

OCW User Feedback Report

Date: May 2013

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We collected and consolidated user surveys from the OCW Consortium, Tufts University, Education-Portal.com, Fundação Getulio Vargas (FGV –Online) and Delft University of Technology into a user feedback report

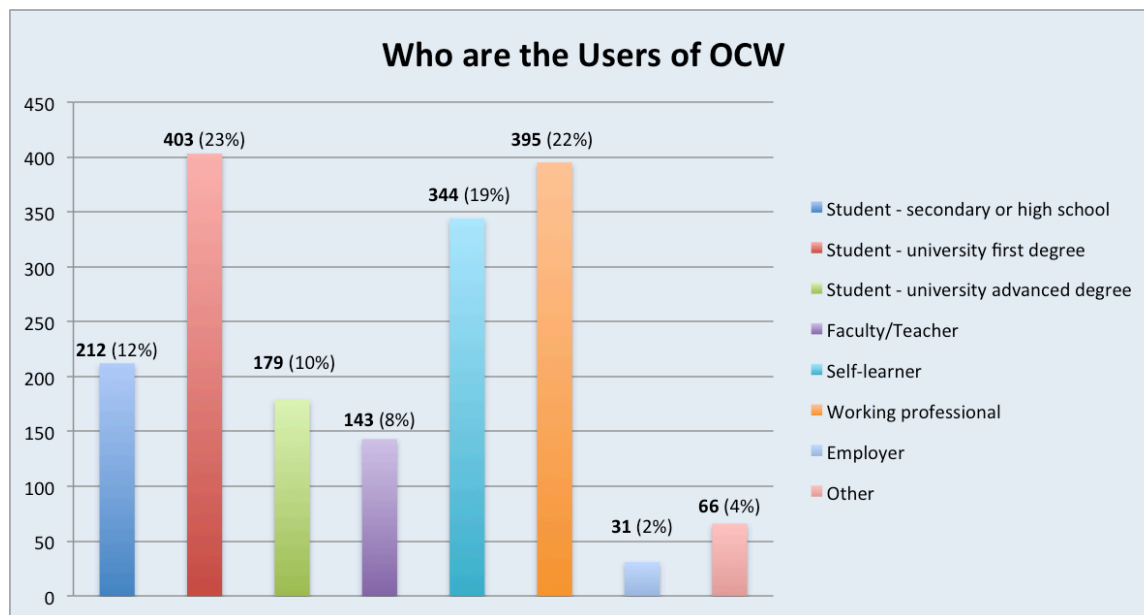
If you have user survey results that you would like to share, we would like to add them to our open access document repository. Please contact us at feedback@ocwconsortium.org, and we would be happy to add your results to the repository.

1. OCW Consortium Feedback Survey (March 2011 – May 2013):

We launched a survey on our website in March 2011 to collect user feedback. Data was gathered from 1773 respondents from nearly 90 countries including the following:

