

OBJECT PROCESSING METHOD AND APPARATUS, DEVICE, AND STORAGE MEDIUM

CROSS-REFERENCE TO RELATED APPLICATION(S)

[0001] This application claims priority to Chinese Patent Application No. 202410168714.7, filed on February 05, 2024, and entitled "OBJECT PROCESSING METHOD AND APPARATUS, DEVICE, AND STORAGE MEDIUM", which is hereby incorporated by reference in its entirety.

TECHNICAL FIELD

[0002] The present disclosure relates to the field of data processing, and in particular, to an object processing method, an apparatus, a device, and a storage medium.

BACKGROUND

[0003] With the continuous development of computer technology, users' requirements for interaction functions related to object processing become more and more diverse, such as related interaction functions of a live streaming object displayed on a live streaming room page.

[0004] Therefore, how to enrich interaction functions related to object processing to meet users' growing diverse requirements has become a technical problem that needs to be solved urgently.

SUMMARY

[0005] In order to solve the above technical problem, embodiments of the present disclosure provide an object processing method, an apparatus, a device, and a storage medium.

[0006] In a first aspect, the present disclosure provides an object processing method, including:

displaying a first object and a first interactive control corresponding to the first object, where the first interactive control is triggered to display based on a message that the first object satisfies a preset condition, and the first object is a first-type resource object; and

in response to a trigger operation for the first interactive control, displaying a recommended object page, and displaying recommended object information of a target recommended object on the recommended object page, where a similarity between the target recommended object and the first object is greater than a preset threshold, the target recommended object is a second-type resource object, and the recommended object page supports triggering a target interactive operation for the target recommended object.

[0007] In an optional implementation, object interaction links corresponding to the first-type resource object and the second-type resource object respectively are different;

[0008] and/or, the first object is a recommended object corresponding to a first account, and the target recommended object is a recommended object corresponding to a second account, and the first account and the second account are the same account or associated accounts.

[0009] In an optional implementation, displaying the first object and the first interactive control corresponding to the first object includes:

displaying the first object and the first interactive control corresponding to the first object on a live streaming object page of a target live streaming room, where the live streaming object page is used to display a live streaming object set corresponding to the target live streaming room, and the first object belongs to the live streaming object set.

[00010] In an optional implementation, in response to the trigger operation for the first interactive control, displaying the recommended object page, and displaying the recommended object information of the target recommended object on the recommended object page includes:

in response to the trigger operation for the first interactive control on the live streaming object page, displaying a target prompt pop-up window on the live streaming object page, where the target prompt pop-up window is used to prompt that there is the target recommended object whose similarity with the first object is greater than the preset threshold, and/or, the target prompt pop-up window is also used to prompt account information corresponding to the target recommended object; and

in response to a preset trigger operation performed on the target prompt pop-up window, displaying the recommended object page, and displaying the recommended object information of the target recommended object on the recommended object page.

[00011] In an optional implementation, the preset condition includes that a first object quantity is reduced to zero, and the first object quantity is an object quantity of the first object under the first-type resource object;

[00012] and/or, the preset condition includes that a second object quantity is not reduced to zero, and the second object quantity is an object quantity of the target recommended object under the second-type resource object.

[00013] In an optional implementation, a second live streaming object and a second interactive control corresponding to the second live streaming object are also displayed on the live streaming object page, where the second interactive control is triggered to display based on a message that both a third live streaming quantity and a fourth live streaming quantity of the second live streaming object are reduced to zero, the third live streaming quantity is an object quantity of the second live streaming object under the first-type resource object, and the fourth live streaming quantity is an object quantity of the second live streaming object under the second-type resource object.

[00014] In an optional implementation, a third interactive control is provided on the recommended object

page, and the method also includes:

in response to a trigger operation for the third interactive control, displaying target interactive information corresponding to the target recommended object, where the target interactive information includes at least one of: recommended object information of the target recommended object, account information corresponding to the target recommended object, or recipient location information corresponding to the target recommended object, and the target interactive information is used to perform interaction processing corresponding to the third interactive control.

