CLAIMS

1. An information processing method, comprising:

acquiring a display interface of a target multimedia; and

in response to receiving a target operation of a user on the display interface, generating target comment information in a comment area for the target multimedia, wherein the target comment information includes information about a multimedia content set and a jump link to the multimedia content set,

wherein the target operation comprises at least one of: adding the target multimedia to the multimedia content set, liking the target multimedia, sharing the target multimedia, or viewing the target multimedia shared by other users.

2. The method according to claim 1, further comprising:

jumping to a display page of the multimedia content set, upon receipt of a trigger operation of the user for the target comment information.

3. The method according to claim 1, wherein, the generating target comment information in the comment area for the target multimedia comprises:

acquiring behavior descriptive information of the user; wherein the behavior descriptive information comprises adding the target multimedia to the multimedia content set or sharing the target multimedia contained in the multimedia content set;

generating the target comment information based at least on the behavior descriptive information and the information about the multimedia content set.

4. The method according to claim 3, further comprising:

acquiring target input information of the user;

editing the target comment information based at least on the target input information.

5. The method according to claim 1, further comprising:

acquiring address information of the multimedia content set;

generating a jump link to the multimedia content set based on the address information, and associating the jump link with the target comment information.

6. The method according to claim 1, further comprising:

acquiring a display page of the comment area for the user, wherein the display page of the comment area comprises at least one piece of comment information;

displaying the target comment information at the top of the display page of the comment area within a preset time period.

7. The method according to claim 1, further comprising:

receiving a user's reply information to the target comment information;

associating the reply information with the target comment information;

deleting the target comment information and retaining the reply information, upon receipt of a deletion operation of the user for the target comment information.

8. The method according to claim 1, further comprising:

receiving a user's trigger operation for the target comment information;

jumping to a display page of the multimedia content set, when it is detected that the target multimedia is removed from the multimedia content set;

displaying prompt information of the target multimedia on the display page of the multimedia content set, wherein the prompt information indicates that the target multimedia has been removed from the multimedia content set.

9. An information processing apparatus, comprising:

a first interface display module, configured to acquire a display interface of a target multimedia; and

a comment information generation module, configured to in response to receiving a target operation of a user on the display interface, generate target comment information in a comment area for the target multimedia, wherein the target comment information includes information about a multimedia content set and a jump link to the multimedia content set,

wherein the target operation comprises at least one of: adding the target multimedia to the multimedia content set, liking the target multimedia, sharing the target multimedia, or viewing the target multimedia shared by other users.

10. An electronic device, comprising:

at least one processor;

a memory for storing instructions executable by the one or more processors;

wherein the at least one processor is configured to execute the instructions to implement the method according to any one of claims 1 to 8.

11. A computer-readable storage medium, wherein instructions in the computer-readable storage medium, when executed by a processor of an electronic device, causes the electronic device to implement the method according to any one of claims 1 to 8.