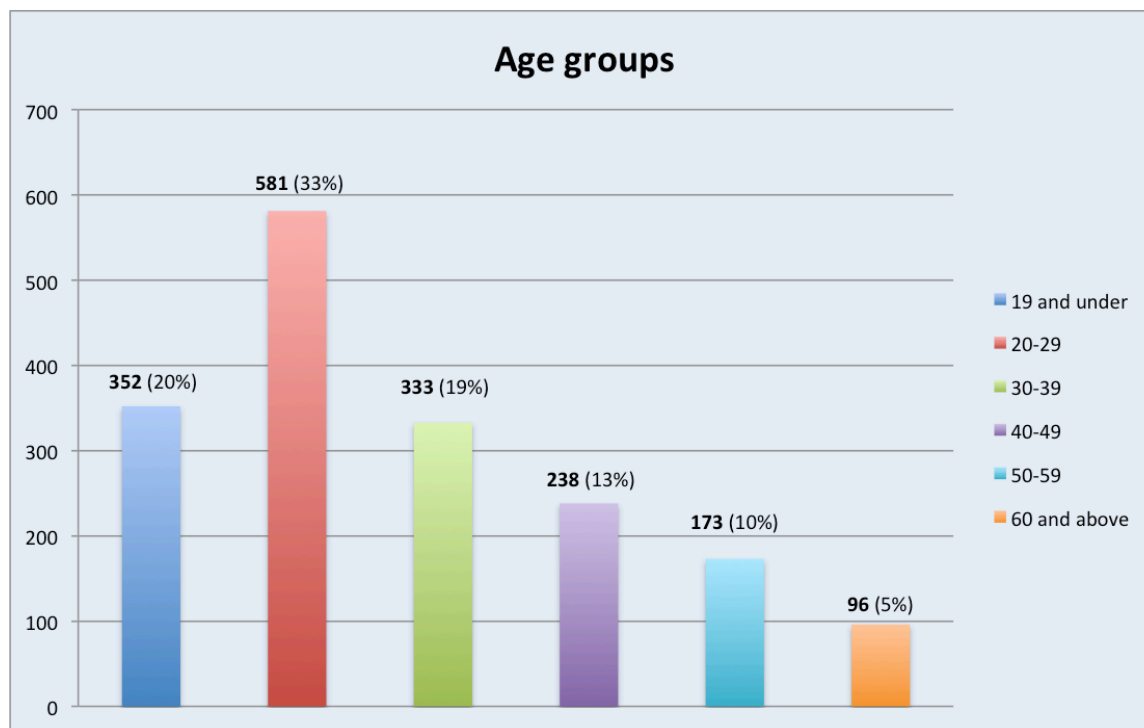
Respondents come from the Following Countries				
The United States	Mongolia	Ghana	South Africa	Burkina Faso
Belgium	Finland	Venezuela	Mauritius	Austria
Algeria	Haiti	Indonesia	Argentina	Botswana
New Zealand	Morocco	Liberia	Netherlands	Greece
Canada	Thailand	Vietnam	Ireland	Sri Lanka
Egypt	Switzerland	Italy	Norway	Nigeria
Pakistan	Kenya	Germany	France	Syria
Dominican Republic	Denmark	Costa Rica	Turkey	Ukraine
Tanzania	Bangladesh	China	Tunisia	Sudan
India	United Arab	Somalia	Puerto Rico	Philippines

	Emirates			
Colombia	Peru	Malaysia	Chile	Guinea Bissau
South Korea	Taiwan	Kazakhstan	Japan	Romania
Brazil	Australia	Russia	Kuwait	Cambodia
Spain	Sweden	Guyana	Mexico	Rwanda
United Kingdom	Iran	Angola	Namibia	Bolivia
Ecuador	Uruguay	Croatia	Oman	Nicaragua
Nepal	Cameroon	Ethiopia	Benin	Liberia



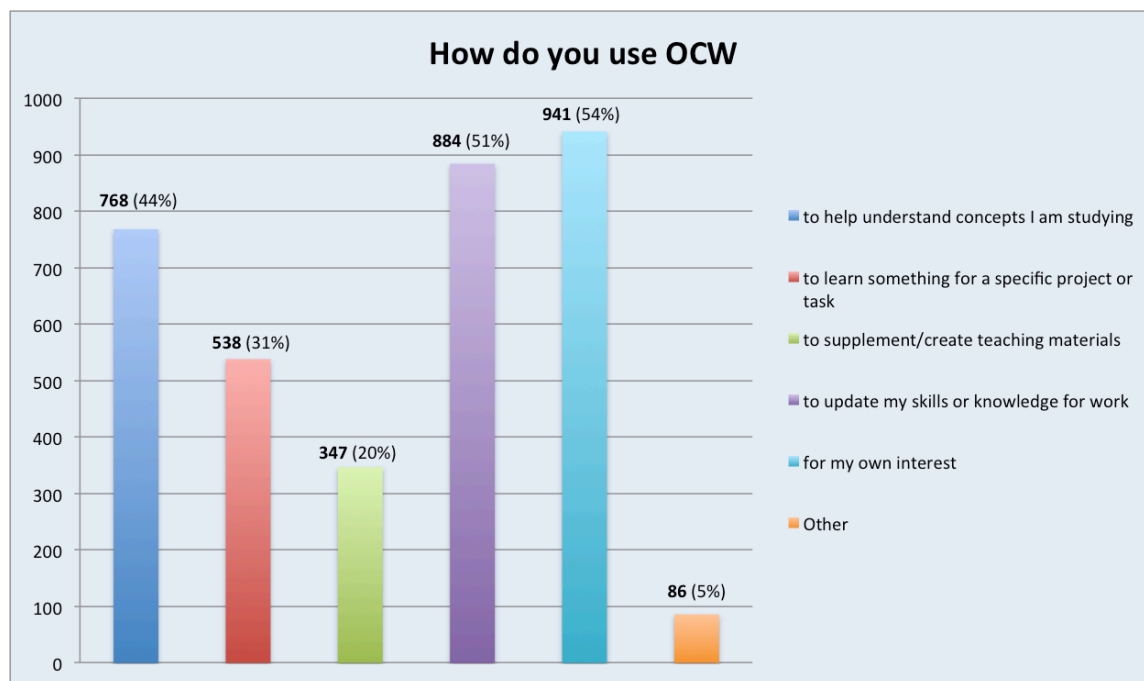
Source: OCWC Feedback Survey March 2011 - May 2013