[00015] In a second aspect, the present disclosure also provides an object processing apparatus, including:

a first display module, configured to display a first object and a first interactive control corresponding to the first object, where the first interactive control is triggered to display based on a message that the first object satisfies a preset condition, and the first object is a first-type resource object; and

a second display module, configured to, in response to a trigger operation for the first interactive control, display a recommended object page, and display recommended object information of a target recommended object on the recommended object page, where a similarity between the target recommended object and the first object is greater than a preset threshold, the target recommended object is a second-type resource object, and the recommended object page supports triggering a target interactive operation for the target recommended object.

[00016] In a third aspect, the present disclosure provides a computer-readable storage medium, where instructions are stored in the computer-readable storage medium, and the instructions, when executed by a terminal device, cause the terminal device to implement the above method.

[00017] In a fourth aspect, the present disclosure provides an object processing device, including: a memory, a processor, and a computer program stored on the memory and executable on the processor, where the processor, when executing the computer program, implements the above method.

[00018] In a fifth aspect, the present disclosure provides a computer program product, including a computer program/instruction, where the computer program/instruction, when executed by a processor, implements the above method.

BRIEF DESCRIPTION OF THE DRAWINGS

[00019] The drawings herein, which are incorporated in and constitute a part of this specification, illustrate embodiments consistent with the present disclosure and, together with the description, serve to explain the principles of the present disclosure.

[00020] In order to more clearly explain the technical solutions in the embodiments of the present disclosure or in the prior art, the following will briefly introduce the drawings that need to be used in the description of

the embodiments or the prior art. Obviously, for those of ordinary skill in the art, other drawings may be obtained based on these drawings without paying creative efforts.

[00021] Fig. 1 is a flowchart of an object processing method provided by an embodiment of the present disclosure;

[00022] Fig. 2 is a schematic diagram of a recommended object page provided by an embodiment of the present disclosure;

[00023] Fig. 3 is a schematic diagram of another recommended object page provided by an embodiment of the present disclosure;

[00024] Fig. 4 is a schematic diagram of an object acquisition page provided by an embodiment of the present disclosure;

[00025] Fig. 5 is a schematic diagram of a live streaming object page provided by an embodiment of the present disclosure;

[00026] Fig. 6 is a schematic diagram of another live streaming object page provided by an embodiment of the present disclosure;

[00027] Fig. 7 is a schematic structural diagram of an object processing apparatus provided by an embodiment of the present disclosure; and

[00028] Fig. 8 is a schematic structural diagram of an object processing device provided by an embodiment of the present disclosure.

DETAILED DESCRIPTION OF EMBODIMENTS

[00029] In order to understand the above objects, features and advantages of the present disclosure more clearly, the solutions of the present disclosure will be further described below. It should be noted that, in case of no conflict, the features in one embodiment or in different embodiments may be combined.

[00030] Many specific details are set forth in the following description to enable a full understanding of the present disclosure, but the present disclosure may also be implemented in other ways different from those described herein. Obviously, the described embodiments are part of the embodiments of the present disclosure, but not all of the embodiments.

[00031] In order to enrich interaction functions related to object processing and meet users' growing diverse requirements, an embodiment of the present disclosure provides an object processing method. Specifically, a first object and a first interactive control corresponding to the first object are displayed, where the first interactive control is triggered to display based on a message that the first object satisfies a preset condition, and the first object is a first-type resource object; in response to a trigger operation for the first interactive

control, a recommended object page is displayed, and recommended object information of a target recommended object is displayed on the recommended object page, where a similarity between the target recommended object and the first object is greater than a preset threshold, the target recommended object is a second-type resource object, and the recommended object page supports triggering a target interactive operation for the target recommended object.

