

UW-Madison Massive Open Online Courses (MOOCs): Preliminary Participant Demographics

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Starting in Fall 2013, UW-Madison will offer four MOOCs using the Coursera platform (Human Evolution, Globalizing Higher Education and Research, Markets with Frictions, Video Games and Learning). After MOOC participants register online, they receive a voluntary demographic survey from Coursera. The Coursera demographic survey asks participants questions about the following general areas:

- General demographics (gender, age, race/ethnicity)
- Level and area of education (highest degree completed, current enrollment status, field of study)
- Employment status and field/industry, if employed
- Ability to read, write, and speak English
- Languages spoken
- Geographic location (country where born, current residence, state residence (if in United States))

This report summarizes the responses to this demographic survey as of August 6, 2013. Survey responses can be used to get a general sense of the demographics of the participants. Fifteen percent (15%) of registered participants responded to Coursera's demographic survey.

Key Findings:

1. **Gender:** Overall, The majority of UW-Madison MOOC participants are male (58%). However, only two MOOCs (Markets with Frictions and Video Games and Learning) have more male participants than female participants. The overall male percentage is being driven up by the Markets with Frictions MOOC where 79% of participants are male.
2. **Age:** The average age of UW-Madison MOOC participants is 34. Average ages range from 37 for the Human Evolution MOOC to 31 for the Video Games and Learning MOOC. Twenty-eight percent (28%) of MOOC participants are under age 26.
3. **Level of Education:** Almost three in four (74%) UW-Madison MOOC participants have a bachelors degree or higher. Only 9% of UW-Madison MOOC participants have a high school education or less.
4. **Employment:** The majority of UW-Madison MOOC participants are working. Half are employed full time and an additional 16% are employed part time.
5. **Ability to read English:** Almost nine in ten (87%) UW-Madison MOOC participants report a high ability to read English. Half describe themselves as native speakers of English and an additional 36% describe their English as "sufficient for most situations".
6. **Country of residence:** The four UW-Madison MOOCs have worldwide appeal. Only one quarter (23%) of UW-Madison MOOC participants are from the United States. An additional quarter of UW-Madison MOOC participants live in Brazil, India, United Kingdom, Spain, or Canada. Overall, there are 19 different countries that have 100 or more participants.
7. **State of residence:** Within the United States, the four UW-Madison MOOCs have nationwide appeal. There is at least one UW-Madison MOOC participant from each state. Three states (California, New York, and Texas) each have 100 or more participants. Wisconsin ranks 9th in the ranking of UW-Madison MOOC participants by state.

Table 1: Overall Enrollment and Survey Response Rates

The demographic survey has a relatively low response rate of 15% and not every participant responded to every question in the survey. Survey response rates range from 12% (Markets with Frictions) to 18% (Human Evolution). See Table 1 below for more details.

	Human Evolution	Globalizing Higher Ed.	Markets with Frictions	Video Games and Learning	Overall
Registered Participants	16,713	7,332	16,576	17,002	57,623
Survey Responses	3,030	1,066	1,927	2,436	8,459
Response Rate	18.1%	14.5%	11.6%	14.3%	14.7%

Chart 1: Gender

Overall, 40% of the UW-Madison MOOC participants are female, 58% are male, and 2% did not respond to the gender question. The percentage female ranges from 53% for the Human Evolution MOOC to 19% for the Markets with Friction MOOC. See Appendix 1 for more details.

