

Participant Demographics in Globalizing Higher Education Massive Open Online Course (MOOC)

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All participants in a Coursera MOOC are invited to respond to a demographic survey that gathers information about participant gender, age, race/ethnicity, level and area of education, employment status and industry/field, ability to communicate in English, languages spoken, and where they live. This is a summary of the responses from participants in the Globalizing Higher Education MOOC.

Course Overview

MOOC Name	Globalizing Higher Education
Course Start Date	March 24, 2014 (7 Weeks)
Instructor	Kris Olds, Susan Robertson (UK)
Number of Registered Participants	18,499
Number of Active Participants	7,582
Demographic Survey Respondents	2,301

Summary

1. Overall, there are more male Coursera MOOC participants than female participants. In the Globalizing Higher Education MOOC, female participants outnumber male participants – 53% female, 46% male (and 1% non-response).
2. The average age of Coursera MOOC participants is 36. The average age of Globalizing Higher Education MOOC participants is also 36. The most common age group of Globalizing Higher Education MOOC participants is 20-29 (36%) followed by 30-39 (29%), and 40-49 (15%).
3. Overall, 58% of Coursera MOOC participants describe themselves as native or equivalent readers of English. The same percentage (58%) of Globalizing Higher Education MOOC participants describe themselves as native (or equivalent) readers of English. Thirty-five percent (35%) describe their ability to read English as sufficient for most situations. Only 2% describe their ability to read English as sufficient for limited situations. Compared to reading English, a lower percentage of MOOC participants, both Globalizing Higher Education and overall Coursera MOOCs, describe their writing and speaking of English as native or equivalent.
4. Participants in the Globalizing Higher Education MOOC live in 137 different countries. Overall, 28% of Coursera MOOC participants live in the United States. A lower percentage of Globalizing Higher

Education MOOC participants, 22%, live in the United States. Between 4-6% of participants live in either Brazil or India. Other countries in the top ten include United Kingdom, Russian Federation, Germany, Canada, Greece, Mexico, and China. These countries each contribute about 2-3% of participants.

5. Of the Globalizing Higher Education MOOC participants who live in the United States, 16% live in California. An additional 5-8% each live in New York, Texas, Massachusetts, Florida, or Illinois. An additional 3-4% each live in Minnesota, New Jersey, Georgia, Pennsylvania. Wisconsin is not in the top ten states where participants in the Globalizing Higher Education MOOC live.
6. Overall, 76% of Coursera MOOC participants have a bachelors degree or higher (34% bachelors degree, 31% masters degree, 6% doctoral degree, 5% professional degree). The percentage of Globalizing Higher Education MOOC participants with a bachelors degree or higher similar at 77%.
7. Most Coursera MOOC participants are not enrolled in school. Sixty-eight percent (68%) report that they are not enrolled either full or part-time. A lower percentage of Globalizing Higher Education MOOC participants, 61%, are not enrolled in school.
8. The MOOC participants who indicated they had a college degree (including an associate's degree) were asked about the field of their degree. Overall, the Coursera MOOC participants most commonly indicated degrees in Computer/Information Science (15%), Engineering and Engineering Technologies (15%), and Business/Marketing (12%). The three most common fields for the Globalizing Higher Education MOOC participants who had completed degrees are Business/Marketing (13%), Education (9%), and Social Science/History (8%).
9. Almost three quarters of Coursera MOOC participants are employed either full or part time. A lower percentage of Globalizing Higher Education MOOC participants, 69%, are employed full or part time. Compared to the overall Coursera MOOC participants, Globalizing Higher Education MOOC participants are more likely be employed part-time, unemployed, or on leave from work.
10. The MOOC participants who indicated that they were employed were asked about their industry/field. The most common responses overall were fields of computers/mathematics, education/library related, and business/financial. The Globalizing Higher Education MOOC participants were much more likely than the overall Coursera MOOC participants to be employed in education/library related field and less likely to be employed in the computers/mathematics field.

The following tables provide more information about all of the responses to the Coursera demographic survey. Comparisons are provided to the overall Coursera responses when that information is available from Coursera. Tables are sorted in descending order based on the most common Globalizing Higher Education responses.