[00032] The embodiment of the present disclosure supports that when the first object under the first-type resource object satisfies the preset condition, the target recommended object being the second-type resource object is displayed for the user, so that the user may trigger the target interactive operation based on the target recommended object, which enriches interaction manners related to object processing, thereby improving user experience.

[00033] Specifically, an embodiment of the present disclosure provides an object processing method. Fig. 1 is a flowchart of an object processing method provided by an embodiment of the present disclosure, which specifically includes the following steps.

[00034] S101: a first object and a first interactive control corresponding to the first object are displayed.

[00035] The first interactive control is triggered to display based on a message that the first object satisfies a preset condition, and the first object is a first-type resource object.

[00036] The object processing method provided by the embodiment of the present disclosure may be applied to a client, and specifically, the client may be deployed on a terminal such as a smartphone, a tablet computer, or a desktop computer.

[00037] In the embodiment of the present disclosure, the first object may be any resource object under the first-type resource object, and when the first object satisfies the preset condition, the first interactive control corresponding to the first object is displayed, where the preset condition is used to determine whether to display the first interactive control.

[00038] The first-type resource object has a corresponding object interaction link, where the object interaction link may be used to represent object channel information, an object acquisition manner, etc. An object being the first-type resource object may support an instant object acquisition manner (also referred to as an instant delivery manner). The instant delivery manner is, for example, an object acquisition manner with a short delivery time-consumption, such as "one-hour delivery".

[00039] In the embodiment of the present disclosure, when the first object satisfies a preset condition, the first interactive control corresponding to the first object is displayed, where the preset condition may specifically include at least one of the following conditions: the delivery is not supported in the region where the user is located, and a first object quantity is reduced to zero, where the first object quantity is an object quantity of the first object under the first-type resource object. That the first object quantity is reduced to zero

may represent that the first object being the first-type resource object is in a sold-out state.

[00040] It may be understood that when the first object being the first-type resource object is in the sold-out state, or the region where the current user is located does not support the delivery of the first object being the first-type resource object, the first interactive control corresponding to the first object is displayed, so as to provide other interaction paths for the user. It should be noted that the preset condition may be set based on user requirements, and the above condition will not constitute a limitation on it.

[00041] S102: in response to a trigger operation for the first interactive control, a recommended object page is displayed, and recommended object information of a target recommended object is displayed on the recommended object page.

[00042] A similarity between the target recommended object and the first object is greater than a preset threshold, the target recommended object is a second-type resource object, and the recommended object page supports triggering a target interactive operation for the target recommended object.

[00043] In the embodiment of the present disclosure, the first object is a recommended object corresponding to a first account, and the target recommended object is a recommended object corresponding to a second account, and the first account and the second account may be the same account or associated accounts.

[00044] Assuming that the first account is specifically A, if the second account is the same account as the first account, that is, the second account is also A, when the first object which corresponds to the first account and is the first-type resource object satisfies the preset condition, the user is supported to trigger the target interactive operation based on the target recommended object which corresponds to the first account and is the second-type resource object.

[00045] Assuming that the first account is A and the second account is B, if the second account is an associated account with the first account, when the first object which corresponds to the first account and is the first-type resource object satisfies the preset condition, the user is supported to trigger the target interactive operation based on the target recommended object which corresponds to the second account and is the second-type resource object, where the second account is an associated account with the first account.

[00046] In the embodiment of the present disclosure, when a similarity between a recommended object under the second-type resource object and the first object is greater than a preset threshold, the recommended object is used as the target recommended object corresponding to the first object. The target recommended object may be one or more recommended objects.

[00047] The target recommended object is the second-type resource object, and the second-type resource object and the first-type resource object are different types of resource objects. Specifically, object interaction links corresponding to the first-type resource object and the second-type resource object respectively are different. Specifically, for example, resource object channels are different, and object purchase manners are

different, etc.

