

Claims

1. An information presentation method, comprising:
monitoring a designated operation for a DOI (Digital Object Unique Identifier); and
when it is detected that the designated operation is executed for the DOI, presenting profile information corresponding to the DOI in a preset region,
wherein the monitoring that the designated operation is executed for the DOI comprises:
determining a range of horizontal coordinates and a range of vertical coordinates of the DOI; and
when it is detected that the designated operation is executed within a region corresponding to the determined coordinates of the DOI, determining that the designated operation is executed for the DOI,
wherein the presenting profile information corresponding to the DOI comprises:
determining the preset region corresponding to the DOI; and
presenting the profile information in the preset region,
wherein the preset region is not overlapping with a region where the DOI is located.
2. The method according to claim 1, wherein the presenting profile information corresponding to the DOI specifically comprises:
determining original information contained in the DOI;
determining profile information of the DOI according to the original information; and
presenting the profile information.
3. The method according to claim 2, wherein the original information is a URL; and the determining profile information of the DOI according to the original information specifically comprises:
generating an access request for the URL according to the URL contained in the DOI;
acquiring a page corresponding to the URL based on the access request; and
taking a screenshot of the page, and determining the screenshot as the profile information corresponding to the DOI; or extracting feature information in the page, and determining the feature information as the profile information corresponding to the DOI, wherein the feature information comprises text information in the page.
4. The method according to claim 2, wherein the original information is an operation

instruction; and

the determining profile information of the DOI according to the original information specifically comprises:

determining operation information corresponding to the operation instruction according to the operation instruction contained in the DOI; and

determining the operation information as the profile information corresponding to the DOI;

wherein the operation instruction comprises: at least one of a network connection instruction, a subscription instruction, and a payment instruction;

when the operation instruction is the network connection instruction, the operation information comprises: at least one of IP (Internet Protocol) address information, check information, and network connection identifier information;

when the operation instruction is the subscription instruction, the operation information comprises: at least one of service identifier information and XML (Extensible Markup Language) information; and

when the operation instruction is the payment instruction, the operation information comprises: at least one of payment amount information and account information.

5. The method according to claim 2, wherein the original information is multimedia information; and

the determining profile information of the DOI according to the original information specifically comprises:

determining designated information in the multimedia information according to the multimedia information contained in the DOI; and

determining the designated information as the profile information corresponding to the DOI;

wherein the multimedia information comprises: at least one of text information, video information, audio information, and picture information;

when the multimedia information is the text information, the designated information comprises: a designated amount of text;

when the multimedia information is the video information, the designated information comprises: an image corresponding to a designated frame;

when the multimedia information is the audio information, the designated information

comprises: audio identifier information; and

when the multimedia information is the picture information, the designated information comprises: a thumbnail of a picture.

6. The method according to any of claims 1, 2 to 5, wherein the designated operation comprises: at least one of click and cursor hover.

7. An information presentation apparatus, comprising:
a monitoring module configured to monitor a designated operation for a DOI; and
a presentation module configured to, when it is detected that the designated operation is executed for the DOI, present profile information corresponding to the DOI in a preset region,
wherein the monitoring module determines a range of horizontal coordinates and a range of vertical coordinates of the DOI and determines that the designated operation is executed for the DOI when it is detected that the designated operation is executed within a region corresponding to the determined coordinates of the DOI,
wherein the presentation module is configured to determine the preset region corresponding to the DOI and present the profile information in the preset region, and the preset region is not overlapping with a region where the DOI is located.

8. The apparatus according to claim 7, wherein the presentation module is specifically configured to:

determine original information contained in the DOI; determine profile information of the DOI according to the original information; and present the profile information.

9. The apparatus according to claim 8, wherein the original information is a URL; and
the presentation module is specifically configured to: generate an access request for the URL according to the URL contained in the DOI, acquire a page corresponding to the URL based on the access request, take a screenshot of the page, and determine the screenshot as the profile information corresponding to the DOI; or extract feature information in the page, and determine the feature information as the profile information corresponding to the DOI, wherein the feature information comprises text information in the page.

10. The apparatus according to claim 8, wherein the original information is an operation

instruction; and

the presentation module is specifically configured to: determine operation information corresponding to the operation instruction according to the operation instruction contained in the DOI, and determine the operation information as the profile information corresponding to the DOI;

wherein the operation instruction comprises: at least one of a network connection instruction, a subscription instruction, and a payment instruction;

when the operation instruction is the network connection instruction, the operation information comprises: at least one of IP address information, check information, and network connection identifier information;

when the operation instruction is the subscription instruction, the operation information comprises: at least one of service identifier information and XML information; and

when the operation instruction is the payment instruction, the operation information comprises: at least one of payment amount information and account information.

11. The apparatus according to claim 8, wherein the original information is multimedia information; and

the presentation module is specifically configured to: determine designated information in the multimedia information according to the multimedia information contained in the DOI, and determine the designated information as the profile information corresponding to the DOI;

wherein the multimedia information comprises: at least one of text information, video information, audio information, and picture information;

when the multimedia information is the text information, the designated information comprises: a designated amount of text;

when the multimedia information is the video information, the designated information comprises: an image corresponding to a designated frame;

when the multimedia information is the audio information, the designated information comprises: audio identifier information; and

when the multimedia information is the picture information, the designated information comprises: a thumbnail of a picture.

12. The apparatus according to any of claims 7 to 8, 11 wherein the designated operation

comprises: at least one of click and cursor hover.

13. An information presentation device, comprising:

a memory configured to store an information presentation program;

a display configured to perform display as instructed; and

a processor configured to execute the information presentation program, when the information presentation program is executed by the processor, instruct the display to display a DOI in a first display region, and when a designated operation is performed for the DOI, instruct the display to display profile information related to the DOI in a second display region,

wherein the processor determines a range of horizontal coordinates and a range of vertical coordinates of the DOI, determines that the designated operation is executed for the DOI when it is detected that the designated operation is executed within a region corresponding to the determined coordinates of the DOI and determines the second display region when instructing to display the profile information, and the first display region does not overlap with the second display region.

14. The device according to claim 13, wherein the designated operation comprises: at least one of click and cursor hover.

15. The device according to claim 13, wherein the information presentation program is a browser or client software.

16. The device according to claim 13, wherein the DOI is a QR code.