Of those seeking OCW materials, nearly half (45%) reflects students currently undergoing secondary or university-level education. The second highest category reflects working professionals (22%), followed by a group of self-learners (19%). Teachers or faculty members form 8% of all the respondents.



Source: OCWC Feedback Survey March 2011 – May 2013

53% of all the respondents are 29 years old or younger, followed by 32% of respondents who fall into the 30 to 49-age category. 15% of the responses represent the 50-year and older category.



Source: OCWC Feedback Survey March 2011 - May 2013

Note: Respondents were allowed to select more than one option so percentages add up to more than 100%

44% of respondents indicate that OCW materials help them with the concepts they are studying. 51% also use these materials for specific projects, or to supplement or even create teaching materials. Of particular interest is the fact that 51% of respondents find OCW materials useful in order to update their skills or knowledge for and at work. In addition, 54% reported having found OCW materials useful for their own interests.

In their responses to "In what ways could OCW be improved" user feedback highlighted mainly the need for better categorization of courses according to subject areas, disciplines and content type in order to improve search-ability of appropriate content, the need for more content in specific subject areas, the inclusion of various types of content such as audio, video, assessment grids or lecture notes not available in some courses, the need for setting up of online communities organized around courses in order to discuss ideas and clarify course concepts, the need for availability of courses and of OCWC site content in multiple languages, the need to consider possibilities for validating learning via OCW courses, and the need for increased awareness about OCW.

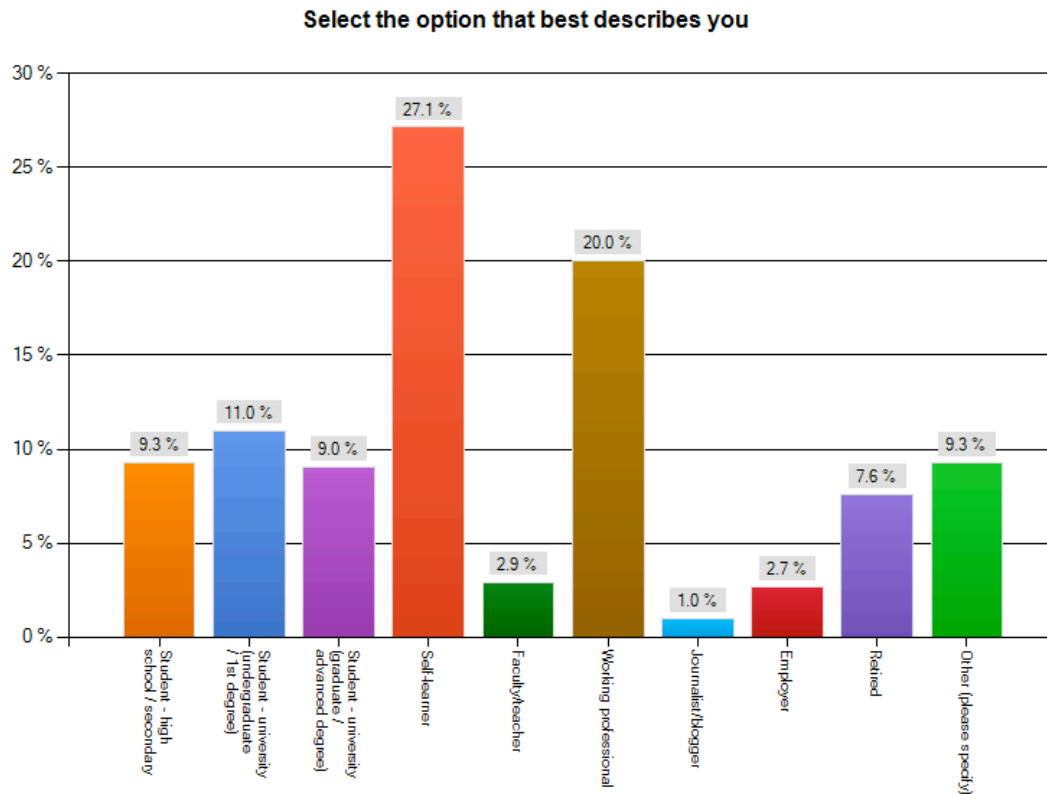
Selected user commentary and reflection states:

- *Some sort of categorization, based on keywords or whatever (user from New Zealand)*
- *List courses by subject (user from Canada)*
- *I would like to be able to find courses in a particular subject that have videos of the class instruction (user from the United States)*
- *More videos of important courses, especially the diverse topics in Electrical Engineering (user from India)*
- *It's better for now but would love to see video lectures in the future (user from Liberia)*
- *In adding more and more video courses to its archive (user from Algeria)*
- *Translating the OCW Consortium pages to other languages will be the best improvement (user from Spain)*
- *The site is only available in English, for a non-native speaker (reader here) is a little more difficult to navigate (user from France)*
- *The OCW could be improved by translating all the documents in other languages so many other persons could understand easier the documents. The publicity should be greater because not everyone knows about this (user from Mexico)*
- *I'd like to have a chance to test my learning progress...even if the testing results are only beneficial to what I need to study further, or even re-study. BTW...I LOVE OCWC. Thanks so much for being here (user from the United States)*
- *Providing some sort of online certifications, exams and other qualification credentials (user from Pakistan)*
- *Option to take a test and some kind of accreditation (user from the United Kingdom)*

- *Very simple, provide proper certification with the courses for nearly free. HR in a business environment doesn't take anything less than a certificate... OCW is a beautiful way to develop yourself but needs a sign to relay that part to others (user from the Netherlands)*
- *Easy access to become Certified with you through your members (user from Pakistan)*
- *Certification program, wiki materials, community spaces of interaction (user from Colombia)*
- *I would like to have more interaction with other students and even teachers (user from Brazil)*
- *You may already have this and I just haven't found it yet, but I would love to be able to connect/chat with other self-learners (user from the United States)*
- *It is outstanding the way it is! I think you are aware of the need to provide forums, so that self-learners can interact with one another. It would be great, if even more of that was available online (user from the United States)*
- *By creating OCW forum for OCW users (user from Iran)*
- *This is an amazing initiative or project. It could be more visible and known. It's a global school. Would you plan to give certificate to those who successfully finish a project? I know this is a supplemental project but this would mean a lot to people from disadvantaged background (user from Turkey)*
- *Certifications of some sort (user from France)*
- *Thanks to OCW for democratizing education, just as a suggestion OCW can be improved by making courses available to more people by translating those courses in more languages and by awarding certificates of completion and diplomas at an affordable cost (user from Burkina Faso)*
- *By giving more courses and materials with certificate (user from Bangladesh)*
- *OCW is not well known to some people who are in really need, so advocacy of OCW to be promoted (user from Tanzania)*
- *Make people more aware of this site. Most of us are unaware of this site despite being Internet savvy (user from the United Kingdom)*