[00048] In an optional implementation, a resource object being the first-type resource object supports an instant delivery manner, such as same-city delivery, food delivery, errand, etc., and a resource object being the second-type resource object supports an express delivery service. The first-type resource object and the second-type resource object have different delivery time for the object.

[00049] In the embodiment of the present disclosure, the first interactive control is used to display the recommended object page. In practical applications, in order to ensure that when the first interactive control is triggered, an object quantity of the target recommended object under the second-type resource object is not 0, in the embodiment of the present disclosure, the preset condition may also include that the second object quantity is not reduced to 0, where the second object quantity is an object quantity of the target recommended object under the second-type resource object.

[00050] That is, the first interactive control is triggered to display based on the message that the first object satisfies the preset condition, and the preset condition includes that the first object quantity of the first object is reduced to zero, and the second object quantity of the target recommended object is not zero. That is, the first interactive control corresponding to the first object is displayed only when it is ensured that the first object is in the sold-out state under the first-type resource object and there is inventory of the target recommended object under the second-type resource object.

[00051] Based on the above embodiment, the recommended object page is displayed by triggering the first interactive control, and the recommended object information of the target recommended object is displayed on the recommended object page, and the recommended object information may specifically include image information of the target recommended object, name information of the target recommended object, etc.

[00052] The image information of the target recommended object may be display images of the target recommended object at different angles, try-on images, etc. Specifically, if a plurality of pieces of image information of the target recommended object are displayed on the recommended object page, an image slide operation for the target recommended object may be set on the recommended object page, and by triggering the slide operation, the image information of the target recommended object may be freely switched. For the image slide operation of the target recommended object, an image switching control may be set on the recommended object page. The embodiment of the present disclosure does not make any limitations on this.

[00053] In addition, attribute information of the target recommended object, resource value information of the target recommended object, and account information of the target recommended object displayed on the recommended object page may also be included. Specifically, the attribute information of the target recommended object may be attribute information such as a category to which the target recommended object belongs, the resource value information of the target recommended object is price information of the target recommended object, which may specifically include original price information, post-coupon price

information, promotional price information, etc., and the account information of the target recommended object may be a store name of the target recommended object. In addition, express delivery information may also be displayed, specifically, for example, ship time.

[00054] In an optional implementation, in response to receiving the trigger operation for the first interactive control, the recommended object page is displayed, and the recommended object information of the target recommended object is displayed on the recommended object page.

[00055] Fig. 2 is a schematic diagram of a recommended object page provided by an embodiment of the present disclosure. The recommended object information of the target recommended object is displayed on the recommended object page, where the recommended object information includes image information 201 of the target recommended object, name information 202 of the target recommended object (name of the target recommended object), attribute information 203 of the target recommended object (electronic product), resource value information 204 (post-coupon price, pre-coupon price), image switching control 205, and ship time 206.

[00056] In another optional implementation, in response to receiving the trigger operation for the first interactive control, if it is detected that there are a plurality of recommended objects whose similarities with the first object are greater than the preset threshold, the recommended object information of the plurality of recommended objects is displayed on the recommended object page based on a priority policy. Specifically, the plurality of recommended objects may be sorted and displayed on the recommended object page based on priority policies such as store distance and price level.

[00057] Fig. 3 is a schematic diagram of another recommended object page provided by an embodiment of the present disclosure. The recommended object information of the plurality of recommended objects is displayed on the recommended object page.

[00058] In the embodiment of the present disclosure, the recommended object page is used to support triggering the target interactive operation for the target recommended object, and the target interactive operation may specifically be an acquisition operation for the target recommended object.

[00059] In an optional implementation, the third interactive control is set on the recommended object page. The target recommended object may be acquired by triggering the third interactive control. Specifically, in response to receiving a trigger operation for the third interactive control, the object acquisition page is displayed, and the target interactive information corresponding to the target recommended object is displayed on the object acquisition page, where the target interactive information includes at least one of: recommended object information of the target recommended object, account information corresponding to the target recommended object, or recipient location information corresponding to the target recommended object.

