

CLAIMS

What is claimed is:

1. An information processing method performed by a computer device, the method comprising:
 - receiving a sharing operation for information in an information page;
 - presenting push information associated with the object to be pushed when that the information comprises an object to be pushed in response to the sharing operation;
 - and
 - sharing the information in response to a determination instruction for the push information, and
 - presenting the information and the push portal corresponding to the push information in a corresponding sharing page.
2. The method according to claim 1, wherein the receiving a sharing operation for information in an information page comprises:
 - presenting an information option in the chat page when that the information page is a chat page between a current object and a target sharing object;
 - receiving an information addition operation for the information based on the information option, and using the information addition operation as a sharing operation for the information; and
 - the presenting the information and the push portal corresponding to the push information in a corresponding sharing page comprises:
 - presenting the information and the push portal corresponding to the push information in the chat page.
3. The method according to claim 1, wherein after the receiving a sharing operation for information in an information page, the method further comprises:
 - presenting push authorization information corresponding to the information, the

push authorization information being used for obtaining the push authorization for the object to be pushed in the information; and

presenting push information associated with the object to be pushed when that the information comprises an object to be pushed comprises:

presenting push information associated with the object to be pushed when that the information comprises an object to be pushed in response to an authorization instruction triggered for the push authorization information.

4. The method according to claim 1, wherein before the presenting push information associated with the object to be pushed, the method further comprises:

presenting a sharing setting interface of information, and presenting a sharing push function option in the sharing setting interface;

setting a sharing mode of information to a sharing push mode in response to a trigger operation for the sharing push function option; and

the presenting push information associated with the object to be pushed when that the information comprises an object to be pushed comprises:

presenting push information associated with the object to be pushed when that a sharing mode of information is a sharing push mode and the information comprises an object to be pushed.

5. The method according to claim 1, wherein the presenting push information associated with the object to be pushed comprises:

presenting an object selection page corresponding to the at least two objects to be pushed when that there are at least two objects to be pushed; and

presenting push information associated with the target push object in response to a selection operation for a target push object in the object selection page.

6. The method according to claim 1, wherein the presenting push information associated with the object to be pushed comprises:

obtaining a sharing reference feature corresponding to the information when that there are at least two objects to be pushed, wherein the sharing reference feature comprises at least one of the following: a conversion rate corresponding to each of the push objects, and an object feature of a target sharing object of the information; and

invoking a machine learning model for prediction processing based on the sharing reference feature to obtain a target push object to be pushed, and presenting push information associated with the target push object.

7. The method according to claim 1, wherein before the presenting push information associated with the object to be pushed, the method further comprises:

receiving a selection instruction for target push information in the at least two pieces of push information when that there are at least two pieces of push information;

using the target push information as push information to be shared in response to the selection instruction; and

the sharing the information in response to a determination instruction for the push information, and presenting the information and the push portal corresponding to the push information in a corresponding sharing page comprises:

sharing the information in response to a determination instruction for the target push information, and presenting the information and the push portal corresponding to the target push information in a corresponding sharing page.

8. The method according to claim 1, wherein the presenting push information associated with the object to be pushed when that the information comprises an object to be pushed comprises:

obtaining an object level of a current object and a push level corresponding to the push object when that the information comprises an object to be pushed; and

presenting push information associated with the object to be pushed when that the object level is not lower than the push level.

9. The method according to claim 1, wherein presenting push information

associated with the object to be pushed when that the information comprises an object to be pushed comprises:

turning the page to a push information page when that the object to be pushed is a point of interest (POI), presenting merchant information of a merchant associated with the POI in the push information page, and using the merchant information as the push information; and

the sharing the information in response to a determination instruction for the push information, and presenting the information and the push portal corresponding to the push information in a corresponding sharing page comprises:

sharing the information in response to a determination instruction for the merchant information, and presenting the information and the push portal corresponding to the merchant information in a corresponding sharing page.

10. The method according to claim 9, wherein after the presenting merchant information of a merchant associated with the POI in the push information page, the method further comprises:

presenting a confirmation function option corresponding to the merchant information;

transmitting object information of a current object to a terminal corresponding to the merchant in response to a trigger operation for the confirmation function option; and

triggering a determination instruction for the merchant information when that an authorization sharing instruction triggered by the merchant based on the object information is received.

