

INFORMATION DISPLAY METHOD AND APPARATUS, AND ELECTRONIC DEVICE, STORAGE MEDIUM AND PROGRAM PRODUCT

CROSS-REFERENCE TO RELATED APPLICATION

[0001] The present application claims priority to Chinese Patent Application No. 202411266726.X, filed on September 10, 2024, which is incorporated herein by reference in its entirety as a part of the present application.

TECHNICAL FIELD

[0002] Embodiments of the present disclosure relate to an information display method, an apparatus, an electronic device, a storage medium, and a program product.

BACKGROUND

[0003] At present, users may watch videos in video applications. However, the display manner of videos is relatively monotonous, which is not conducive for users to quickly obtain video information of other videos while watching a video.

SUMMARY

[0004] Embodiments of the present disclosure provide an information display method, an apparatus, an electronic device, a storage medium, and a program product to enrich display manners of media content and simplify operations required for a user to view media content information of other media content other than currently viewed media content.

[0005] In a first aspect, an embodiment of the present disclosure provides an information display method, including:

[0006] displaying first media content in a media content display interface; and

[0007] displaying a preview image area in response to a first trigger operation acting on the media content display interface, where the preview image area includes a first image area and a second image area, the first image area is used to display a set preview image of a preset media content set, the second image area is used to display a media content preview image of at least partial media content, the at least partial media content includes second media content, and the second media content is displayed at least in response to the first trigger operation.

[0008] In a second aspect, an embodiment of the present disclosure further provides an information display apparatus, including:

- [0009] a first media content display module, configured to display first media content in a media content display interface; and
- [0010] a preview image display module, configured to display a preview image area in response to a first trigger operation acting on the media content display interface, where the preview image area includes a first image area and a second image area, the first image area is used to display a set preview image of a preset media content set, the second image area is used to display a media content preview image of at least partial media content, the at least partial media content includes second media content, and the second media content is displayed at least in response to the first trigger operation.
- [0011] In a third aspect, an embodiment of the present disclosure further provides an electronic device, including:
- [0012] one or more processors; and
- [0013] a memory, configured to store one or more programs,
- [0014] when the one or more programs are executed by the one or more processors, the one or more processors are enabled to implement the information display method according to the embodiment of the present disclosure.
- [0015] In a fourth aspect, an embodiment of the present disclosure further provides a computer-readable storage medium, where a computer program is stored on the computer-readable storage medium, and when the computer program is executed by a processor, the information display method according to the embodiment of the present disclosure is implemented.
- [0016] In a fifth aspect, an embodiment of the present disclosure further provides a computer program product, when the computer program product is executed by a computer, the computer is enabled to implement the information display method according to the embodiment of the present disclosure.

BRIEF DESCRIPTION OF DRAWINGS

- [0017] The foregoing and other features, advantages, and aspects of the embodiments of the present disclosure become more apparent with reference to the following specific implementations and in conjunction with the drawings. Throughout the drawings, the same or similar reference numerals denote the same or similar elements. It should be understood that the drawings are schematic and that parts and elements are not necessarily drawn to scale.
- [0018] Fig. 1 is a schematic flowchart of an information display method according to an embodiment of the present disclosure;
- [0019] Fig. 2 is a schematic diagram of displaying first media content according to an embodiment of the present disclosure;
- [0020] Fig. 3 is a schematic diagram of displaying a preview image area according to an embodiment of the present disclosure;
- [0021] Fig. 4 is a schematic flowchart of another information display method according to an embodiment of the present disclosure;

- [0022] Fig. 5 is a schematic diagram of displaying another preview image area according to an embodiment of the present disclosure;
- [0023] Fig. 6 is a schematic diagram of displaying a preset media content set according to an embodiment of the present disclosure;
- [0024] Fig. 7 is a schematic diagram of displaying second media content according to an embodiment of the present disclosure;
- [0025] Fig. 8 is a block diagram of an information display apparatus according to an embodiment of the present disclosure; and
- [0026] Fig. 9 is a schematic diagram of a structure of an electronic device according to an embodiment of the present disclosure.