[00060] The account information corresponding to the target recommended object may specifically be a store name, and the recipient location information corresponding to the target recommended object may specifically

be an express delivery address.

[00061] The third interactive control 207 is displayed on the recommended object page as shown in Fig. 2 above. In response to receiving the trigger operation for the third interactive control, the object acquisition page is displayed, and the target interactive information corresponding to the target object is displayed on the object acquisition page. Fig. 4 is a schematic diagram of an object acquisition page provided by an embodiment of the present disclosure. The target interactive information is displayed on the object acquisition page, which specifically includes image information 401 of the target recommended object, account information 402 corresponding to the target recommended object, and recipient location information 403.

[00062] In another optional implementation, if the recommendation information of the plurality of recommended objects is displayed on the recommended object page, one target recommended object is first selected from the plurality of recommended objects, and then, the third interactive control is triggered based on the selected target recommended object to display the object acquisition page, where the target interactive information corresponding to the target recommended object is displayed on the object acquisition page.

[00063] The operation of selecting one target recommended object from the plurality of recommended objects may include setting check controls corresponding to the recommended objects respectively on the recommended object page. The embodiment of the present disclosure does not make any limitations on the specific selection operation. The recommended object page is as shown in Fig. 3 above.

[00064] In the object processing method provided by the embodiment of the present disclosure, the first object and the first interactive control corresponding to the first object are displayed, where the first interactive control is triggered to display based on the message that the first object satisfies the preset condition, and the first object is the first-type resource object; in response to the trigger operation for the first interactive control, the recommended object page is displayed, and the recommended object information of the target recommended object is displayed on the recommended object page, where the similarity between the target recommended object and the first object is greater than the preset threshold, the target recommended object is the second-type resource object, and the recommended object page supports triggering the target interactive operation for the target recommended object.

[00065] The embodiment of the present disclosure supports that when the first object under the first-type resource object satisfies the preset condition, the target recommended object being the second-type resource object is displayed for the user, so that the user may trigger the target interactive operation based on the target recommended object, which enriches the interaction manners related to object processing, thereby improving the user experience.

[00066] In practical applications, the first object may be displayed on a live streaming object page of a target live streaming room. The target live streaming room may be any live streaming room, and the live streaming object page of the target live streaming room is displayed by triggering a shopping cart control (such as a

"yellow car") in the target live streaming room. The live streaming object page is used to display a live streaming object set corresponding to the target live streaming room, and the first object belongs to the live streaming object set.

[00067] In an optional implementation, the first object and the first interactive control corresponding to the first object are displayed on the live streaming object page of the target live streaming room, where the first interactive control is triggered to display based on the message that the first object satisfies the preset condition. The first object may be any object in the live streaming object set, and the first object is the first-type resource object.

[00068] The preset condition includes that the first object quantity of the first object being the first-type resource object is reduced to zero, and/or a second object quantity of a second object being the second-type resource object is not zero.

[00069] Fig. 5 is a schematic diagram of a live streaming object page provided by an embodiment of the present disclosure. The first object 501 is displayed on the live streaming object page of the target live streaming room, and when the first object quantity of the first object is reduced to zero and the second object quantity is not reduced to zero, the first interactive control 502 is displayed on the live streaming object page.

[00070] Based on the first interactive control displayed on the live streaming object page, the recommended object page is displayed by triggering the first interactive control, and the recommended object information of the target recommended object is displayed on the recommended object page.

[00071] In an optional implementation, in response to receiving the trigger operation for the first interactive control, the target prompt pop-up window is displayed on the live streaming object page, and in response to receiving a preset trigger operation performed on the target prompt pop-up window, the recommended object page is displayed, and the recommended object information of the target recommended object is displayed on the recommended object page.

[00072] Target recommended object prompt information is displayed on the target prompt pop-up window, which is used to prompt that there is the target recommended object whose similarity with the first object is greater than the preset threshold, and is also used to prompt the account information corresponding to the target recommended object. The account information corresponding to the target recommended object may specifically be the store name of the target recommended object, which is used to prompt a source of the target recommended object.