2. Education-Portal.com Survey:

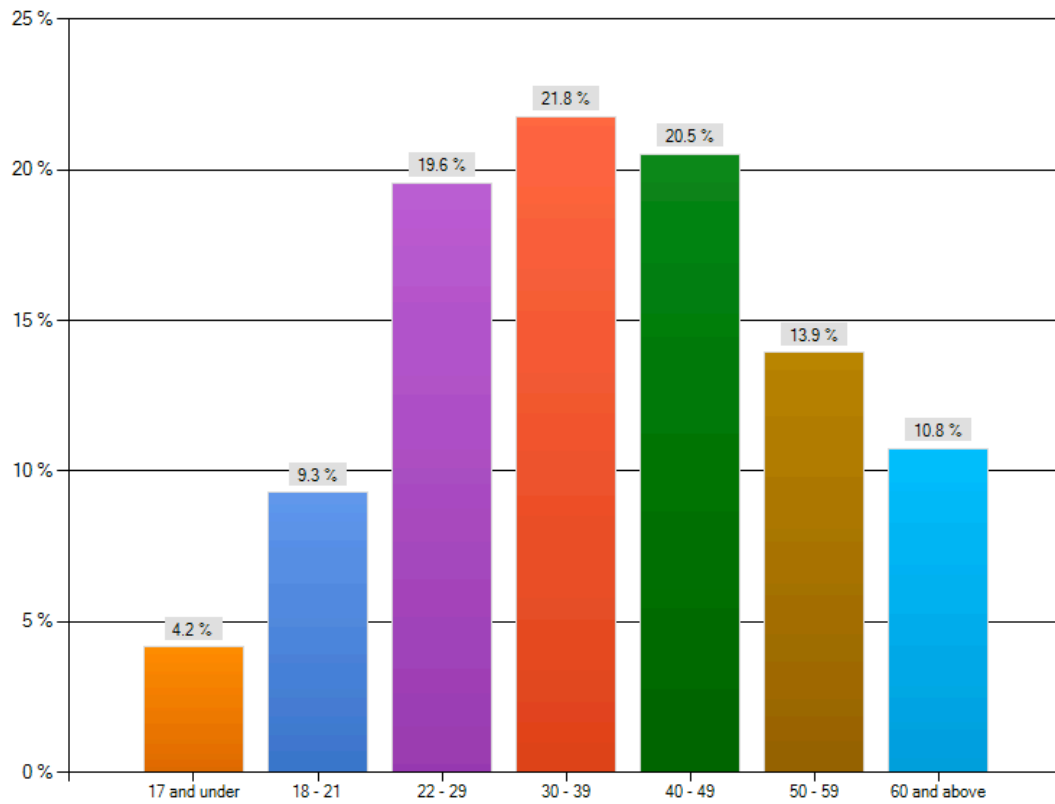
In March 2011, Education –Portal.com partnered with the OCW Consortium and replicated/elaborated the OCW Consortium Survey on their website where they get approximately 4 million visitors every month. The results below were gathered during the period March – September 2011.



Source: Education-Portal.com

Of those seeking OCW materials, 29.3% reflects students currently undergoing secondary or university-level education. The second highest category reflects self-learners (27.1%), followed by a group of working professionals (20%). Retired individuals represent 7.6% followed by teachers or faculty members who form 2.9% of all the respondents. Employers and journalists reflect nearly 4%.