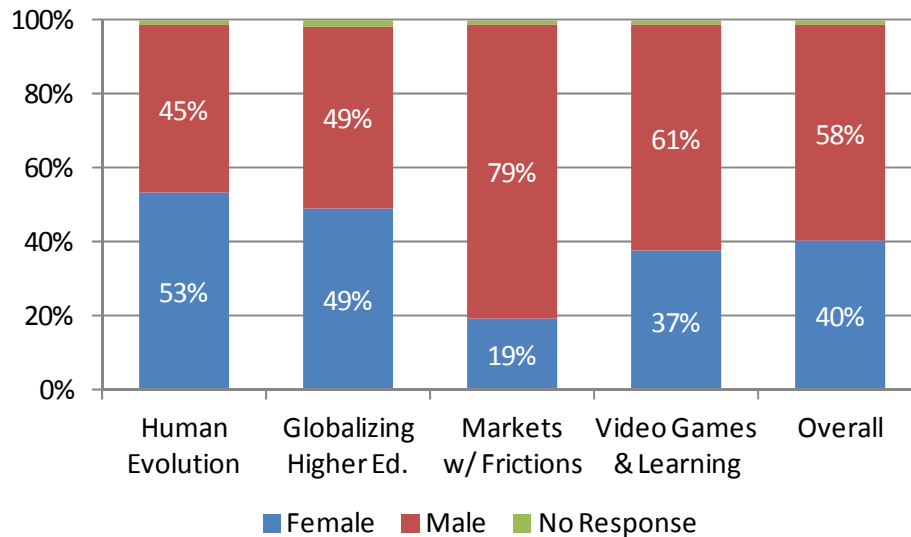
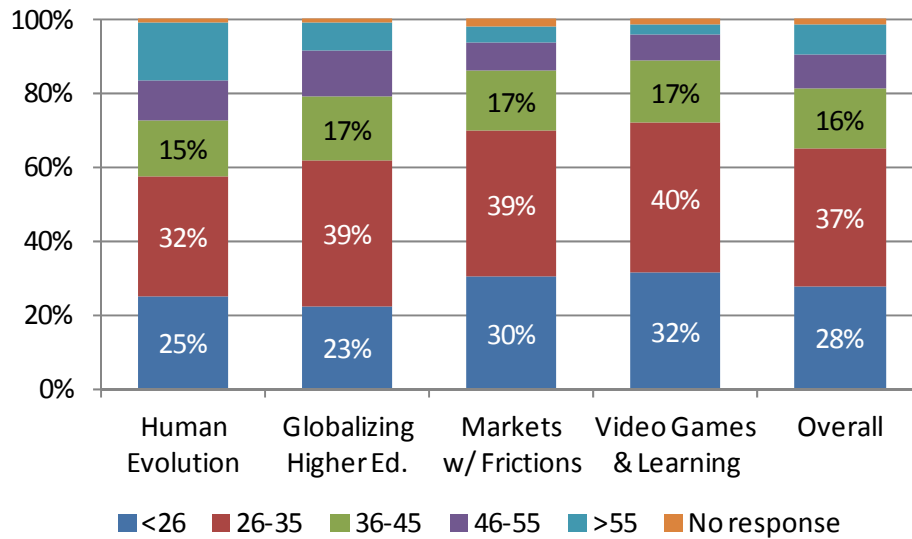


Chart 2: Age

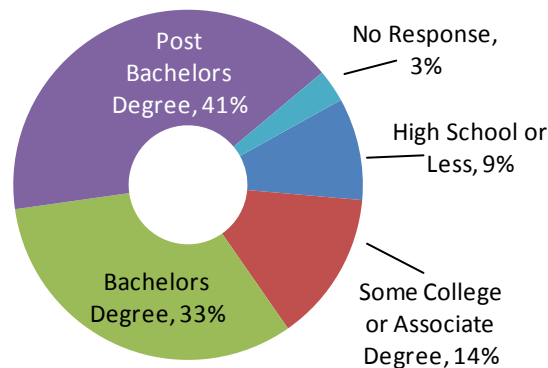
Overall, 28% of UW-Madison MOOC participants are 25 years old or less, 37% are between ages 26 and 35, 16% are between ages 36 and 45, and 17% are older than 45 (1% did not respond). The average age of UW-Madison MOOC participants is 34.

