CLAIMS

1. A content display method, comprising:

displaying a multimedia content page and displaying a search keyword and a search control associated with the search keyword in the multimedia content page in response to an exit operation on an object display page, wherein an object display control is displayed in the multimedia content page, and the object display control is configured to display the object display page; and

displaying a search result page in response to a trigger operation on the search control, wherein a plurality of target objects associated with the search keyword are displayed in the search result page, and the plurality of target objects comprise one or more objects in the object display page.

2. The method of claim 1, wherein displaying the search keyword and the search control associated with the search keyword in the multimedia content page comprises:

determining whether a transaction operation is detected in the object display page; and

in response to no transaction operation being detected in the object display page, displaying the search keyword and the search control associated with the search keyword in the multimedia content page.

3. The method of claim 1 or 2, wherein displaying the search keyword and the search control associated with the search keyword in the multimedia content page comprises:

acquiring search reference information, wherein the search reference information comprises at least one selected from the group consisting of: first object information in the object display page, interaction information in the object display page, and second object information in the multimedia content;

determining the search keyword based on the search reference information; and

displaying the search keyword and the search control associated with the search keyword in the multimedia content page.

4. The method of claim 3, wherein the search reference information comprises the interaction information and at least one of the first object information or the second object information; and

determining the search keyword based on the search reference information comprises:

determining a plurality of candidate keywords according to at least one of the first object information or the second object information;

determining weights of the plurality of candidate keywords based on the interaction information; and

determining a candidate keyword with a maximum weight as the search keyword.

5. The method of any of claims 1 to 4, wherein displaying the search result page comprises:

in response to the plurality of target objects comprising one object in the object display page, setting the one object belonging to the object display page to be displayed at a first position of the search result page; and

in response to the plurality of target objects comprising a plurality of objects in the object display page, setting the plurality of objects belonging to the object display page to be displayed at front positions of the search result page.

6. The method of any of claims 1 to 5, wherein displaying the search result page comprises:

adding a preset identification to the one or more objects belonging to the object display page in the search result page, and/or

adding a preset visual effect to an area wherein the one or more objects belonging to the object display page are located.

7. The method of any of claims 1 to 6, wherein displaying the search result page in response to the trigger operation on the search control comprises:

displaying an interface of an application and displaying the search result page in the interface of the application in response to the trigger operation on the search control.

8. The method of claim 7, wherein displaying the search result page comprises:

displaying the search result page by occupying a set proportion of the interface, wherein the set proportion is a value greater than 0 and less than or equal to 1.

9. The method of claim 8, wherein displaying the search result page further comprises:

in response to the set proportion being a value greater than 0 and less than 1, the search result page is displayed in a full screen in response to a trigger operation on the search result page.

10. The method of any of claims 7 to 9, wherein after the displaying the search result page, the method further comprises:

displaying a home page of the application in response to a close operation on the search result page.

11. The method of any of claims 7 to 10, wherein the search result page comprises a multimedia return control, and after the displaying the search result page, the method further comprises:

returning to display the multimedia content page in response to a trigger operation on the multimedia return control.

12. A content display apparatus, comprising:

a search control display module, configured to display a multimedia content page and display a search keyword and a search control associated with the search keyword in the multimedia content page in response to an exit operation on an object display page, wherein an object display control is displayed in the multimedia content page, and the object display control is configured to display the object display page; and

a search result page display module, configured to display a search result page in response to a trigger operation on the search control, wherein a plurality of target objects associated with the search keyword are displayed in the search result page, and the plurality of target objects comprise one or more objects in the object display page.

13. An electronic device, comprising:

one or more processors; and

a storage apparatus, configured to store one or more programs, wherein,

when the one or more programs are executed by the one or more processors, the one or more processors are caused to implement the content display method of any of claims 1 to 11.

14. A storage medium comprising computer-executable instructions, wherein the computer-executable instructions are used to perform the content display method of any of claims 1 to 11 when being executed by a computer processor.