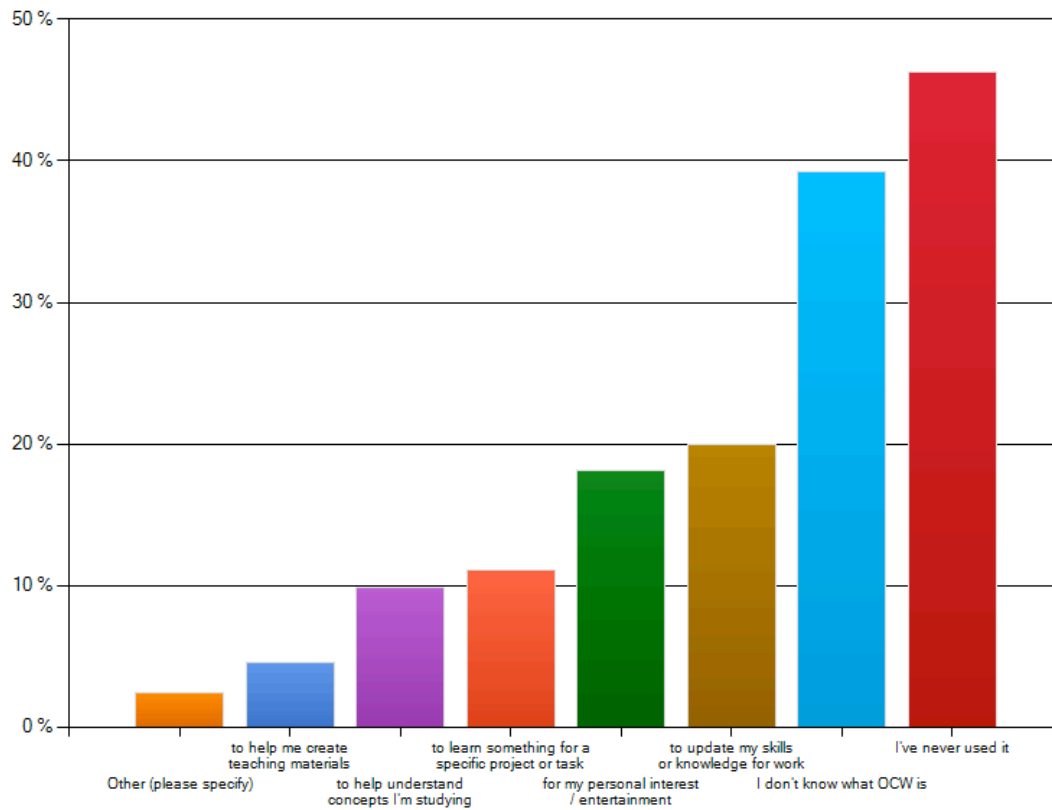
Age Groups



Source: Education-Portal.com

33.1% of all the respondents are 29 years old or younger, followed by 42.3% of respondents who fall into the 30 to 49 category. 24.7% of the responses represent the 50 year and older category.

How do you use OCW?



Source: Education-Portal.com

Education-Portal.com was surprised to learn that the majority of their users have never used or never heard of OCW thus highlighting the need to educate the readers as to what OCW is and how they can use it. To that end, Education-Portal.com is publishing regular informational articles about OCW on their blog (http://education-portal.com/article_directory/Education_Insider_News_Blog.html).

OCW's Most Useful Tools

Answer Options	Response Percent
Assessments / quizzes	11.8%
Course outlines	18.0%
Interactive online classroom	20.4%
Lecture notes	11.0%
Reading lists	4.3%
Video lectures	20.2%
Other (please specify)	14.2%

Source: Education-Portal.com

40.6% of users consider video lectures and interactive online classroom to be the most useful OCW tools followed by course outlines (18%), assessments/quizzes (18%) and lecture notes (11.0%).

Where are you from?

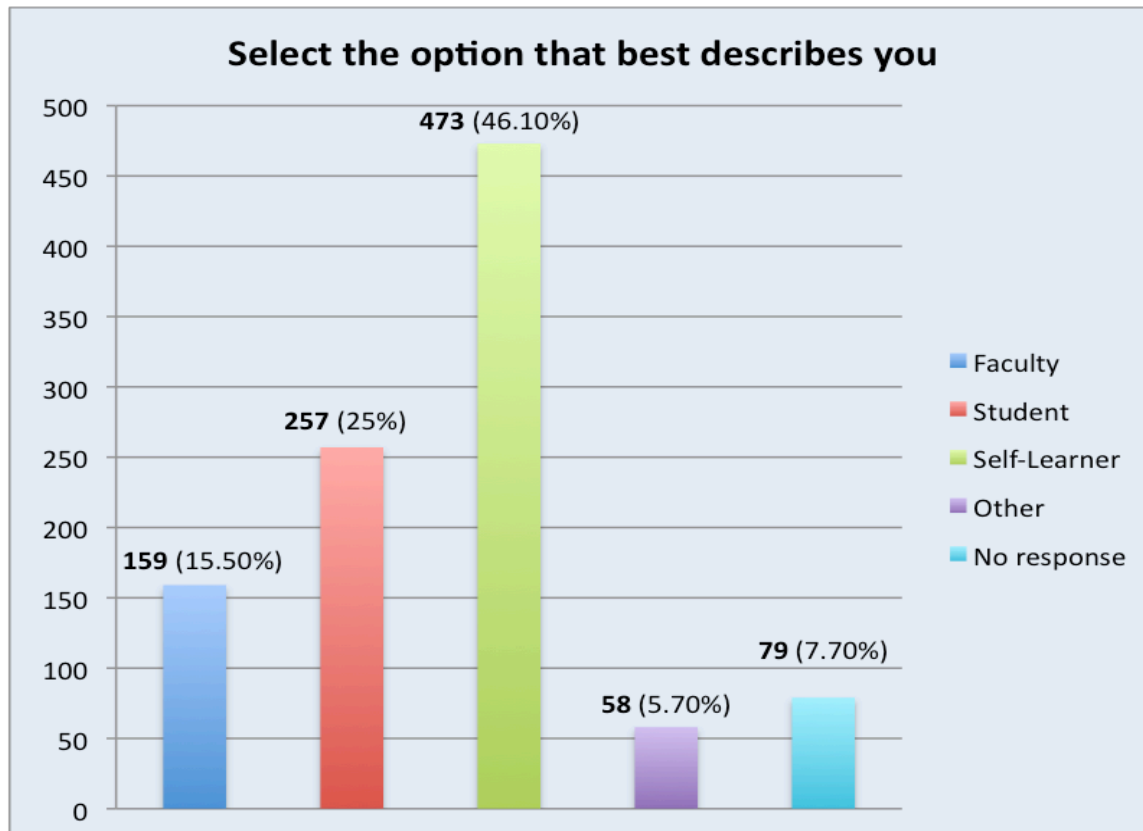
Africa	12.9%
Asia - India	7.8%
Asia - China	0.0%
Asia - Other	8.8%
Europe - U.K.	0.7%
Europe - Other	2.7%
North America – U.S.A.	52.8%
North America - Other	2.7%
South America	1.5%
Other (please specify)	10.2%