DETAILED DESCRIPTION

- [0027] Embodiments of the present disclosure are described in more detail below with reference to the drawings. Although some embodiments of the present disclosure are shown in the drawings, it should be understood that the present disclosure may be implemented in various forms and should not be construed as being limited to the embodiments set forth herein; on the contrary, these embodiments are provided for a more thorough and complete understanding of the present disclosure. It should be understood that the drawings and embodiments of the present disclosure are only used for illustrative purposes, and are not used to limit the scope of protection of the present disclosure.
- [0028] It should be understood that steps described in method implementations of the present disclosure may be performed in different orders and/or in parallel. Furthermore, the method implementations may include additional steps and/or omit the execution of the steps shown. The scope of the present disclosure is not limited in this regard.
- [0029] The term "include/comprise" and its variants used herein are open-ended inclusions, that is, "include/comprise but not limited to". The term "based on" means "at least partially based on". The term "an embodiment" means "at least one embodiment"; the term "another embodiment" means "at least one other embodiment"; the term "some embodiments" means "at least some embodiments". Related definitions of other terms will be given in the following description.
- [0030] It should be noted that concepts such as "first" and "second" mentioned in the present disclosure are only used to distinguish different apparatuses, modules, or units, and are not used to limit an order or interdependence of functions performed by these apparatuses, modules, or units.
- [0031] It should be noted that modifications of "one" and "a plurality of" mentioned in the present disclosure are illustrative and not restrictive, and those skilled in the art should understand that "one" and "a plurality of" should be understood as "one or more" unless otherwise clearly indicated in the context.

- [0032] The names of messages or information exchanged between a plurality of apparatuses in the implementations of the present disclosure are used for illustrative purposes only, and are not used to limit the scope of these messages or information.
- [0033] It may be understood that data involved in the technical solution (including but not limited to the data itself, acquisition or use of the data) shall comply with requirements of corresponding laws, regulations, and related provisions.
- [0034] Fig. 1 is a schematic flowchart of an information display method according to an embodiment of the present disclosure. The method may be performed by an information display apparatus. The apparatus may be implemented in software and/or hardware, may be configured in an electronic device, and typically may be configured in a computer, a mobile phone, or a tablet computer. The information display method provided in this embodiment of the present disclosure is applicable to a scenario of simultaneously previewing a media content image and a preset media content set. As shown in Fig. 1, the information display method provided in this embodiment may include the following steps.
- [0035] S101: displaying first media content in a media content display interface.
- [0036] The media content display interface may be understood as an interface for displaying media content. A type of the media content is not limited, and for example, the media content may include video content and/or picture-text content. The first media content may be understood as media content displayed in the media content display interface, for example, media content displayed in the media content display interface when the first trigger operation is received.
- [0037] In this embodiment, when a current user has a requirement to view media content, the media content (such as the first media content) that the current user needs to view may be displayed in the media content display interface, as shown in Fig. 2.
- [0038] S102: displaying a preview image area in response to a first trigger operation acting on the media content display interface, where the preview image area includes a first image area and a second image area, the first image area is used to display a set preview image of a preset media content set, the second image area is used to display a media content preview image of at least partial media content, the at least partial media content includes second media content, and the second media content is displayed at least in response to the first trigger operation.
- [0039] The first trigger operation may be a trigger operation used to indicate display of the preview image area. An execution manner of the first trigger operation is not limited, and for example, the first trigger operation may be an operation of triggering a control or performing a preset gesture. Exemplarily, the first trigger operation may act on the media content display interface in which the first media content is displayed. Optionally, the first trigger operation includes a preset trigger operation acting on an interface identifier of the media content display interface, and the preset trigger operation includes a single-click operation and/or a double-click operation. For example, the first trigger operation may be an operation of triggering the interface identifier of the media content display interface, such as a trigger operation of clicking or double-clicking the interface identifier of the media content display interface. The preset trigger operation may further include a trigger operation other than clicking the

