ABSTRACT

Disclosed in the embodiments of the present application are a data processing method and apparatus, and a device and a computer-readable storage medium. The method comprises: on the basis of a pre-loading request, acquiring a first pre-loading usage probability corresponding to a terminal device, wherein the first pre-loading usage probability is used for indicating a probability that a target object interacts with pre-loaded content; and if the first pre-loading usage probability is equal to or greater than an online recommendation threshold, generating a set of online recommended content, and on the basis of the set of online recommended content, generating a list of target pre-loaded content, wherein a generation timestamp of the set of online recommended content is later than a generation timestamp of the pre-loading request. By means of the present application, not only can computing resources be reduced, but the utilization rate of online recommended content can also be increased.