Source: Education-Portal.com

More than half of all the respondents come from the United States, followed by more than 15% of respondents from Asia, 12.9% from Africa and nearly 4% from Europe. Respondents from South America form 1.5% of all the respondents.

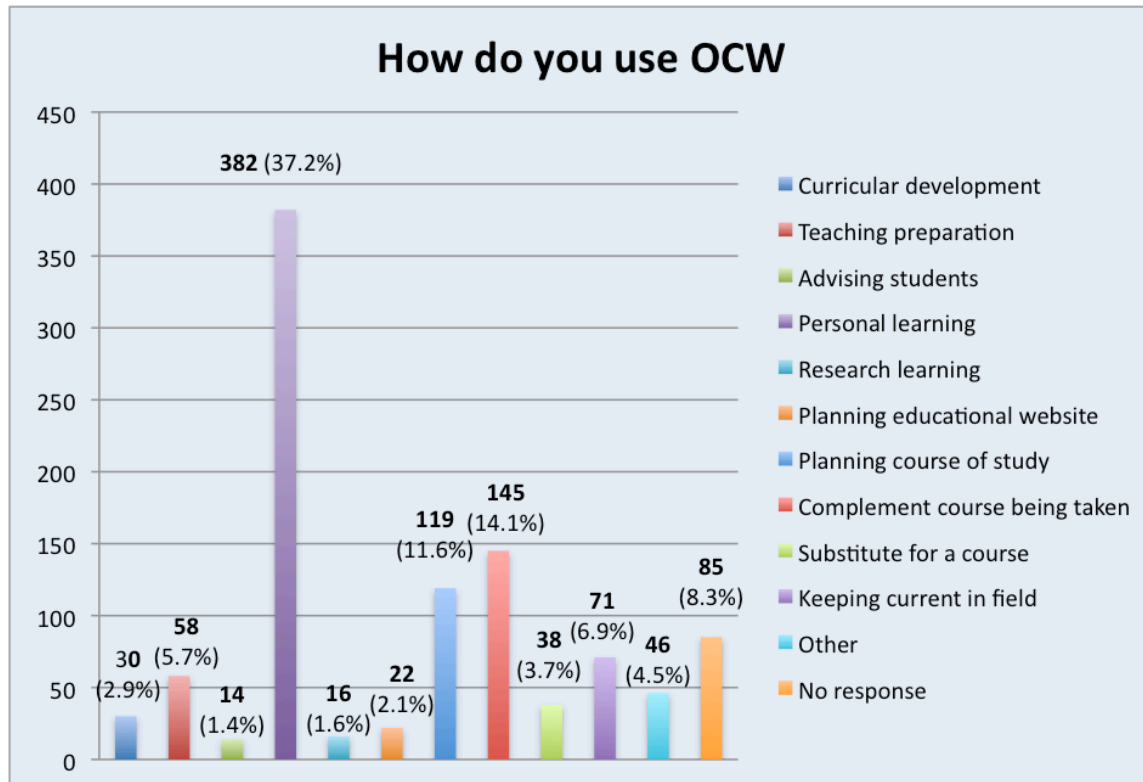
3. Tufts University

Tufts University published results from its OpenCourseWare User survey in February 2011. Responses were received from 1026 respondents.



Source: Tufts University: OCW Survey, February 2011

Of those seeking OCW materials at Tufts, nearly half (46.10%) reflects self-learners. The second highest category reflects students (25%), followed by faculty members (15.5%).



Source: Tufts University: OCW Survey, February 2011

37.2% of respondents indicate that they use OCW materials for personal learning, followed by 14.1% of those who use OCW as complement to courses that they are currently studying. 11.6 % also use these materials to plan their course of study. Respondents who use OCW materials for curricular development or teaching preparation represent 8.6% of all responses. 6.9% indicate that OCW materials help them to stay up to date with the latest information in their field.