[00073] In the embodiment of the present disclosure, for the preset trigger operation on the target prompt pop-up window, a purchase control may be set on the target prompt pop-up window, and the recommended object page is displayed by triggering the purchase control.

[00074] In the live streaming object page as shown in Fig. 5 above, in response to receiving the trigger

operation for the first interactive control 502, the target prompt pop-up window is displayed on the live streaming object page.

[00075] Fig. 6 is a schematic diagram of another live streaming object page provided by an embodiment of the present disclosure. The target prompt pop-up window 601 is displayed on the live streaming object page, and the target recommended object prompt information 602, the account information 603 corresponding to the target recommended object, and the purchase control 604 are displayed on the target prompt pop-up window. The recommended object page is displayed by triggering the purchase control 604, and the recommended object information of the target recommended object is displayed on the recommended object page.

[00076] In practical applications, a second object may be displayed on the live streaming object page, and the second object is any object different from the first object. When a third object quantity of the second object is reduced to zero and a fourth object quantity of a recommended object corresponding to the second object is reduced to zero, the second interactive control corresponding to the second object is displayed on the live streaming object page.

[00077] The third object quantity is an object quantity of the second object under the first-type resource object, and the fourth object quantity is an object quantity of the recommended object corresponding to the second object under the second-type resource object.

[00078] The second interactive control is a control in a non-trigger state, that is, triggering the second interactive control will not generate any interactive operation. The second interactive control may be set to a "grayed out" state, which is used to prompt that there is no trigger operation for the second interactive control.

[00079] The second object 503 and the second interactive control 504 corresponding to the second object are displayed on the live streaming object page as shown in Fig. 5 above.

[00080] In the embodiment of the present disclosure, in a live streaming scenario, when the object quantity of the first object being the first-type resource object is reduced to zero, the target recommended object being the second-type resource object is displayed for the user, so that the user may trigger the target interactive operation based on the target recommended object, which enriches the interaction manners related to object processing, thereby improving the user experience.

[00081] Based on the above method embodiment, the present disclosure also provides an object processing apparatus. Fig. 7 is a schematic structural diagram of a recommended object apparatus provided by an embodiment of the present disclosure, and the apparatus includes:

a first display module 701, configured to display a first object and a first interactive control corresponding to the first object, where the first interactive control is triggered to display based on a message that the first object satisfies a preset condition, and the first object is a first-type resource object; and

a second display module 702, configured to display, in response to a trigger operation for the first

interactive control, a recommended object page, and display recommended object information of a target recommended object on the recommended object page, where a similarity between the target recommended object and the first object is greater than a preset threshold, the target recommended object is a second-type resource object, and the recommended object page supports triggering a target interactive operation for the target recommended object.

[00082] In an optional implementation, object interaction links corresponding to the first-type resource object and the second-type resource object respectively are different;

[00083] and/or, the first object is a recommended object corresponding to a first account, and the target recommended object is a recommended object corresponding to a second account, and the first account and the second account are the same account or associated accounts.

[00084] In an optional implementation, the first display module is further configured to:

display the first object and the first interactive control corresponding to the first object on a live streaming object page of a target live streaming room, where the live streaming object page is used to display a live streaming object set corresponding to the target live streaming room, and the first object belongs to the live streaming object set.

[00085] In an optional implementation, the second display module includes:

a first display sub-module, configured to display, in response to the trigger operation for the first interactive control on the live streaming object page, a target prompt pop-up window on the live streaming object page, where the target prompt pop-up window is used to prompt that there is the target recommended object whose similarity with the first object is greater than the preset threshold, and/or, the target prompt pop-up window is also used to prompt account information corresponding to the target recommended object; and

a second display sub-module, configured to display, in response to a preset trigger operation performed on the target prompt pop-up window, the recommended object page, and display the recommended object information of the target recommended object on the recommended object page.

