

CLAIMS:

1. An information exchange method for determining inclusion of an information item into an information stream, comprising:
 - obtaining a participation prediction map, wherein the map relates expected item value and participation level;
 - obtaining a distribution of information items, wherein the distribution is on a decision matrix or decision grid;
 - determining for a region of the distribution:
 - (a) a number of items,
 - (b) a specified expected item value,
 - (c) a success metric, wherein the success metric measures proximity between (a) and a participation level determined from the participation prediction map for (b) or between (b) and an expected item value determined from an inverse of the participation prediction map for (a);
 - selecting an include region of the distribution, wherein the success metric of said include region measures a closer proximity compared to other regions of the distribution;
 - whereby the include region determines inclusion of the information item into the information stream.
2. The method of claim 1, further comprising:
 - an exchange value function; and
 - wherein any item or point in the include region is equal or greater than any item or point outside the include region according to the exchange value function.
3. A method as recited in claims 1 or 2, further comprising:
 - obtaining a producer priority;
 - obtaining a consumer priority;
 - evaluating inclusion of an information item into an information stream according to the include region for the producer priority and the consumer priority obtained.

4. The method of claim 3, further comprising:
 - obtaining an audience target for the information item, wherein said audience target maps an assigned producer priority to values of one or more user profile parameters; and
 - obtaining the producer priority from the audience target.
5. The method of claim 4, further comprising:
 - obtaining an information consumer user profile;
 - determining whether to include the information item into an information stream, using the audience target and the user profile.
6. The method of claim 3, further comprising:
 - obtaining a selection criteria, wherein said selection criteria maps an assigned consumer priority to values of one or more user profile variables or information item variables; and
 - obtaining the consumer priority from the selection criteria.
7. The method according to any of claims 1 to 6, further comprising:
 - obtaining a collection of information items;
 - obtaining an order for the items;
 - evaluating inclusion of the items in the order obtained.
8. The method according to any of claims 1 to 7, further comprising:
 - obtaining a set of information items;
 - obtaining the distribution of information items based on the set;
 - evaluating each item from the set for inclusion into an information stream according to the include region.
9. The method according to any of claims 3, 4, or 6, further comprising using the decision grid to resolve conflicts between actions implied by the consumer priority and the producer priority.
10. A social network-comprising:
 - a post or equivalent information item from a first user of the social network;
 - a subsystem adapted to use the method of claims 1 or 2 to determine an include region for a second user of the social network;
 - a module capable of using the include region to determine inclusion of the post into a news feed or equivalent information stream directed to the second user.

11. An advertising system, comprising:

one or more information items, whereby the information items comprise any combination of advertisements, offers, solicitations or equivalents;

a subsystem adapted to use the method of claims 1 or 2 to determine an include region for a receiver of advertisements or equivalent information consumer;

a module capable of using the include region to determine inclusion of the advertisements or equivalent information items into an information stream directed to the receiver of advertisements.

12. A publishing system, comprising:

one or more information items, whereby information items comprise any combination of articles, stories, solicitations, offers, advertisements, messages, notices, videos, audios, or other equivalents received from at least one publisher, author, contributor, or equivalent information producer;

a subsystem adapted to use any of the methods of claims 1 – 8 to evaluate inclusion of the one or more information items into the information stream of at least one information consumer;

a distributor to deliver the information stream via web, email, mobile, print or other equivalent medium.

13. An information exchange apparatus, comprising:

a post or equivalent information item obtained from a first user of the information exchange apparatus;

a distributor, wherein the distributor allows a second user of the information exchange to receive the post via an information stream;

a subsystem adapted to use the methods of claim 1 or 2 to determine the include region, and use said include region to determine exclusion of the post from the information stream of the second user.

14. An information exchange apparatus for generating an include region to be used for controlling an information stream comprising:

storage means for storing a distribution of information items, wherein the distribution is over a two dimensional range of priority levels;

processing means for determining for a region of the distribution:

- (a) a number of items,
- (b) an expected item value,
- (c) a metric, wherein the metric is determined using the expected item value and the number of items;

processing means for selecting the include region, wherein the include region is preferred over other regions of the distribution at least in part according to the metric; and

whereby the include region controls the information stream.

15. An apparatus for controlling an information stream comprising:
 - a distribution of information items;
 - a means for determining an include region, wherein the means uses the distribution;
 - a means for using the include region to determine inclusion of an information item into the information stream.
16. A social network subsystem as recited in claims 14 or 15, wherein the information item is a post or equivalent from a first user of the social network, and wherein the information stream is a news feed or equivalent directed to a second user of the social network.
17. An advertising subsystem as recited in claims 14 or 15, wherein the information item comprises of advertisements, offers, solicitations or equivalents.
18. A publishing subsystem as recited in claims 14 or 15, wherein one or more information items comprising of articles, stories, solicitations, offers, advertisements, messages, notices, videos, audios, or other equivalents are received from at least one publisher, author, contributor, or equivalent information producer, and wherein inclusion of each of the information items is determined for one or more information consumers.
19. An information exchange system comprising:
 - an information item obtained from a first user of the information exchange;
 - an information stream for a second user of the information exchange, wherein the information exchange is configured to allow the information stream to receive the item;
 - a distribution of information items for the second user;
 - a means for determining an include region for the second user using the distribution;
 - a means to determine exclusion of the item from the information stream of the second user, wherein the means uses the include region.

20. A computer-readable medium comprising instructions for causing a processor to perform the method of any one of claims 1 to 9.