The Markets with Frictions and Video Games and Learning MOOCs had the highest percentage of participants under age 36 (86% and 89% respectively). The Human Evolution MOOC had the highest percentage of participants over age 45 at 27%.



Level of Education: Chart 3

Overall, almost 3 in 4 UW-Madison MOOC participants have a bachelors degree or higher. Forty-one percent (41%) of UW-Madison MOOC participants reported having education beyond a bachelors degree level, 33% reported having a bachelors degree, 14% reported some college but had not completed a bachelors degree and 9% reported having a high school education or less (3% did not respond).



The Globalizing Higher Education and Research MOOC had the highest percentage of participants with post bachelors degrees (52%) and the lowest percentage of participants with some college or less (14%). Both the Human Evolution and Video Games and Learning MOOCs had 27-28% of participants who reported some college or less as their highest level of education. See Appendix 3 for more details.

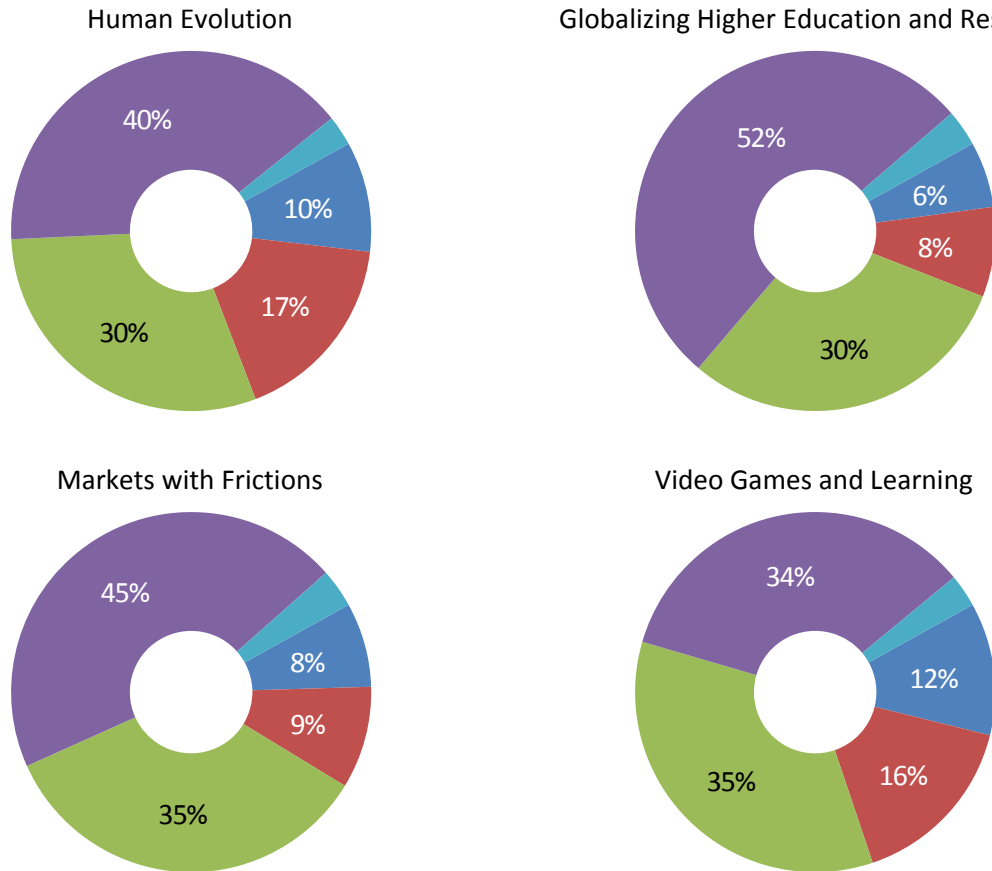


Chart 4: Employment Status

Overall, half of UW-Madison MOOC participants are employed full-time with an additional 16% employed part-time. Thirteen percent (13%) are unemployed (not working but looking for work), 16% are not working by choice (retired, staying home with young children, on leave from work, or unemployed and not looking for work), and 6% did not respond.