interface identifier of the media content display interface and double-clicking the interface identifier of the media content display interface, such as an operation of dragging the interface identifier of the media content display interface. The interface identifier of the media content display interface may be used to uniquely identify the media content display interface. Exemplarily, the interface identifier may include a primary interface identifier of the media content display interface. In some examples, the media content display interface may alternatively display at least one secondary interface identifier, and the secondary interface identifier may be used to trigger display of media content with different attributes in the media content display interface. In this case, at least one secondary interface identifier displayed in the media content display interface may also be configured to trigger execution of the first trigger operation. Description is provided below by using an example in which the first trigger operation acts on the primary interface identifier of the media content display interface.

[0040] The second media content and the first media content may be different media content. Exemplarily, the second media content may be media content that the current user has not viewed after the current application is launched this time, such as media content that has been preloaded and that the current user has not viewed, or media content to be preloaded in the media content display interface, to satisfy a requirement of the user to view different media content.

[0041] The first media content and/or the second media content may be included in a media content stream of the media content display interface. The media content stream may include a plurality of pieces of media content published by a plurality of users of the current application platform. A first user may switch between the plurality of pieces of media content in the media content stream based on a content switching operation, for example, an up-down sliding operation. The first user may further interact with a second user (for example, a user who publishes the media content) or another user based on the media content, for example, give a like to the media content, comment on the media content, or share the media content.

[0042] A display position of the preview image area is not limited. For example, the preview image area may be displayed in the media content display interface or in another interface other than the media content display interface. Optionally, the preview image area is displayed in the media content display interface. In this case, exemplarily, the preview image area may be located within an image display area of the media content display interface.

[0043] A display style of the preview image area is not limited. Optionally, the preview image area is displayed in a form of a preview card. For example, the preview image area may be displayed in the media content display area in the form of the preview card.

[0044] The preset media content set may be a set of media content. The preset media content set may include media content information of at least one piece of media content. For example, the media content information may include a media content cover, a media content name, information about a user who publishes the media content, and/or at least partial interaction information of the media content. For example, the at least partial interaction information may include the number of interactions, such as the number quantity of likes, the number of comments, and/or the number of shares; or the at least partial interaction information may include message content of at least

partial interaction messages, such as message content of at least partial comment messages. The at least one piece of media content included in the preset media content set may be preset media content. Optionally, the at least one piece of media content included in the preset media content set may be preset media content displayed in a preset interface and/or media content associated with the current user, and so on. The set image of the preview media content set may be a preview image of the preset media content set.

[0045] The preview image of certain media content (such as the first media content and/or the second media content) may be an image for previewing content of the media content. Exemplarily, the preview image of the certain media content may include at least partial image content of the media content, for example, one or more image pictures of the media content, or image content of at least partial areas of the media content.

[0046] Exemplarily, when the first trigger operation acting on the media content display interface is received, for example, when it is detected that the current user triggers the interface identifier 20 (as shown in Fig. 2) of the media content display interface, the preview image area 30 may be displayed, as shown in Fig. 3, for the current user to preview the displayed media content image and/or the preset media content set.

[0047] Referring to Fig. 3 again, the preview image area 30 includes a first image area 31 and a second image area 32. The first image area 31 of the preview image area 30 may be used to display the set preview image of the preset media content set. The second image area 32 of the preview image area 30 may be used to display the media content preview image of the second media content, so that the current user may simultaneously preview the preset media content set and the newly displayed media content, thereby enriching preview manners of media content.

[0048] In addition, when the first trigger operation is received, the interface identifier of the media content display interface may be switched from a first display style (as shown in Fig. 2) to a second display style (as shown in Fig. 3) to prompt the user that the preview image area is currently in a displayed state; and/or, as shown in Fig. 3, when the preview image area is displayed, target prompt information 33 may be further displayed, and the user is prompted by the target prompt information 33 of at least one trigger manner of redisplaying the media content in the media content display interface. For example, the at least one trigger manner may include an operation of triggering a non-control area other than the preview image area, an operation of triggering an exit control, and/or an operation of triggering a return control.

