of the audience targets with higher order and the incremental size of the selected audience target; and

assigning a priority for the selected audience target using the lookup size and the audience size limits map.

5. A method for assigning priority to user profile characteristics, ~~as recited~~comprising the method defined in claim 4, further comprising:

a preference order over a range of user profile characteristics;

a set of audience targets, wherein each profile characteristic is an audience target;

ordering the audience targets using the preference order;

assigning the priority determined for the audience target to the corresponding profile characteristic.

6. A system interface for inputting audience targets using the method of any of claims 4 or 5, comprising:

a means for obtaining at least two audience targets;

a means for ordering the audience targets;

audience details, wherein the audience details include audience size and priority;

a producer limits control configured to compute the audience details using the method of claims 4 or 5 with the at least two audience targets.

7. A method for determining an audience size limits map comprising:

an information item;

a set of information consumers or representative information consumers;

a step for determining a priority level for the information item for each of the information consumers in the set;

a step for obtaining a population density, wherein the step ~~for~~ uses the priority level for each of the information consumers in the set;

a step for obtaining a reverse cumulative distribution, wherein the step ~~for~~ uses the population density;

a step for using the reverse cumulative distribution to determine the audience size limits map.

8. A method for obtaining a priority from an audience target, comprising the method defined ~~as~~

~~recited~~ in claim 7, further comprising:

an audience target;

an audience size for the audience target;

looking up a priority for the audience target using the audience size limits map with the audience size.

9. A system interface for inputting audience targets using the method of claim 8, comprising:

a means for obtaining one or more audience targets;

audience details, wherein the audience details include audience size and priority;

a producer limits control configured to compute the audience details using the method of claim 8 with the one or more audience targets and an information item.

10. An information exchange apparatus using the method of any of claims 4, 5, or 8, comprising:

one or more audience targets, wherein the audience targets are ordered;

a means for limiting priority for the audience targets, wherein the means of limiting uses the method of claims 4, 5, or 8, and wherein a producer priority is obtained for each audience target;

a decision grid;

a means for determining inclusion of an information item into an information stream of at least one information consumer using the decision grid and the producer priority obtained.

~~11. A method for determining inclusion of an information item into an information steam, comprising:~~

~~obtaining a participation prediction map;~~

~~obtaining a distribution of information items;~~

~~determining for a region of the distribution:~~

~~(a) a number of items,~~

~~(b) a specified expected item value,~~

~~(c) a predicted participation level determined from the participation prediction map for the specified expected item value; and~~

~~selecting an include region, wherein said include region is preferred over other regions of the distribution according to proximity of the predicted participation level and the number of items, and whereby said include region determines inclusion.~~

12. 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.

13. A method for regulating an information stream, as recited in claims 11 or 12, 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.

14. The method of claim 13, further comprising:

an audience target, wherein said audience target maps an assigned producer priority to values of one or more user profile parameters;

obtaining the producer priority from the audience target.

15. The method of claim 13, further comprising:

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;

obtaining the consumer priority from the selection criteria.

16. The method according to any of claims 11 – 15, further comprising

a collection of information items;

obtaining an order for the items;

evaluating inclusion of the items in the order obtained.

17. The method according to any of claims 11 – 16, further comprising:

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.

18. The method according to any of claims 13, 14, or 15, wherein a decision grid resolves conflicts between actions implied by the consumer priority and the producer priority.

19. A social network using the method of claims 11 – 15, comprising:

~~a post or equivalent information item from a first user of the social network;~~

~~a news feed or equivalent information stream of a second user of the social network, wherein second user has friended, followed, subscribed, or equivalently agreed to receive posts from the first user;~~

~~a subsystem for determining inclusion of the post into the news feed using the method of claims 11—15.~~

~~20. An advertising system using the method of any of claims 11 - 18, comprising:~~

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

~~a subsystem using the method of any of claims 11 - 18 to evaluate inclusion of the information items.~~

~~21. A publishing system using the method of any of claims 11 - 18, 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 using the method of any of claims 11 - 18 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.~~

~~22. An information exchange apparatus using the method of claim 11, comprising:~~

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

~~a distributor;~~

~~a second user of the information exchange allowed to receive the post via the distributor;~~

~~a subsystem using the method of claim 1 to determine exclusion of the post from the information stream of the second user.~~

~~23. An information exchange apparatus using the method of claim 14, comprising:~~

~~a means for obtaining the audience target for an information item;~~

~~a means for obtaining an information consumer user profile;~~

~~a means for determining inclusion of the information item into an information stream, wherein the means uses the method of claim 4 with the audience target and the user profile obtained.~~

~~24. An apparatus for determining inclusion of an information item into an information stream, comprising:~~

~~a means for obtaining a participation prediction map;~~

~~a means for obtaining a distribution of information items;~~

~~a means for selecting an include region, wherein the means uses the participation prediction map and the distribution of information items.~~

~~25. An apparatus for controlling an information stream, as recited in claim 24, further comprising:~~

~~a means for obtaining a producer priority;~~

~~a means for obtaining a consumer priority;~~

~~a means for using the include region to determine inclusion of an information item into an information stream for the determined producer priority and consumer priority.~~