The Human Evolution MOOC had the lowest percentage of participants who are working (60%) and the highest percentage of participants (23%) who are not working by choice. See Appendix 4 for more details.

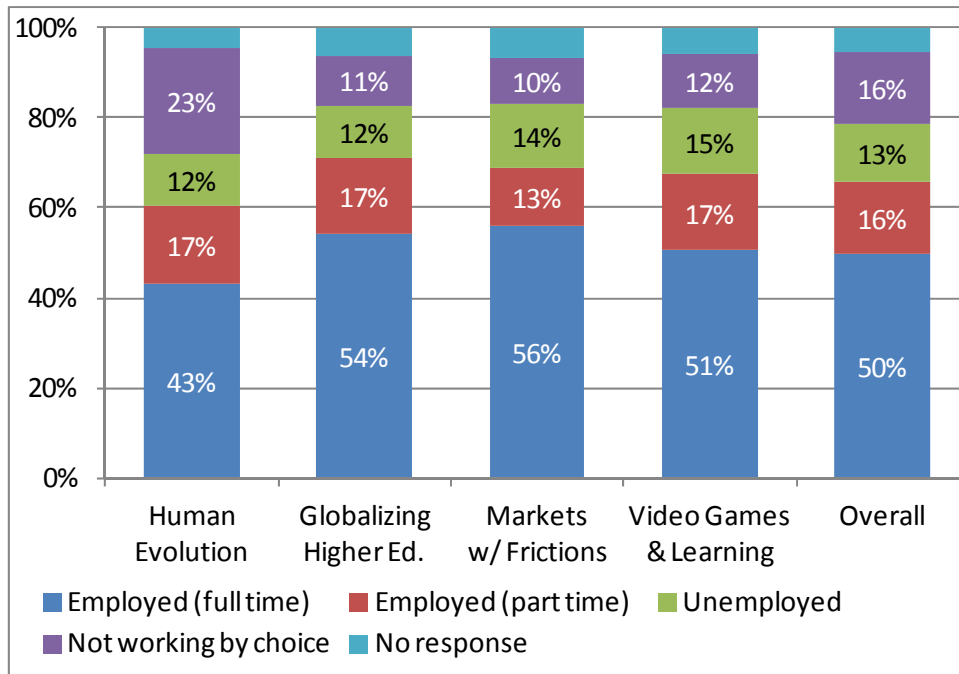


Chart 5: Ability to Read English

Overall, 51% of UW-Madison MOOC participants report English as their native language, 36% report that their ability to read English is “sufficient for most situations”, 8% describe their ability to read English as “limited”, 1% report no ability to read English, and 4% did not respond. See Appendix 5 for more details.

Coursera also asks participants to rate their ability to write and speak English. These are highly correlated with participants’ ability to read English and are not provided in this report.

