

What is claimed:

1. An information exchange system, comprising of:
 - a system interface for obtaining information items;
 - a distribution of information items;
 - a processing means for:
 - (a) determining at least one exchange value, wherein the at least one exchange value is determined by a distribution difference using the distribution of information items;
 - (b) determining an include region using the at least one exchange value;
 - an information stream;
 - a module capable of obtaining an information item from the system interface for obtaining information items, and determining an information item value pair for the information item and the information stream, and including the information item into the information stream if the information item value pair is in the include region.
2. A social network device, comprising:
 - a post or equivalent information item from a first user of the social network;
 - a subsystem adapted to use the system of claim 1 to determine inclusion of the post into a news feed or equivalent information stream of a second user of the social network.
3. The device of claim 2, wherein the second user has friended, followed, subscribed, or equivalently agreed to receive posts from the first user.
4. 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 system of claim 1 to determine inclusion of the information items into the information stream of at least one advertisement receiver or equivalent information consumer.
5. 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, poster, sender, contributor, or equivalent information producer;

a subsystem adapted to use the system of claim 1 to determine 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.

6. An information exchange system, comprising:

a post or equivalent information item obtained from a first user of the information exchange;
a distributor, wherein the distributor allows a second user of the information exchange to receive the post via the distributor;
a subsystem adapted to use the apparatus of claim 1 to determine exclusion of the post from the information stream of the second user.

7. The information exchange system of claim 1, further comprising:

a master distribution, wherein the distribution of information items is the master distribution.

8. An information exchange system, comprising:

a collection of information items;
a distribution of information items;
a processing means for:

- (a) determining at least one exchange value, wherein the at least one exchange value is determined by a distribution difference using the distribution of information items;
- (b) determining an include region using the at least one exchange value, wherein the include region is determined for an information consumer;

a module capable of:

- (i) determining for each information item in the collection an information item value pair, wherein the information item value pair is for the information item and the information consumer;
- (ii) generating a subset of the collection of information items, wherein the information items with an information item value pair in the include region are included in said subset; and
- (iii) presenting, delivering, or making available the subset of the collection of information items to the information consumer.

9. The information exchange system of claim 8, wherein the distribution of information items is obtained from the collection of information items.

10. The information exchange system of claim 8, wherein the subset of information items from the collection are ranked by the exchange value.
11. The information exchange system of claim 8, wherein the include region is determined additionally using the distribution of information items.