CLAIMS:

1. An information display method, comprising:

acquiring a popularity parameter of an object to be displayed, wherein the object to be displayed is an object not explained currently corresponding to a display page;

generating prompt information corresponding to the object to be displayed in response to the popularity parameter of the object to be displayed meeting a prompt condition, wherein the prompt information is configured to reflect popularity of the object to be displayed;

displaying the prompt information on the display page; and

displaying an object display page corresponding to the display page in the display page in response to a trigger operation for the prompt information, wherein the object display page is a list that summarizes detailed information of all objects corresponding to the display page and comprises detailed information of the object to be displayed, wherein a display position of the detailed information of the object to be displayed is a first display position in the object display page, or at least part of the detailed information of the object to be displayed is displayed in a highlighted state.

2. The information display method of claim 1, wherein the display page is a display page of a live streaming channel, and the object to be displayed is a product to be explained corresponding to the live streaming channel.

3. The information display method of claim 1 or 2, wherein:

the popularity parameter comprises at least one of a number of followers, a number of favorites, a number of purchases, a number of comments, a number of shares, a number of views, a number of inquiries and a number of likes of the object to be displayed; and

the prompt condition is that the popularity parameter is greater than or equal to a first threshold in a reference time period.

4. The information display method of any one of claims 1 to 3, wherein the prompt information comprises identification information of the object to be displayed and the popularity parameter.

5. The information display method of any one of claims 1 to 4, further comprising:

after the prompt information is displayed on the display page, updating the popularity parameter in the prompt information currently displayed in response to a change of the popularity parameter of the object to be displayed corresponding to the prompt information currently displayed.

6. The information display method of any one of claims 1 to 5, further comprising:

after the prompt information is displayed on the display page, adjusting a display duration of the prompt information currently displayed in response to a change of the popularity parameter of the object to be displayed

corresponding to the prompt information currently displayed.

7. The information display method of any one of claims 1 to 6, wherein the displaying the prompt information on the display page comprises:

displaying the prompt information on the display page in response to the display page not comprising explanation information of an object currently being explained.

8. The information display method of any one of claims 1 to 7, wherein the displaying the prompt information on the display page comprises:

in response to the display page comprising explanation information of an object currently being explained, displaying the prompt information after a display of the explanation information of the object currently explained is completed.

9. The method of any one of claims 1 to 8, wherein the displaying the prompt information on the display page comprises:

in response to popularity parameters of at least two objects to be displayed meet the prompt condition, displaying prompt information corresponding to the at least two objects in order on the display page.

10. The method of claim 9, wherein the displaying the prompt information corresponding to the at least two objects in order on the display page comprises:

arranging the prompt information of the at least two objects to be displayed to form a display queue; and

displaying the prompt information corresponding to the at least two objects to be displayed in order according to the order of the display queue.

11. The method of Claim 9 or 10, wherein the displaying the prompt information corresponding to the at least two objects in order on the display page comprises:

displaying the prompt information corresponding to the at least two objects to be displayed by turn.

12. An information display apparatus, comprising:

an acquisition module configured to acquire a popularity parameter of an object to be displayed, wherein the object to be displayed is an object not explained currently corresponding to a display page;

a generation module configured to generate prompt information corresponding to the object to be displayed in response to the popularity parameter of the object to be displayed meeting a prompt condition, wherein the prompt information is configured to reflect popularity of the object to be displayed; and

a display module configured to display the prompt information on the display page, and display an object display page corresponding to the display page in the display page in response to a trigger operation for the prompt information, wherein the object display page is a list that summarizes detailed information of all objects

corresponding to the display page and comprises detailed information of the object to be displayed, wherein a display position of the detailed information of the object to be displayed is a first display position in the object display page, or at least part of the detailed information of the object to be displayed is displayed in a highlighted state.

13. An electronic device, comprising:

a memory; and

a processor coupled to the memory, the processor configured to, based on instructions stored in the memory, implement the information display method of any one of claims 1 to 11.

14. A computer-readable storage medium on which a computer program is stored which, when executed by a processor, implements the information display method of any one of claims 1 to 11.

15. A computer program, comprising:

instructions that, when executed by a processor, cause the processor to perform any of the information display method of any one of claims 1 to 11.