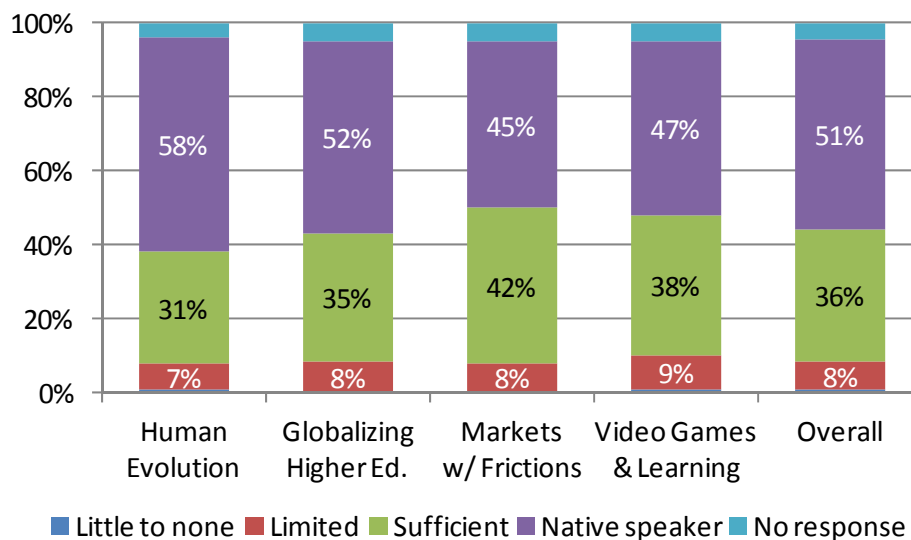


Chart 6: Country of Residence

The world map below shows the country of residence of UW-Madison MOOC participants. Nineteen different countries have 100 or more participants in a UW-Madison MOOC. Overall, the countries most frequently represented among MOOC participants are:

- Dark Green (500 or more participants): United States (1,962)
- Light Green (300-499 participants): Brazil, India, United Kingdom, Spain
- Grey (100-299 participants): Canada, Greece, Russian Federation, Germany, Mexico, Australia, Portugal, Netherlands, Italy, France, Ukraine, Colombia, China, Poland
- Light Blue (50-99 participants): Israel, Iran, Romania, Philippines, Pakistan, Serbia, Turkey, Singapore, South Africa, Malaysia, Belgium, Croatia, Argentina, Bulgaria, Egypt, Czech Republic
- Dark Blue (1-49 participants)

Appendix 6 shows the rank of the top 20 countries (and number of participants from each) overall and for each MOOC. The following countries rank in the top 20 overall and for each of UW-Madison's four MOOCs (sorted in descending order by number of participants): United States, Brazil, India, United Kingdom, Spain, Canada, Greece, Russian Federation, Germany, Mexico, Australia, Portugal, Italy, and Ukraine.

Although these countries are all in the top 20 for each MOOC there are a few countries that only rise to the top 20 ranking for a few MOOCs. For example, Romania and Iran are in the top 20 ranking only for the Human Evolution MOOC and Serbia is in the top 20 ranking only for the Globalizing Higher Education and Research MOOC. China, Israel, and Pakistan are each in the top 20 ranking for two MOOCs but are not represented in the rankings of the others.