For more information about the survey please contact: ocwfeedback@tufts.edu.

4. Fundação Getulio Vargas (FGV –Online) Survey:

FGV Online was the first Brazilian school to become a member of the OCW Consortium. 37 courses are available as OCW in different knowledge areas. To date, FGV Online has received more than 10 million visits to the main courses page (<http://www5.fgv.br/fgvonline/CursosGratuitos.aspx>) and nearly 2 million students certified since July 2008. During the first half of 2011 more than 3 million people visited the main courses page and around 500 thousand people certified. Majority of all the students (78%) visiting FGV Online OCW do not earn more than US\$1,200 per month (source: FGV Online).

Major trends from FGV Online Satisfaction Survey:

32% of the students did the course to get a quick review on the subject and 31% to upgrade their formation.

49% knew about the open courses through friends/other students and 40% found out about them while searching on the Internet.

41% of the students would like to do a regular online course.

60% of the students have never studied online.

99% of the students had their expectations met after finishing a free course.

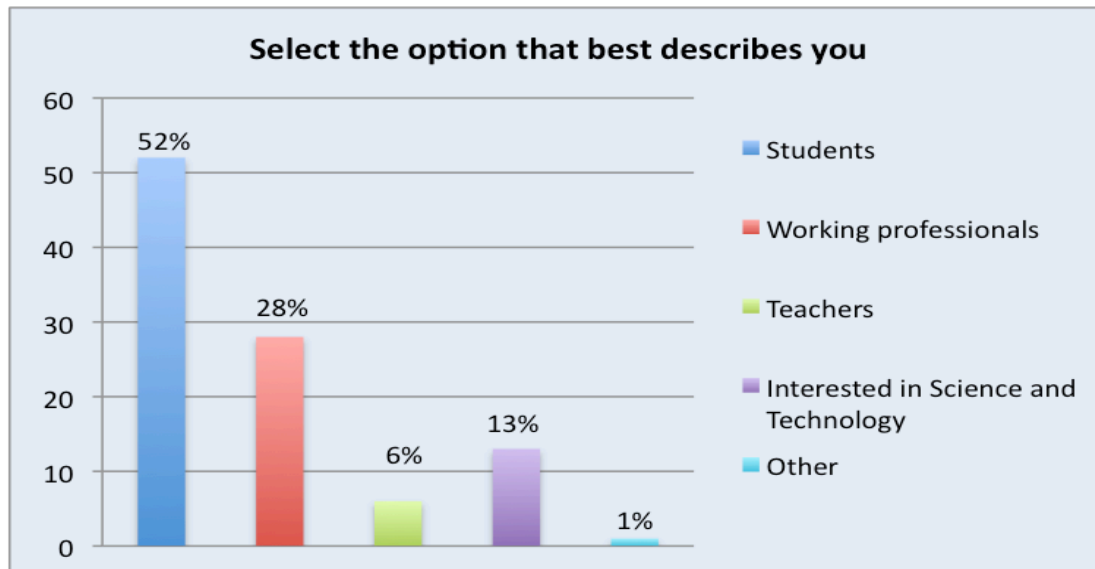
All students would recommend an online course and would do another one.

(Source: FGV Online)

5. TU Delft OCW User Survey:

In September 2011, TU Delft published results from its OpenCourseWare User Survey. Responses were received from 177 respondents from more than 30 countries. Majority of responses came from international users (72%) followed by 28% of Dutch respondents.

Major trends:



(Source: Sofia Dopper: Results User Survey OpenCourseWare TU Delft)

More than half of all the visitors (52%) are students followed by working professionals (28%), teachers (6%) and those "interested in Science and Technology" (13%). Among the students, International Master students visit OpenCourseWare the most. Majority of users visiting TU Delft's OCW (ocw.tudelft.nl) would like to increase knowledge within their area of expertise or gather information about studying at TU Delft. International students are more familiar with TU Delft OCW and make also more use of it than the Dutch students thus highlighting the need for OCW promotion campaigns among Dutch students (Source: Sofia Dopper: Results User Survey OpenCourseWare TU Delft). For more information, you can view the results on slideshare: (<http://www.slideshare.net/DelftOpenEr/tu-delft-opencourseware-user-survey-2011>).