

**Participant Demographics in the Markets with Frictions (MWF) Massive Open Online Course (MOOC)**

---

Clare Huhn, MOOC Data Coordinator, [clhuhn@wisc.edu](mailto:clhuhn@wisc.edu)

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 Markets with Frictions MOOC.

**Course Overview**

<b>MOOC Name</b>	Markets with Frictions
<b>Course Start Date</b>	October 30, 2013 (6 weeks)
<b>Instructor</b>	Randall Wright
<b>Number of Registered Participants</b>	32,969
<b>Number of Active Participants</b>	14,871
<b>Demographic Survey Respondents</b>	4,016

**Summary**

1. Overall, there are more male Coursera MOOC participants than female participants. Seventy-nine percent (79%) of Markets with Frictions MOOC participants are male, higher than the overall Coursera MOOC percentage of 60%.
2. The average age of Coursera MOOC participants is 36. The average age of Markets with Frictions MOOC participants is 32, slightly younger than the overall Coursera MOOC average. The most common age group of Markets with Frictions MOOC participants is 20-29 (47%) followed by 30-39 (27%), and 40-49 (12%).
3. Overall, 58% of Coursera MOOC participants describe themselves as native or equivalent readers of English. A smaller percentage (50%) of Markets with Frictions MOOC participants describe themselves as native (or equivalent) readers of English. Forty percent (41%) 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 Markets with Frictions and overall Coursera MOOCs, describe their writing and speaking of English as native or equivalent.

4. Participants in the Markets with Frictions MOOC live in 147 different countries. Overall, 28% of Coursera MOOC participants live in the United States. A lower percentage of Markets with Frictions MOOC participants, 18%, live in the United States. Ten percent (10%) of Markets with Frictions MOOC participants live in India. Other countries in the top ten include Russian Federation, Brazil, Spain, United Kingdom, Germany, Canada, China, and Greece. These countries each contribute between 2-4% of participants.
5. Of the Markets with Frictions MOOC participants who live in the United States, 15% live in California. An additional 5-9% live in New York, Illinois, Pennsylvania, Texas, or Massachusetts. An additional 3-4% live in Florida, Washington, New Jersey, or Maryland. Compared to the overall Coursera MOOC percentage (1.4%) a lower percentage of Markets with Frictions participants live in Wisconsin (0.5%).
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 Markets with Frictions 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 lower percentage of Markets with Frictions MOOC participants, 60%, 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%). These were also the three most common fields for the Markets with Frictions participants who had completed degrees. Twenty-four percent (24%) of the Markets with Frictions MOOC participants had degrees in a Business field.
9. Almost three quarters of Coursera MOOC participants are employed either full or part time. A lower percentage of Markets with Frictions MOOC participants, 66%, 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. Markets with Frictions MOOC participants were more likely than the overall Coursera MOOC participants to be employed in the Business industry and less likely to be employed in the education/library related 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.

### Gender

	<b>Markets with Frictions MOOC</b>	<b>All Coursera MOOCs</b>	<b>Difference (Coursera-UW)</b>
Male	78.5	59.6	-18.9
Female	20.2	39.9	19.6
No Response	1.2	0.5	-0.7

### Age

	<b>Markets with Frictions MOOC</b>	<b>All Coursera MOOCs</b>	<b>Difference (Coursera-UW)</b>
Average	32.4	36.2	3.8
20-29	46.8	---	---
30-39	27.0	---	---
40-49	11.9	---	---
50-59	6.7	---	---
Under 20	3.1	---	---
60-69	2.3	---	---
70 and Over	0.4	---	---
No Response	1.6	---	---

### English Ability: Reading

	<b>Markets with Frictions MOOC</b>	<b>All Coursera MOOCs</b>	<b>Difference (Coursera-UW)</b>
Native or equivalent	50.4	57.6	7.2
Sufficient for most situations	41.3	37.4	-3.9
Sufficient for limited situations	2.4	4.1	1.7
No Response	5.9	0.9	-5.0