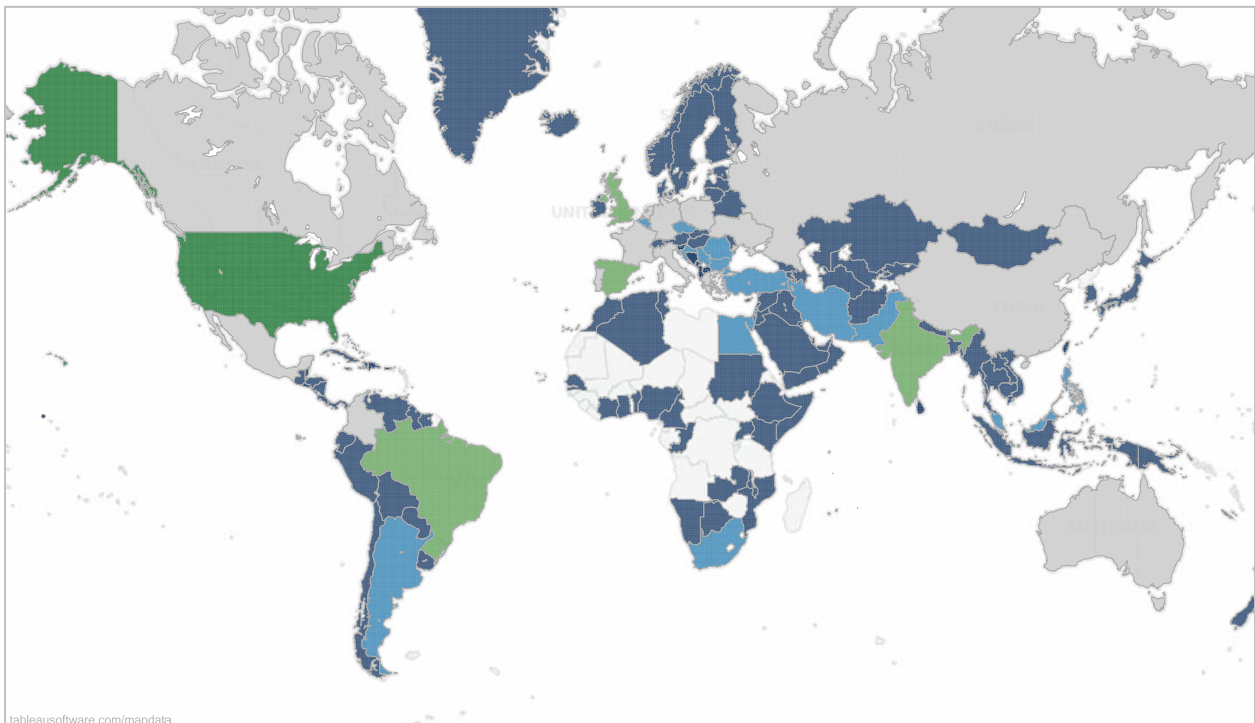


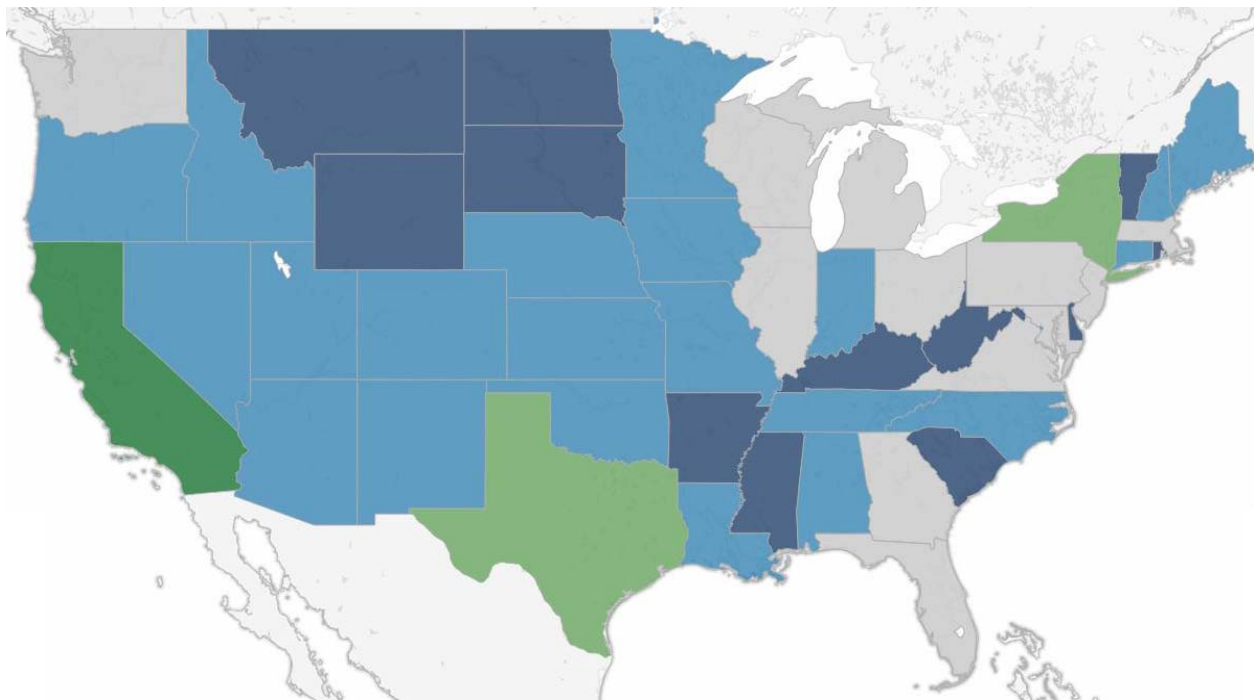
Chart 7: State of Residence for Residents of the United States

