A Study of Blog and its Application in Education

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Abstract: A new star, blog, in digital learning times will be the most convenient method in the learning. The problems of benchmarking and digital divide have to urgently improve to strengthen the condition that student learns actively and raise education effect. Blog, this newly arisen dissemination influence, is aiming at winding. Bill Gates, Microsoft chief executive officer, says Blog becomes the fourth network which is murderer level application, except three big service networks, "E-mail", "BBS" and "Instant Messenger". (Liao, Li-Hsiang, 2007) The school edition is starting a wave reform tide, contains like 「the school organization restoration」、「the school standard manages」 and 「the school achievements responsibility」 and so on. The benchmarking learning will be a rather important key factor. The benchmarking learning emphasizes quality management, keeps on an improvement, and achievements promotion ...etc., these all will influence education reform. The newly arisen subject in "digital divide" has caused great concerns overseas in recent years. If the speed of information handling is slower than the others, the progress will fall behind in any ways, and it will make the learners who are not able to acquire equal information sources to be placed in perhaps worse than the position of bad situation. They are then turned into the minority ethnicity of which so-called "digital divide".

Key words: blog, benchmarking, digital divide

1 Introduction

Blog is produces by the weblog abbreviation. The log means the record files which are produced by operating the computer. Web-log comes up purely according to the
wording the explanation, is called 「the network record files」. It presents personal daily record with a kind of web page form. Russ Lipton said that weblog is one the website which reorganizes according to the time order. Weblog represents not the new concept of the humanity communication. The earliest diary as early as had in the ancient Greece or other civilizations. (Lipton, 2002) In a brief, blog is to provide users flexibility the systematized operation interface, and makes the network and "user" two elements through the result produced by chemical effect.

1.1 The difference in Blog and bbs and personal homepage:

Nowadays blog, bbs and personal homepage are not easy to differentiate. The reason is the pattern of blog is various, and it is hard to categorize. Blog and bbs mainly have three different aspects, like text structure, relations between text and reader pointed. (Lo, Hao-Ling, 2004) The structure of text content of blog compares BBS to be more complex. Compare with BBS, the daily record of blog manufacture is more cautious, careful with detailed and complete. The different text of blog website usually aims at different topic originally. The blog has used the website fully, entrusts with possibility which individual issue information seeks to use in common. This is different from BBS. The characteristic of Blog comparing with personal homepage is mutual linked.

1.2 The characteristic of blog:

(1) Title: The headline can shorten inspectional time, and be convenient for the other people to want adduction (2) Post or Entry: Each post contains content writing or picture of carrying blog (3) Link: Blog has a sharing mindset, can link another blog, news web page and content of news source etc. (4) Date or Timestamp: The blog tool system which is differed from a general web page can records at that time date (5) Archives: The blogger can set the way that the index page inside draft headline arranges in order, and collect the entire file which all once issued on the collection (6) Permalink: The general home page of blog renews continuously, using a permanent link address only, can be correctly quoted from by the others.

Application in education:

The blog seems a made-up web page, and it doesn't need to think how to establish layout of printed sheet, because its oneself after disposed has been good, only needed the page layout which replaced oneself wants, might dispose in the network oneself wants the publication the article or the picture.

(1) Promote between the students and the teachers to exchanges observation and emulation. (2) Increase an administration efficiency, and promote school popularity. (3) Reduce a Mars text, and promote writing technique. (4) Establish a study file by blog. (5) Construct study social group, and share knowledge, and create knowledge. Blog is the digital media that the network welcomes and personalizes very much.
currently. Blog owns simple and instant function, can let teachers and students be quickly used for announcing with communication. Blog lets the teachers and the students be able to build up teaching and a study file respectively. In the future teaching application, blog can construct more complete study social group.

1.3 The meaning and the function of benchmarking learning:

The definition of the benchmarking learning has no explicit definition until now. Anderson & Perrersen(1996) think the benchmarking learning is a kind of process. Bendell and the others(1993) think the benchmarking learning is to look for an improved mindset, and the improved process evolvement. McNair & Leibfried point out the benchmarking learning is a kind of method in the outside way. In summary, the so-called benchmarking learning is one kind of endurance and the systematic improvement course. First, we should confirm 「the most high benchmarking」, and next make up 「the benchmarking learning」, simultaneously designate 「the benchmarking learning partner」, finally is adopts 「the improvement strategy」.

2 The function of benchmarking learning:

(1) Raise productivities and achievements: Benchmarking learning adopts good operation mode and results of other organizations, lets the organizations be able to understand operation and success experience of other rivals. (2) Promote the learning between organizations: Contributing to an organization learning through benchmarking learning can reduce many unnecessary false creations. (3) Urge the organizations to improve continually: The organization essential continually investigate and the improve, so can establish the system which improves continually and enhance the product service quality. (4) Satisfy the need of customer: Benchmarking learning by change and innovation of process raises the service quality of product, and promotes organization results to satisfy a customer need. (5) Help the organizations establish a target: Benchmarking learning can help organization to carry on the work that the target establishes. (6) Maintain competitive power: Benchmarking learning usually describes the vision of "the most high standard", helping organization to change an existing dilemma. (7) Change organization culture: Change and establishment of organization culture are the keys whether benchmarking learning can success or failure or not. (8) Improve work flow: "Flow" is one of the item that the standard learning evaluates. Approaching the best organizations study the work flow, can improve the organization internal structure and the operation flow.

