

ABSTRACT

A method, an apparatus, a device, a medium, and a program product for managing an application page are provided. Specifically, the application page is displayed in a display area of an electronic device, where the application page includes a first set of page elements for launching a set of function pages; the display area is divided into a first area and a second area in response to receiving an interaction request for a first page element in the first set of page elements; and a first function page launched by the first page element is displayed in the first area, and the application page is displayed in the second area, where the application page includes a media item; and a reply to an operation request is displayed in the second area in response to receiving, in the second area, the operation request for operating the media item. Therefore, the display area may be divided into a plurality of areas in response to receiving the interaction request for the page element used to launch the function page, and different content may be presented in different areas. The efficiency of a user's interaction in the function page may be improved.