The map below of the United States shows the relative distribution of the state of residence of the UW-Madison MOOC participants who live in the United States. All 50 states have at least one UW-Madison MOOC participant. Overall, the states most frequently represented among MOOC participants from the United States are:

- Dark Green (200 or more participants): California (257)
- Light Green (100-199 participants): New York, Texas
- Grey (50-99 participants): Illinois, Pennsylvania, Florida, Washington, Virginia, Wisconsin, Maryland, Massachusetts, New Jersey, Ohio, Michigan, Georgia
- Light Blue (10-49 participants): Minnesota, Oregon, North Carolina, Colorado, Indiana, Arizona, Tennessee, Nevada, Missouri, Iowa, Utah, Connecticut, Alabama, Maine, New Hampshire, Washington D.C., Louisiana, New Mexico, Oklahoma, Idaho, Puerto Rico, Hawaii, Nebraska, Kansas
- Dark Blue (fewer than 10 participants)

Appendix 7 shows the rank of the top 10 states (and number of participants from each) overall and for each MOOC. The following states rank in the top 10 overall and for each of UW-Madison's four MOOCs (sorted in descending order by number of participants): California, New York, Texas, Illinois, and Florida.

Although these states are all in the top 10 for each MOOC there are a few states that only rise to the top 10 ranking for a few MOOCs. For example, Michigan is only in the top 10 ranking for the Human Evolution MOOC and Maryland is only in the top 10 ranking for the Video Games and Learning MOOC. Minnesota and Ohio are only in the top 10 ranking for the Globalizing Higher Education and Research MOOC.



Appendix 1: Gender

	Human Evolution	Globalizing Higher Ed.	Markets with Frictions	Video Games and Learning	Overall
Female	1,616	522	374	909	3,421
Male	1,373	526	1,531	1,491	4,921
No Response	41	18	22	36	117
Total	3,030	1,066	1,927	2,436	8,459

Appendix 2: Age

	Human Evolution	Globalizing Higher Ed.	Markets with Frictions	Video Games and Learning	Overall
Under 18	64	10	15	53	142
18-25	699	230	567	716	2,212
26-35	974	420	761	980	3,135
36-45	974	420	761	980	3,135
46-55	325	137	146	170	778
Over 55	471	80	85	69	705
No Response	28	8	35	33	104
Total	3,030	1,066	1,927	2,436	8,459
<i>Average Age</i>	<i>37</i>	<i>35</i>	<i>32</i>	<i>31</i>	<i>34</i>

Appendix 3: Level of Education

	Human Evolution	Globalizing Higher Ed.	Markets with Frictions	Video Games and Learning	Overall
High School or Less	300	63	146	290	799
Some College/Associate Degree	525	86	177	389	1,177
Bachelors Degree	912	323	666	845	2,746
Post Bachelors Degree	1,211	559	871	840	3,481
No Response	82	35	67	72	256
Total	3,030	1,066	1,927	2,436	8,459

Appendix 4: Employment Status

	Human Evolution	Globalizing Higher Ed.	Markets with Frictions	Video Games and Learning	Overall
Employed (full time)	1,309	577	1,078	1,233	4,197
Employed (part time)	519	180	249	407	1,355
Unemployed (looking for work)	353	125	274	357	1,109
Not working by choice	712	119	199	301	1,331
No Response	137	65	127	138	467
Total	3,030	1,066	1,927	2,436	8,459

