Portuguese)
  - CORE (Simplified Chinese)
  - Chulalongkorn University (Thai)
- Mirror sites
  - More than 60 known sites, mostly in Africa and East Asia
  - eGranary, CORE

> Fostering other opencourseware initiatives

External Outreach — Mirror sites

	LIVE	IN PROGRESS	TOTAL
Africa	51	3	54
East Asia	8	2	10
Eastern Europe	1	—	1
Latin America	1	—	1
Middle East	—	1	1
South Asia	3	2	5
TOTAL	**64**	**8**	**72**

Current Mirror Site Locations:
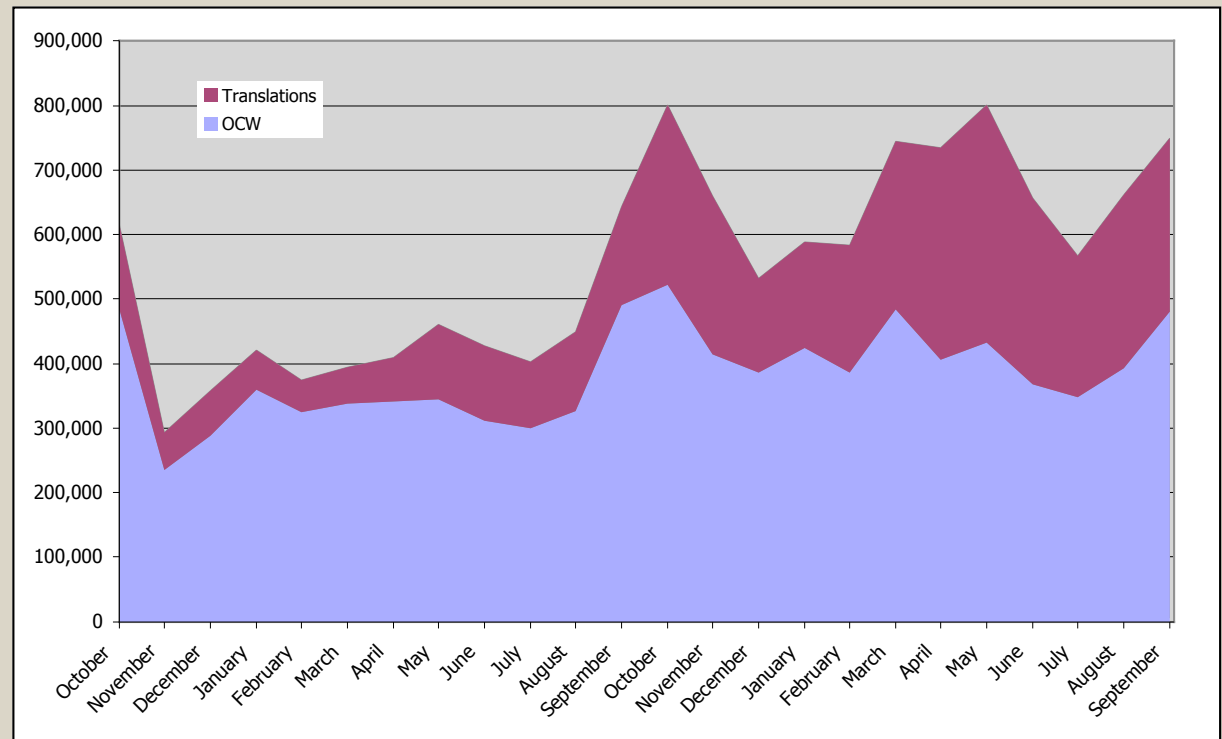
> Bangladesh
> Brazil
> China
> Ethiopia
> Gambia

> Ghana
> Guinea
> Indonesia
> Kenya
> Mozambique

> Niger
> Nigeria
> Sri Lanka
> Sudan
> Taiwan

> Tanzania
> Uganda
> Ukraine
> Zambia

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External Outreach — Translations

MIT OCW and Translation Affiliate Visits, 10/03 to 09/05

Total translations of MIT OCW content:

> 94 Spanish

> 85 Portuguese

> 25 Simplified Chinese

> 15 Traditional Chinese

> **219 Total**

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External Outreach — Emerging opencoursewares

United States
- Harvard Law School Berkman Center
- Johns Hopkins School of Public Health
- Tufts University
- University of Michigan School of Information
- University of Notre Dame
- Utah State University

China (CORE)
- Peking University
- Tsinghua University
- Beijing Jiaotong University
- Dalian Univ. of Technology
- Central South University
- Xi'an Jiaotong University
- Central Radio & TV Univ.
- Sichuan University
- Zhejiang University
- Beijing Normal University
- Plus 146 more

France
- Telecom Paris
- Ecole Polytechnique
- Techniques Avance_es
- Ponts et Chausse_es
- Ecole des Mines de Paris
- Chimie Paris
- Physique-Chimie
- Agronomie
- Statistiques et Economie
- Eaux et Forets
- Arts et Me_tiers

Japan
- Keio University
- Kyoto University
- Osaka University
- Tokyo Institute of Technology
- University of Tokyo
- Waseda University

Spain
- U. Politécnica de Madrid
- U. Santiago de Compostela
- U. Barcelona
- U. Islas Baleares
- U. Rovira i Virgili
- U. Jaume I
- U. Murcia
- U. Alicante
- U. Politécnica de Valencia
- U. Autónoma de Madrid
- U. Complutense de Madrid
- U. Sevilla

Portugal
- U. Aveiro

Vietnam
- FETP OpenCourseWare

India
- Rai University
- Somaiya Vidyavihar

External Outreach — **Feedback**

> How can we make MIT OpenCourseWare more useful to people around the globe?

> What can MIT learn about how people use our faculty's content?

> What can MIT learn from the pedagogy and educational materials from around the world?

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Thank You!

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

Visit the "Opencourseware How To" site on the Web at
http://ocw.mit.edu/OcwWeb/HowTo/index.htm