2.1 The category of benchmarking learning:

Compare with the goal differentiates :(1)Performance benchmarking: Performance benchmarking aims at results evaluation and comparison of enterprise or organization. The purpose of performance
benchmarking finds out the key factor which can promote an enterprise or organize efficiency and effect. (2) Process benchmarking: Process benchmarking aims at processes such as built-up programming, design, operation, quality control and examination etc. The goal lies in improving work flow. (3) Strategic benchmarking: Strategy benchmarking is the best built-up strategy of comparison and evaluate. (4) Cost benchmarking: Cost benchmarking is the standard which treats cost structure as a kind of comparison and the evaluation. The purpose of cost benchmarking lies in the production cost which reduces organization, and examines built-up productivity and the direct cost structure. (5) Customer benchmarking: Customer benchmarking takes shortening the expectation margin of customer as a main target. The most important is how to satisfy customer of need, and let the organization build up a good customer relation.

Differentiate according to the comparison object: (1) Internal benchmarking: Internal benchmarking is comparison with the department, the unit, the subordinate company or the country in the same company or the organization. The advantage of internal benchmarking acquires data easily. The operation of Internal benchmarking is more convenient. (2) External benchmarking: Exterior benchmarking mainly is to the external environment in ‘the similar organization’ the study. The organization must have ‘the similar’ suitably. (3) Competitive benchmarking: Competitive benchmarking mainly is comparison with best competitor or "direct rival" which makes a same product and provides service on results, product, service, process or result. (4) Functional benchmarking: Functional benchmarking mainly is comparison with the competitor of the same industry and the technique realm or the non-competitor on a workflow or special function. (5) Generic benchmarking: Generic benchmarking is used as comparative foundation by the own characteristic or the workflow no matter any organization or industry. In other words, the attention is focused in the outstanding workflow or organization's common part.

3 Benchmarking learning to enlightenment of education:

(1) The benchmarking learning contributes to promote in school effect. (2) The benchmarking learning contributes to molding a learning type organization. (3) The benchmarking learning contributes to improve current educational evaluation system. (Yen, Tzu-An Kuo, Chao-Yu, 2003)

3.1 The definition of digital divide:

「Digital divide」 may be defined as: in the information society, a person who is under the influence of the external environment and other background factors. In the three aspects of using information science and technology opportunity, using the information science and technology the content and having the good
information accomplishment, the social unfair phenomenon forms.

3.2 The content of digital divide:
(1) Use the information of science & technology opportunity: (a) Information science and technology equipment and service popularization rate (b) Get to the Internet location
(2) Use the information of science & technology the content: (a) The goal of network usage (b) Browse an information content type (c) Search information strategy and source (d) Perplexing of network usage
(3) Have the good information accomplishment: traditional literacy, media literacy, computer literacy, network literacy.

4 Reduce digital divide in accordance to the Strategies:
(1) Allocate specific budget for information science and technology appropriation: The information ability and cultivated manners of school-children is highly related to the equipments of technology and information science. The government, therefore, must focus on this to make it well accommodated.
(2) Combine community resources: If government and education concerned parties can combine a community resource, provide information equipments to improve the phenomenon of digital divide.
(3) Construct an education environment which each class has computers can connect to Internet: Making or arranging the chance to let more students touch the information of science & technology. It can contribute to improve the phenomenon of digital divide.
(4) Provide chances for students to operate equipments of technology and information science: The teachers can make use of information equipments well to let school-children have more chances to get in touch with the information of science & technology.
(5) Guide the students to make good use of network learning resources, and carry out information science and technology to integrate teaching: Carrying out the information of science & technology integrates teaching, will be able to promote chance and content of information of science & technology for the school-children usage.

5 Conclusion:
Blog is the digital media that the network welcomes and personalizes very much currently. Blog owns simple and instant function, can let teachers and students be quickly used for announcing with communication. Blog lets the teachers and the students be able to build up teaching and a study file respectively. In the future teaching application, blog can construct more complete study social group.

How to take outstanding school as the benchmarking of learning, through continuous innovate, improve and surmount oneself and rival to become an educational circles model. (Cheng, Tsai-Feng 2005) Therefore, in the
school educational reform, the benchmarking learning contributes to promote in school effect, to molding a learning type organization, and to improve current educational evaluation system. It is more important to make the school to be able to expand mind and open visual field, and to work on a learning actively and continuously, and to mold a good and outstanding school organization culture. It should be worthy of expectation.

Information science and technology provides a more efficient learning method and chooses, but in order not to the E-learning causes remake of the unfair and social class of "strong stronger、 weak weak forever " and the education opportunity not equal phenomenon. Based on the society just and the fair principle, the government and the correlation units should take the responsibility, and devote together in building 「not to have the barrier」 the space of E-learning, thought balance development of city and countryside and guarantee each school-children rights for receiving an education to guide an explicit direction.

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