[0049] In some implementations, the preset media content set and the second media content may be acquired in response to the first trigger operation, and after both the preset media content and the second media content are successfully acquired, the set preview image of the preset media content set is displayed in the first image area of the preview image area, and the media content preview image of the second media content is displayed in the second image area of the preview image area.

[0050] In some implementations, optionally, the displaying a preview image area in response to a first trigger operation acting on the media content display interface includes: in response to the first trigger operation acting on the media content display interface, displaying the preview image area, displaying a set preview image of a first media content set in the first image area of the preview image area, and acquiring the second media content; and displaying the media content preview image of the second media content in the second image area in response to

the second media content being successfully acquired. Exemplarily, in response to the first trigger operation, the preset media content set is acquired, the preview image area is displayed, the set preview image of the preset media content set is displayed in the preview image area, and the second media content is acquired, and after the second media content is acquired, the acquired second media content is displayed in the second image area.

[0051] In some examples, during an acquisition process of the second media content, the media content preview image may not be displayed in the second image area of the preview image area. For example, acquisition prompt information of the second media content may be displayed in the second image area of the preview image area to prompt the current user that the second media content is currently acquired.

[0052] In some other examples, during the acquisition process of the second media content, the media content preview image of the first media content may be displayed in the second image area of the preview image area, and after the second media content is acquired, the media content preview image displayed in the second image area is switched from the media content preview image of the first media content to the media content preview image of the second media content. In this case, optionally, the information display method further includes: displaying a media content preview image of the first media content in the second image area of the preview image area in response to the first trigger operation acting on the media content display interface. The displaying the media content preview image of the second media content in the second image area in response to the second media content being successfully acquired includes: switching the media content preview image displayed in the second image area from the media content preview image of the first media content to the media content preview image of the second media content in response to the second media content being successfully acquired.

[0053] Fig. 4 is a schematic diagram of a display procedure of a preview image area according to an embodiment of the present disclosure. As shown in Fig. 4, in some optional implementations, the display procedure of the preview image area may be described as follows.

[0054] The first media content is displayed in the media content display interface, and the interface identifier 20 of the media content display interface may be further displayed in a preset position (such as a bottom of the interface) of the media content display interface in a first display style, as shown in a first picture in Fig. 4.

[0055] When the first trigger operation acting on the media content display interface is received, for example, when it is detected that the current user clicks or double-clicks the interface identifier 20 of the media content display interface, the preview image area 30 is displayed in the media content display interface, the set preview image of the preset media content set is displayed in the first image area 31 of the preview image area 30, the media content preview image of the first media content is displayed in the second image area 32 of the preview image area 30, as shown in a second image in Fig. 4, and the second media content is acquired.

[0056] Referring to a second picture in Fig. 4 again, when the first trigger operation acting on the media content display interface is received, the interface identifier 20 of the media content display interface may be switched from the first display style to a second display style, and the interface identifier 20 of the media content display interface may be kept displayed in the second display style during the display procedure of the preview image area 30. In addition, as shown in the second image in Fig. 4, during the acquisition process of the second media content,

the acquisition prompt information 40 may be further displayed in the media content display interface, for example, the acquisition prompt information 40 is displayed above or below the preview image area 30, to prompt the user that the media content previewed in the second image area 32 is currently acquired and updated.

[0057] After the second media content is successfully acquired, the media content preview image displayed in the second image area 32 of the preview image area 30 may be switched from the media content preview image of the first media content to the media content preview image of the second media content, and the acquisition prompt information 40 displayed in the media content display interface may be further switched to the target prompt information 33, as shown in a third picture in Fig. 4.

[0058] In some embodiments, the preset image set displayed in the first image area and the media content (such as the first media content and/or the second media content) displayed in the second image area may not necessarily be related in content. For example, the switching of media content in the second image area may not be based on the preset image set previewed in the first image area.