[00086] In an optional implementation, the preset condition includes that a first object quantity is reduced to zero, and the first object quantity is an object quantity of the first object under the first-type resource object;

[00087] and/or, the preset condition includes that a second object quantity is not reduced to zero, and the second object quantity is an object quantity of the target recommended object under the second-type resource object.

[00088] In the object processing apparatus provided by the embodiment of the present disclosure, the first object and the first interactive control corresponding to the first object are displayed, where the first interactive control is triggered to display based on the message that the first object satisfies the preset condition, and the

first object is the first-type resource object; in response to the trigger operation for the first interactive control, the recommended object page is displayed, and the recommended object information of the target recommended object is displayed on the recommended object page, where the similarity between the target recommended object and the first object is greater than the preset threshold, the target recommended object is the second-type resource object, and the recommended object page supports triggering the target interactive operation for the target recommended object.

[00089] The embodiment of the present disclosure supports that when the first object under the first-type resource object satisfies the preset condition, the target recommended object being the second-type resource object is displayed for the user, so that the user may trigger the target interactive operation based on the target recommended object, which enriches the interaction manners related to object processing, thereby improving the user experience.

[00090] In addition to the above methods and apparatuses, an embodiment of the present disclosure also provides a computer-readable storage medium, where instructions are stored in the computer-readable storage medium, and the instructions, when executed by a terminal device, cause the terminal device to implement the object processing method according to the embodiment of the present disclosure.

[00091] An embodiment of the present disclosure also provides a computer program product, including a computer program/instruction, where the computer program/instruction, when executed by a processor, implements the object processing method according to the embodiment of the present disclosure.

[00092] In addition, an embodiment of the present disclosure also provides an object processing device, which, as shown in Fig. 8, may include:

a processor 801, a memory 802, an input apparatus 803, and an output apparatus 804. The number of the processor 801 in the object processing device may be one or more, and one processor is taken as an example in Fig. 8. In some embodiments of the present disclosure, the processor 801, the memory 802, the input apparatus 803, and the output apparatus 804 may be connected through a bus or in other ways, and connection through a bus is taken as an example in Fig. 8.

[00093] The memory 802 may be used to store software programs and modules, and the processor 801 executes various functional applications and data processing of the object processing device by running the software programs and modules stored in the memory 802. The memory 802 may mainly include a program storage area and a data storage area, where the program storage area may store an operating system, an application program required by at least one function, etc. In addition, the memory 802 may include high-speed random-access memory or non-volatile memory, such as at least one magnetic disk storage device, flash memory device, or other volatile solid-state storage devices. The input apparatus 803 may be used to receive input digital or character information, and generate signal input related to user settings and function control of the object processing device.

[00094] Specifically, in the present embodiment, the processor 801 will load an executable file corresponding to a process of one or more application programs into the memory 802 according to the following instructions, and the processor 801 runs the application programs stored in the memory 802, so as to implement various functions of the above object processing device.

[00095] It should be noted that in this paper, relational terms such as "first" and "second" are only used to distinguish one entity or operation from another entity or operation, and do not necessarily require or imply any actual relationship or order between these entities or operations. Moreover, the terms "include", "comprise" or any other variation thereof are intended to cover non-exclusive inclusion, so that a process, method, object or device including a series of elements includes not only those elements, but also other elements not explicitly listed or elements inherent to such process, method, object or device. Without further restrictions, an element defined by the phrase "includes a" does not exclude that there are other identical elements in the process, method, object or device including the element.

[00096] The above descriptions are only specific implementations of the present disclosure, so that those skilled in the art may understand or implement the present disclosure. Various modifications to these embodiments will be obvious to those skilled in the art, and the general principles defined herein may be implemented in other embodiments without departing from the spirit or scope of the present disclosure. Therefore, the present disclosure will not be limited to the embodiments described herein, but rather to the widest scope consistent with the principles and novel features disclosed herein.

