

Abstract

The concept of Web 2.0 revolutionized the habitual practices of traditional Internet users, of who ended up becoming *Person of the Year* for 2006 in *Time* magazine. The Internet had emerged from the dominant position as a *commercialized network* and gradually transforming itself into the new era of *socialized network*, which means that the utilization of Internet had elaborated from *sharing information* to a higher altitude characterized by *exchanging ideas*, emphasis on the new Internet spirit of *interaction, participation and sharing*, becoming *consumers* of applying network knowledge, while at the same time act as *contributors* of the knowledge network. Blog is therefore a classic application tool of the Web 2.0 generation.

The in-depth communication potential and open-sharing spirits of Blog had long been widely favored by education community with education researchers gaining ever increasing attention towards Blog, although the majority of the studies were narrowly focused at the teaching and learning aspects of education. However, the application of Blog as management and administration tools had became increasingly popular in the business sector, and its effectiveness was highly evaluated. Based on these reasons, this study hopes to break through the limit of applying Blog only within the teaching and learning aspect of education, and to borrow the successful experiences of using Blog as administrative tools in the business sector, in order to fully explore the feasibility of applying Blog towards administrative affairs in education. By taking advantages of information technology and the participation-by-everybody spirit entrenched in the network society, we hope we can enhance the effectiveness of administrative matters in schools.

In order to fully explore the application of Blog towards administrative matters in schools, this study uses the Blog system of *Escola Secundária Luso-Chinesa de Luís Gonzaga Gomes* as the subject of the research, and subsequently demonstrated the communicative, knowledge-management and reflective functions of Blog in administrative matters, and use the result to provide further reference for schools in Macao to develop Blog to serve its administrative needs.

Keyword: Web 2.0, Blog, administrative affairs in education, communication, knowledge management, reflection