



**Focus groups: the application of qualitative research to give support for quantitative research in Sistema de Bibliotecas/USP**

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The article demonstrates how a methodology called focus groups provides solid results to supplement a quantitative evaluation performed by the Sistema de Bibliotecas da Universidade de São Paulo (SIBi/USP). Experiments performed in national and international universities libraries were selected and reported to build a diversified reference in this subject. It is also described one experiment headed by this researcher in some Libraries that constitutes the SIBi/USP. In this way the focus group methodology may help the libraries to improve their services and develop a essential skill for librarians: the art of listen to their users.