I/We Claim:

1. An object processing method, comprising:

displaying a first object and a first interactive control corresponding to the first object, wherein the first interactive control is triggered to display based on a message that the first object satisfies a preset condition, and the first object is a first-type resource object; and

displaying, in response to a trigger operation for the first interactive control, a recommended object page, and displaying recommended object information of a target recommended object on the recommended object page, wherein a similarity between the target recommended object and the first object is greater than a preset threshold, the target recommended object is a second-type resource object, and the recommended object page supports triggering a target interactive operation for the target recommended object.

2. The method of claim 1, wherein object interaction links corresponding to the first-type resource object and the second-type resource object respectively are different;

and/or, the first object is a recommended object corresponding to a first account, and the target recommended object is a recommended object corresponding to a second account, and the first account and the second account are the same account or associated accounts.

3. The method of claim 1, wherein displaying the first object and the first interactive control corresponding to the first object comprises:

displaying the first object and the first interactive control corresponding to the first object on a live streaming object page of a target live streaming room, wherein the live streaming object page is used for displaying a live streaming object set corresponding to the target live streaming room, and the first object belongs to the live streaming object set.

4. The method of claim 3, wherein displaying, in response to the trigger operation for the first interactive control, the recommended object page, and displaying the recommended object information of the target recommended object on the recommended object page comprises:

displaying, in response to the trigger operation for the first interactive control on the live streaming object page, a target prompt pop-up window on the live streaming object page, wherein the target prompt pop-up window is used for prompting that the target recommended object whose similarity with the first object is greater than the preset threshold exists, and/or, the target prompt pop-up window is also used for prompting account information corresponding to the target recommended object; and

displaying, in response to a preset trigger operation performed on the target prompt pop-up window, the recommended object page, and displaying the recommended object information of the target recommended object on the recommended object page.

5. The method of claim 1, wherein the preset condition comprises that a first object quantity is reduced to zero, and the first object quantity is an object quantity of the first object under the first-type resource object; and/or, the preset condition comprises that a second object quantity is not reduced to zero, and the second object quantity is an object quantity of the target recommended object under the second-type resource object.

6. The method of claim 3, wherein the live streaming object page further displays a second object and a second interactive control corresponding to the second object, wherein the second interactive control is triggered to display based on a message that both a third object quantity and a fourth object quantity of the second object are reduced to zero, the third object quantity is an object quantity of the second object under the first-type resource object, and the fourth object quantity is an object quantity of a recommended object corresponding to the second object under the second-type resource object.

7. The method of claim 1, wherein a third interactive control is provided on the recommended object page, and the method further comprises:

displaying, in response to a trigger operation for the third interactive control, target interactive information corresponding to the target recommended object, wherein the target interactive information comprises at least one of: the recommended object information of the target recommended object, account information corresponding to the target recommended object, or recipient location information corresponding to the target recommended object, and the target interactive information is used for performing interaction processing corresponding to the third interactive control.

8. An object processing apparatus, comprising:

a first display module, configured to display a first object and a first interactive control corresponding to the first object, wherein the first interactive control is triggered to display based on a message that the first object satisfies a preset condition, and the first object is to a first-type resource object; and

a second display module, configured to display, in response to a trigger operation for the first interactive control, a recommended object page, and display recommended object information of a target recommended object on the recommended object page, wherein a similarity between the target recommended object and the first object is greater than a preset threshold, the target recommended object is a second-type resource object, and the recommended object page supports triggering a target interactive operation for the target recommended object.

9. A computer-readable storage medium having instructions stored thereon, wherein the instructions, when executed by a terminal device, cause the terminal device to implement the method of any of claims 1 to 7.

10. An object processing device, comprising: a memory, a processor, and a computer program stored on

the memory and executable on the processor, wherein the processor, when executing the computer program, implements the method of any of claims 1 to 7.