Gender

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Female	53.1	39.9	-13.2
Male	45.7	59.6	13.9
No Response	1.2	0.5	-0.7

Age

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Average	35.9	36.2	0.3
20-29	35.5	---	---
30-39	28.5	---	---
40-49	15.4	---	---
50-59	12.1	---	---
60-69	4.6	---	---
70 and Over	0.9	---	---
Under 20	1.8	---	---
No Response	1.2	---	---

English Ability: Reading

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Native or equivalent	58.1	57.6	-0.5
Sufficient for most situations	35.0	37.7	2.7
Sufficient for limited situations	2.3	4.1	1.8
No Response	4.6	0.6	-4.0

English Ability: Writing

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Native or equivalent	50.5	52.1	1.6
Sufficient for most situations	35.9	35.7	-0.2
Sufficient for limited situations	9.1	10.3	1.2
No Response	4.5	1.9	-2.6

English Ability: Speaking

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Native or equivalent	49.9	51.6	1.7
Sufficient for most situations	36.0	34.3	-1.7
Sufficient for limited situations	9.3	11.6	2.3
No Response	4.8	2.5	-2.3

Country of Residence (Top Ten Responses)

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
United States	22.2	27.7	5.5
India	6.1	5.6	-0.5
Brazil	4.0	4.7	0.7
United Kingdom	3.1	3.6	0.5
Russian Federation	2.9	2.4	-0.5
Germany	2.9	2.0	-0.9
Canada	2.7	3.7	1.0
Greece	2.6	1.8	-0.8
Mexico	2.5	2.6	0.1
China	2.3	2.1	-0.2
Other/No Response	48.7	43.8	-4.9

State of Residence (Top Ten Responses of Participants who Live in the U.S.)

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
California	16.4	16.4	0.0
New York	8.1	7.9	-0.2
Texas	5.7	5.3	-0.4
Massachusetts	5.3	3.9	-1.4
Florida	4.6	4.6	0.0
Illinois	4.6	4.2	-0.4
Minnesota	3.8	2.1	-1.7
New Jersey	3.6	3.5	-0.1
Georgia	3.6	2.7	-0.9
Pennsylvania	3.4	4.9	1.5
Other/No Response	40.9	44.5	3.6

Highest Degree/Level of School Completed

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Masters	37.6	30.7	-6.9
Bachelors	29.4	34.0	4.6
Doctorate	9.8	6.4	-3.4
Some College	7.5	9.1	1.6
High School	5.2	7.1	1.9
Professional	3.7	4.7	1.0
Associate Degree	2.0	5.1	3.1
Less than High School	1.7	2.3	0.6
No Response	3.1	0.6	-2.5

Degree-Related Subject Areas (for MOOC Participants with College Degrees)

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Business/Management/Marketing	13.1	11.7	-1.4
Education	9.3	4.9	-4.4
Social Sciences/History	7.9	3.8	-4.1
Computer/Information Science	7.7	14.9	7.2
Foreign Language/Literature	5.7	2.6	-3.1
English Language/Literature	4.1	2.6	-1.5
Humanities/Liberal Arts	3.8	2.6	-1.2
Psychology/Social Services	3.8	2.9	-0.9
Biological/Biomedical Sciences	3.4	4.8	1.4
Mathematics/Statistics	3.2	4.6	1.4
Communication/Journalism	3.1	2.3	-0.8
Engineering/Engineering Tech.	2.8	14.8	12.0
Physical Sciences	2.2	3.1	0.9
Visual/Performing Arts	0.0	1.7	1.7
Other	10.9	6.4	-4.5
No Response	19.0	16.3	-2.7

Current Enrollment Status

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Not currently a student	60.7	68.4	7.7
Enrolled full-time	21.9	20.6	-1.3
Enrolled part-time	14.4	11.0	-3.4
No Response	3.0	0.0	-3.0

Current Employment Status

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Employed Full-Time (>=35 hrs/wk)	52.7	59.0	6.3
Employed Part-Time (< 35 hrs/wk)	16.7	14.3	-2.4
Unemployed, Looking for Work	12.1	11.2	-0.9
Unemployed, Not Looking	9.1	6.8	-2.3
On Leave from Work	5.7	2.2	-3.5
No Response	3.7	6.5	2.8

Industry, if Employed or Seeking Employment

	Globalizing Higher Education MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Education/Library	41.5	16.6	-24.9
Computers/Mathematics	11.7	25.2	13.5
Business/Financial	8.8	9.8	1.0
Management	6.5	5.1	-1.4
Arts/Entertainment/Sports	5.3	7.0	1.7
Biological/Physical/Social Science	4.6	4.1	-0.5
Office/Administrative	4.2	3.2	-1.0
Architecture/Engineering	3.4	6.2	2.8
Healthcare/Technical	2.7	4.9	2.2
Other	11.3	17.9	6.6