

THE NEW REVIEW OF INFORMATION BEHAVIOUR RESEARCH

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INFORMATION SEEKING AND USE BEHAVIOUR FOR THE DESIGN OF FINANCIAL PRODUCT

Abstract:

The aim of this research paper is to deal with the Information Seeking and Use problem in a professional context. This research focuses on the informational process of the financial market. Linking together the theory of information seeking and use behaviour with the financial services, we would like to understand how the design activity can influence practices, by taking a financial product, such as Mutual Fund as an example.

Indeed, we want to check the relationship between the situational approach of Wai-Yi Bonnie Cheuk and the seeking and use model. In order to deal with this problem, we have interviewed some financial professionals such as a depositary, who have a direct impact on the design and development of the financial product.

We first send a questionnaire. And after, we used a formalized and rigorous tool, named “Markup Language for Financial Product” or MLFP, based on XML. This tool helps us to specify the most important items used in the design of these products. Both methods, allow to better understand how investors find out what they need for their job. And we can clarify their practices of information seeking, which are very particular due to the activity of design.

Keywords: information seeking behaviour, situated information, seeking practices, financial behavior, informational process

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