ABSTRACT

A method for displaying a trending event in an application and an electronic device are provided. The method comprises: playing multimedia content, in an application, of a first trending event; receiving a sliding operation on the multimedia content; and in response to the sliding operation, displaying, in a first region of a first page, a viewpoint content about the first trending event, and scrolling, in a second region of the first page, comment contents about the first trending event, wherein the first page is a page of the application, and the first region and the second region are different. Thus, the problems of in an existing trending event discussion scenario, the presentation of content being simplistic and the value of consumption being limited are solved, discussion content in a trending comment inner-flow page is enriched, and the value of consumption of the trending comment inner-flow page is improved.