### English Ability: Writing

	<b>Markets with Frictions MOOC</b>	<b>All Coursera MOOCs</b>	<b>Difference (Coursera-UW)</b>
Native or equivalent	42.9	52.1	9.2
Sufficient for most situations	42.3	35.7	-6.6
Sufficient for limited situations	8.6	10.3	1.6
No Response	6.2	1.9	-4.3

### English Ability: Speaking

	Markets with Frictions MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Sufficient for most situations	41.7	34.3	-7.4
Native or equivalent	41.5	51.6	10.1
Sufficient for limited situations	9.8	11.6	1.8
No Response	7.0	2.5	-4.5

### Country of Residence (Top Ten Responses)

	Markets with Frictions MOOC	All Coursera MOOCs	Difference (Coursera-UW)
United States	17.7	27.7	10.0
India	10.2	5.6	-4.6
Russian Federation	3.7	2.4	-1.3
Brazil	3.6	4.7	1.1
Spain	3.5	4.1	0.6
United Kingdom	2.8	3.6	0.8
Germany	2.8	2.0	-0.8
Canada	2.7	3.7	1.0
China	2.6	2.1	-0.5
Greece	2.2	1.8	-0.4
Other/No Response	48.1	42.3	-5.8

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

	Markets with Frictions MOOC	All Coursera MOOCs	Difference (Coursera-UW)
California	14.6	16.4	1.8
New York	8.5	7.9	-0.6
Illinois	5.6	4.2	-1.4
Pennsylvania	4.6	4.9	0.3
Texas	4.6	5.3	0.7
Massachusetts	4.5	3.9	-0.6
Florida	4.2	4.6	0.4
Washington	4.1	4.3	0.2
New Jersey	3.9	3.5	-0.4
Maryland	3.1	3.0	-0.1
Other/No Response	42.1	42.0	-0.1

### Highest Degree/Level of School Completed

	Markets with Frictions MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Masters	35.4	30.7	-4.7
Bachelors	35.1	34.0	-1.1
Some College	6.9	9.1	2.2
High School	6.4	7.1	0.7
Doctorate	5.6	6.4	0.8
Professional	2.5	4.7	2.2
Other/No Response	8.1	8.0	-0.1

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

	Markets with Frictions MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Business/Management/Marketing	23.9	11.7	-12.2
Engineering/Engineering Tech.	15.4	14.8	-0.6
Computer/Information Science	12.9	14.9	2.0
Mathematics/Statistics	9.0	4.6	-4.4
Other	6.3	6.4	0.1
Social Sciences/History	4.4	3.8	-0.6
Physical Sciences	3.7	3.1	-0.6
Biological/Biomedical Sciences	2.3	4.8	2.5
No Response	22.1	35.9	13.8

### Current Enrollment Status

	Markets with Frictions MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Not currently a student	59.7	68.4	8.7
Enrolled full-time	25.4	20.6	-4.8
Enrolled part-time	11.0	11.0	0.0
No Response	3.9	0.0	-3.9

### Current Employment Status

	Markets with Frictions MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Employed Full-Time (>=35 hrs/wk)	53.3	59.0	5.7
Unemployed, Looking for Work	14.2	11.2	-3.0
Employed Part-Time (< 35 hrs/wk)	12.9	14.3	1.4
Unemployed, Not Looking	10.8	11.7	0.9
Other/No Response	8.9	3.8	-5.1

### Industry, if Employed or Seeking Employment

	Markets with Frictions MOOC	All Coursera MOOCs	Difference (Coursera-UW)
Business/Financial/Sales	28.4	12.9	-15.5
Computers/Mathematics	18.7	25.2	6.5
Architecture/Engineering	7.4	8.1	0.7
Education/Library	6.7	16.6	9.9
Management	5.9	5.1	-0.8
Healthcare/Social Services	3.6	4.9	1.3
Arts/Entertainment/Sports	2.1	7.0	4.9
Office/Administrative	2.0	3.2	1.2
Other/No Response	25.2	17.0	-8.2