11. The method according to claim 9, wherein after the presenting merchant information of a merchant associated with the POI in the push information page, the method further comprises:

presenting a confirmation function option corresponding to the merchant

information;

presenting reward information corresponding to sharing the merchant information and an authorization function option corresponding to the reward information in response to a trigger operation for the confirmation function option;

presenting an authorization result indicating whether the merchant performs authorization to share the merchant information in response to a trigger operation for the authorization function option; and

the sharing the information in response to a determination instruction for the push information, and presenting the information and the push portal corresponding to the push information in a corresponding sharing page comprises:

sharing the information in response to a determination instruction for the push information when that the authorization result indicates that the merchant performs authorization to share the merchant information, and presenting the information and the push portal corresponding to the push information in a corresponding sharing page.

12. The method according to claim 11, wherein the presenting reward information corresponding to sharing the merchant information and an authorization function option corresponding to the reward information comprises:

presenting reward information of each reward level corresponding to sharing the merchant information and an authorization function option corresponding to each reward level when that the reward information corresponds to at least two reward levels; and

the presenting an authorization result indicating whether the merchant performs authorization to share the merchant information in response to a trigger operation for the authorization function option comprises:

presenting an authorization result indicating whether the merchant performs authorization to share the merchant information corresponding to the first reward level

in response to a trigger operation for an authorization function option of a first reward level in the at least two reward levels.

13. The method according to claim 12, wherein the method further comprises:

presenting a switching function option corresponding to the first reward level when that the authorization result indicates that the merchant does not perform authorization to share the merchant information corresponding to the first reward level; and

presenting an authorization result indicating whether the merchant performs authorization to share the merchant information corresponding to the second reward level in response to a selection operation for a second reward level triggered based on the switching function option.

14. The method according to claim 11, wherein when that the reward information comprises a unit reward corresponding to single exposure of the merchant information, the method further comprises:

obtaining an exposure frequency of the merchant information when that a reward allocation time point arrives;

determining a corresponding sharing reward according to the unit reward and the exposure frequency; and

allocating the sharing reward to an account associated with a current login ID.

15. The method according to claim 1, wherein the presenting a push portal corresponding to the push information comprises:

determining a display area in the push information where the identifier is located when that the push information comprises an identifier of the object to be pushed; and

presenting a push portal corresponding to the push information in the display area.

16. The method according to claim 1, wherein the method further comprises:

presenting interactive prompt information for the push information in the sharing page, the interactive prompt information comprising information of an interactive object corresponding to the push information, wherein

the interactive object is an object that interacts with the push information through the push portal.

17. The method according to claim 1, wherein the method further comprises:

presenting sharing reward prompt information for the push information, the sharing reward prompt information being used for prompting that the sharing reward obtained by sharing the push information is stored in an account associated with a current object.

18. The method according to claim 1, wherein when that the object to be pushed is a POI, before the presenting push information associated with the object to be pushed, the method further comprises:

performing POI recognition on the information to obtain a POI corresponding to the information, and performing location recognition on the information to obtain a geographical location associated with the information;

obtaining a pre-stored reference POI in a location area where the geographical location is located; and

matching the POI with the reference POI, and determining that the information comprises the reference POI when that the POI is matched with the reference POI, so as to use the reference POI as the object to be pushed.

19. An information processing apparatus, comprising:

a receiving module configured to receive a sharing operation for information in an information page;

a presenting module configured to present push information associated with the object to be pushed when that the information comprises an object to be pushed in response to the sharing operation; and

a processing module configured to share the information in response to a determination instruction for the push information, and present the information and the push portal corresponding to the push information in a corresponding sharing page.

~~20. An electronic device, comprising:~~

~~a memory, configured to store executable instructions; and~~

~~a processor, configured to implement the information processing method according to any one of claims 1 to 18 when executing the executable instructions stored in the memory.~~

~~21~~20. A computer-readable storage medium, storing executable instructions, the executable instructions, when executed by a processor, implementing the information processing method according to any one of claims 1 to 18.

~~22. A computer program product, comprising a computer program or instructions, the computer program or the instructions, when executed by a processor, performing the information processing method according to any one of claims 1 to 18.~~