

MOOC Participant Demographics:

The Land Ethic Reclaimed: Perceptive Hunting, Aldo Leopold, and Conservation

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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 Land Ethic Reclaimed MOOC.

Course Overview

MOOC Name	The Land Ethic Reclaimed
Course Start Date	January 26, 2015 (4 weeks)
Instructor	Janet Silbernagel, Paul Robbins, Tim Van Deelen
Number of Registered Participants	5,515
Number of Active Participants	3,781
Demographic Survey Respondents	2,232

Summary

1. Overall, there are more male Coursera MOOC participants than female participants. Fifty-three percent (53%) of The Land Ethic Reclaimed MOOC participants are male, lower than the overall Coursera MOOC percentage of 58%.
2. The average age of Coursera MOOC participants is 36. The average age of participants in The Land Ethic Reclaimed MOOC is 42, older than the overall Coursera MOOC average by six years.
3. Overall, 52% of Coursera MOOC participants describe themselves as native or equivalent speakers of English. A much larger percentage (72%) of The Land Ethic Reclaimed MOOC participants describe themselves as native (or equivalent) speakers of English.
4. Overall, 29% of Coursera MOOC participants live in the United States. A higher percentage of The Land Ethic Reclaimed MOOC participants, 57%, live in the United States. Other countries with 2% or more of The Land Ethic Reclaimed MOOC participants include Canada (4.5%), United Kingdom (3.7%), and India (2.9%).
5. Of The Land Ethic Reclaimed MOOC participants who live in the United States, 14% live in Wisconsin. This is higher than the overall Coursera average percentage of MOOC participants who live in Wisconsin (1%). After Wisconsin, the other nine states in the ten most frequently participating states

for The Land Ethic Reclaimed MOOC include California (9%), New York (6%), Illinois (5%), Texas (4%), Virginia (4%), Washington (4%), Pennsylvania (3%), Minnesota (3%), Florida (3%).

6. Overall, 76% of Coursera MOOC participants have a bachelors degree or higher (35% bachelors degree, 31% masters degree, 6% doctoral degree, 5% professional degree). The percentage of The Land Ethic Reclaimed MOOC participants with a bachelors degree or higher is slightly higher at 79%.
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 higher percentage of The Land Ethic Reclaimed MOOC participants, 74%, 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 (16%), and Business/Marketing (14%). These were also the three most common fields for The Land Ethic Reclaimed MOOC participants who had completed degrees.
9. Almost three quarters of Coursera MOOC participants are employed either full or part time. A lower percentage of The Land Ethic Reclaimed MOOC participants, 65%, are employed full or part time.
10. The MOOC participants who indicated that they were employed were asked about their industry/field. The most common responses overall were computers/mathematics, education/library related, and business/financial. The Land Ethic Reclaimed MOOC participants were more likely than the overall Coursera MOOC participants to be employed in the education/library field, and in the healthcare and social services field. They were less likely to be employed in the computers/mathematics field and more likely to indicate "other" as their field of work.

The following tables provide more information about all of the responses to the Coursera demographic survey.

Gender	Land Ethic Reclaimed MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Male	53.2	59.7	6.5
Female	46.8	40.3	-6.5

Age	Land Ethic Reclaimed MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Average	42.4	36.2	-6.2

English Speaking Ability	Land Ethic Reclaimed MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Native or equivalent	71.6	52.2	-19.4
Sufficient for most situations	25.2	41.0	15.8
Sufficient for limited situations	3.2	6.8	3.6

Country of Residence	Land Ethic Reclaimed MOOC	All Coursera MOOCs	Difference (Coursera-UW)
United States	57.4	29.4	-28.0
Canada	4.5	3.3	-1.1
United Kingdom	3.7	3.9	0.2
India	2.9	7.7	4.8

*countries with 2% or more of participants are shown.

State of Residence for U.S. Residents	Land Ethic Reclaimed MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Wisconsin	13.6	1.2	-12.4
California	8.9	18.1	9.2
New York	5.5	8.6	3.1
Illinois	5.0	4.3	-0.7
Texas	4.3	6.0	1.7
Virginia	4.2	3.9	-0.3
Washington	4.0	3.8	-0.2
Pennsylvania	3.4	4.3	0.9
Minnesota	3.4	1.7	-1.7
Florida	3.3	4.8	1.5

*top ten states are shown

Highest Level of School Completed	Land Ethic Reclaimed MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Bachelors	34.3	34.7	0.4
Masters	30.5	30.7	0.2
Some College	10.6	9.0	-1.6
Professional	7.5	4.6	-2.9
Doctorate	7.2	6.1	-1.1
High School	4.7	7.2	2.5
Associate's Degree	2.5	2.4	-0.1

Degree-Related Subjects for Participants with Degrees	Land Ethic Reclaimed MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Other	28.9	30.9	2.0
Computer/Information Science	16.4	16.1	-0.3
Engineering/Engineering Tech.	12.5	20.5	8.0
Business/Management/Marketing	11.9	14.3	2.4
Social Sciences/History	11.9	4.6	-7.3
Biological/Biomedical Sciences	10.7	5.1	-5.6
Mathematics/Statistics	4.0	5.1	-0.9
Physical Sciences	3.7	3.4	-0.3

Current Enrollment Status	Land Ethic Reclaimed MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Not currently a student	74.4	68.3	-6.1
Enrolled full-time	15.9	21.0	5.1
Enrolled part-time	9.7	10.7	1.0

Current Employment Status	Land Ethic Reclaimed MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Employed Full-Time (>=35 hrs/wk)	46.6	59.5	12.9
Employed Part-Time (< 35 hrs/wk)	18.4	13.9	-4.5
Other	16.0	8.2	-7.8
Unemployed, Looking for Work	12.7	11.4	-1.3
Unemployed, Not Looking	6.3	7.0	0.7

Industry, if employed or seeking employment	Land Ethic Reclaimed MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Other	28.2	17.3	-10.9
Education/Library	22.0	16.1	-5.9
Healthcare/Social Services	14.1	9.8	-4.3
Computers/Mathematics	8.3	23.4	15.1
Business/Financial/Sales	7.1	11.3	4.2
Arts/Entertainment/Sports	6.6	6.7	0.1
Office/Administrative	5.0	3.3	-1.7
Management	4.6	5.5	0.9
Architecture/Engineering	4.1	6.6	2.5