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(54) Title: A SYSTEM FOR CONTROLLING AND OPTIMIZING INFORMATION DISTRIBUTION BETWEEN USERS IN AN INFORMATION EXCHANGE

(57) Abstract: An automatic control system for regulating the information exchange between information producer and information consumer. One control mechanism can dynamically refine the decision to include or exclude information items from the consumer information stream to improve success metrics like participation. One or more system interface request control mechanisms can dynamically provide incentive and limits for the input of audience targets, priorities, preferences, and other data. An administrator may set parameters and select success metrics to balance the goals of the information exchange participants and stakeholders. The system can also serve to resolve conflicts between the selection criteria of a consumer and the audience targets of a producer.