

Professional Information Access Behaviour: the design of Collective Investment vehicles' Case

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Abstract:

This study deals with information seeking and use behaviour for professionals, that is to said in a professional context, by taking the financial professionals' example and more exactly the financial products' designers. Taking supports on a "oriented user" paradigm, very used in the Anglo-Saxon world, this paper wishes to demonstrate the interest of a new theoretical and methodological framework "oriented activity", in order to describe these information access practices, by taking some examples such as warrant designers and collective products designers (Collective Investment vehicles). This new framework is based on the hypothesis according to which activity directly influences the information access practices for financial professionals and proposes two specific methods which take into account the specificity of the notion of information in a professional environment and for a given activity.

Keywords: Information seeking and use behaviour, information access practices, information activity, financial information, activity paradigms, Collective Investment vehicles