

Reconsidering MOOC Completion Rates: THE INTENTION FACTOR

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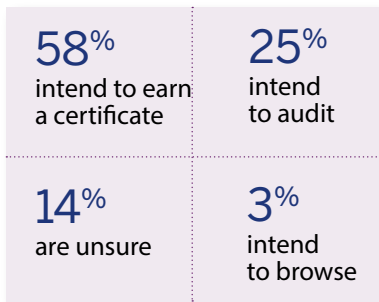
» MOOC completion rates are often calculated as the # of certificate earners divided by the total # of people who registered for a course.

On average, **6%** of all HarvardX open online course registrants earn a certificate.

That number is in keeping with the “low” completion number for MOOCs the media has often rightly zeroed-in on.

» But... many learners sign up for a MOOC without ever intending to complete it. Looking at HarvardX learners who took a pre-course survey* reveals a different picture.

HX LEARNERS BY INTENTION



IN HARVARDX COURSES, ON AVERAGE, OF STUDENTS WHO...

intend to earn a certificate, **22%** actually do so

intend to browse a course, **6%** go on to earn a certificate

intend to audit a course, **7.5%** go on to earn a certificate

are unsure of their initial intentions, **10%** go on to earn a certificate.

THE TAKEAWAY: Students who intend to complete a course are **4.5** times more likely to do so than intended-browsers, and 3.5 times more likely to do so than intended-auditors.

* 28% of all registrants responded to our survey, 42% of active students responded, and 68% of students with a grade > 0 responded.