

**RESEARCH WORKS IN LIBRARY AND
INFORMATION SCIENCE
VOLUME 1**

**Yushiana Mansor
Ahmad Bakeri Abu Bakar**



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Editors

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17. CATCHA.COM.MY: PRINCIPLES AND STRUCTURE

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ABSTRACT

This chapter briefly introduces *catcha.com.my*, a local search engine. An analysis was done to look at the principles and structures applied by the search engine in classifying its information resources. Catcha uses hierarchical structures, consisting of 40 main categories, 330 sub-categories, and 5 sub-categories. Main features of the portal are outlined and examples from its categories are illustrated.

17.1 INTRODUCTION

Based on the analysis of Catcha's first page, Catcha organised its Internet resources into two major divisions: *Portal features and Web directory*. Portal features and web directory were typical component of most web portals, which emphasised on Internet search and navigation sites that provided a starting point for web consumers to explore and access information on the Web (Winkler, 2001). Figure 17.1 illustrates Catcha's Internet resources.