Appendix 5: Ability to Read English

	Human Evolution	Globalizing Higher Ed.	Markets with Frictions	Video Games and Learning	Overall
Little to no ability	23	5	13	23	64
Limited	214	86	145	228	673
Sufficient for most situations	926	372	806	922	3,026
Native speaker	1,758	552	865	1,150	4,325
No Response	109	51	98	113	371
Total	3,030	1,066	1,927	2,436	8,459

Appendix 6: Country of Residence (Top 20 Countries Overall and for Each MOOC)

Format = Rank (number from country), Sorted by Overall Rank

	Human Evolution	Globalizing Higher Ed.	Markets with Frictions	Video Games and Learning	Overall
United States	1 (866)	1 (247)	1 (349)	1 (480)	1 (1,962)
Brazil	2 (154)	3 (154)	3 (80)	2 (194)	2 (470)
India	4 (132)	2 (56)	2 (175)	4 (86)	3 (449)
United Kingdom	3 (149)	4 (41)	8 (52)	7 (85)	4 (327)
Spain	5 (126)	12 (21)	5 (69)	3 (108)	5 (323)
Canada	6 (121)	7 (28)	6 (62)	6 (85)	6 (296)
Greece	7 (103)	8 (27)	12 (36)	5 (86)	7 (252)
Russian Federation	10 (61)	5 (32)	4 (69)	10 (57)	8 (219)
Germany	9 (71)	6 (29)	7 (57)	9 (61)	9 (218)
Mexico	16 (44)	9 (24)	10 (38)	8 (72)	10 (178)
Australia	8 (81)	10 (21)	16 (31)	18 (33)	11 (166)
Portugal	13 (46)	16 (14)	9 (39)	11 (51)	12 (150)
Netherlands	11 (60)	15 (16)		12 (50)	13 (147)
Italy	12 (47)	14 (17)	15 (32)	13 (44)	14 (140)
France	14 (45)		17 (31)	17 (35)	15 (123)
Ukraine	20 (30)	17 (14)	11 (38)	15 (36)	16 (118)
Colombia	17 (39)		18 (30)	19 (33)	17 (111)
China		11 (21)	13 (34)		18 (110)
Poland		13 (18)	19 (22)	16 (36)	19 (104)
Israel	19 (31)			14 (37)	20 (89)
Romania	15 (45)				
Iran	18 (37)				
Philippines		18 (14)	20 (22)	20 (30)	
Serbia		19 (13)			
Pakistan		20 (13)	14 (33)		
Other Countries	722	359	628	737	2,507
Total	3,030	1,066	1,927	2,436	8,459

Appendix 7: U.S. State of Residence (Top 10 States Overall and for Each MOOC)

Format = Rank (number from state), Sorted by Overall Rank

	Human Evolution	Globalizing Higher Ed.	Markets with Frictions	Video Games and Learning	Overall
California	1 (93)	1 (30)	1 (51)	1 (70)	1 (244)
New York	3 (55)	2 (19)	2 (32)	2 (33)	2 (139)
Texas	2 (57)	3 (15)	5 (15)	3 (26)	3 (113)
Illinois	6 (37)	6 (11)	3 (21)	4 (22)	4 (91)
Pennsylvania	4 (40)		4 (21)		5 (83)
Florida	7 (36)	4 (14)	7 (14)	8 (17)	6 (81)
Washington	5 (38)		9 (14)	5 (22)	7 (80)
Virginia	8 (34)	10 (9)	8 (14)		8 (71)
Wisconsin	10 (29)	5 (13)		10 (17)	9 (69)
Massachusetts		7 (11)	10 (12)	6 (20)	10 (67)
Michigan	9 (33)				
Minnesota		8 (11)			
Ohio		9 (10)			
New Jersey			6 (15)	7 (18)	
Maryland				9 (17)	
Other States/Territories	414	104	140	218	924
Total in U.S.	866	247	349	480	1,962