[0059] In addition, it may be understood that in some scenarios, the preset image set displayed in the first image area and the media content displayed in the second image area may be associated to some extent. For example, the second image area may switch the media content based on the preset image set displayed in the first image area.

[0060] As an optional example, the preview image displayed in the displayed preview image area may also be supported to be published as new media content as the media content image. For example, the current user may be supported to use the preview image displayed in the preview image area as a media content material and publish new media content by triggering a first preset control displayed in the media content display interface; or the current user may be supported to switch to a media content editing interface by triggering the first preset control displayed in the media content display interface, and use the preview image displayed in the preview image area as a media content material to be edited in the media content editing interface, to publish new media content based on the media content material to be edited.

[0061] According to the information display method provided in this embodiment, the first media content is displayed in the media content display interface; and the preview image area is displayed in response to the first trigger operation acting on the media content display interface, the set preview image of the preset media content set is displayed in the first image area of the preview image area, and the media content preview image of the at least partial media content is displayed in the second image area of the preview image area, where the at least partial media content includes the second media content that is displayed in response to the first trigger operation. According to the technical solution described above, in this embodiment, the preview image of the preset media content set and the preview image of the media content are displayed in different image areas, so that the display manners of the media content may be enriched, the operations required for displaying the preview image may be simplified, the operations required for viewing the set preview image of the preset media content set and the media content preview image of the media content may be further simplified, and difficulty in determining the content to be viewed is reduced.

[0062] Fig. 5 is a schematic flowchart of another information display method according to an embodiment of the present disclosure. The solution in this embodiment may be combined with one or more optional solutions in the above embodiment. Optionally, after the preview image area is displayed, the method further includes one of the following steps: in response to a first display operation for the first image area, canceling displaying the preset preview image area, and displaying the preset media content set in the media content display interface; or, in response to a second display operation for the second image area, canceling displaying the preset preview image area, and displaying target media content in the media content display interface, where the target media content is media content corresponding to the media content preview image currently displayed in the second image area, and the target media content includes the first media content and/or the second media content.

[0063] Correspondingly, as shown in Fig. 5, the information display method provided in this embodiment may include the following steps.

[0064] S201: displaying first media content in a media content display interface.

[0065] S202: displaying a preview image area in response to a first trigger operation acting on the media content display interface, and performing S203 or S204, where the preview image area includes a first image area and a second image area, the first image area is used to display a set preview image of a preset media content set, the second image area is used to display a media content preview image of at least partial media content, the at least partial media content includes second media content, and the second media content is displayed at least in response to the first trigger operation.

[0066] S203: in response to a first display operation for the first image area, canceling displaying the preset preview image area, and displaying the preset media content set in the media content display interface.

[0067] The first display operation for the first image area may be a trigger operation used to indicate display of the preset media content set displayed in the first image area, such as an operation of triggering the first image area.

[0068] In this implementation, the first image area 31 of the preview image area 30 may be used to trigger display of the preset media content set. Exemplarily, when the first display operation for the first image area 31 is received, the preset media content set may be displayed in the media content display interface, as shown in Fig. 6, for the current user to select content of interest from the preset media content set for viewing.

[0069] It may be understood that the preset media content set may display media content information of at least one piece of media content. Accordingly, when the preset media content set is displayed in the media content display interface, different pieces of media content in the preset media content set may be switchingly displayed in the media content display interface based on an order of the respective media content information in the preset media content set; or when it is detected that the current user triggers certain media content information displayed in the preset media content set, media content corresponding to the media content information may be displayed in the media content display interface. This may be specifically set as needed.

[0070] In some implementations, when the preset media content set is displayed in the media content display interface, the area size of the preview image area and/or the area size of the second image area may not be reduced. For example, the preset media content set may be displayed on an upper layer of a display hierarchy in which the

preview image area is located and/or an upper layer of a display hierarchy in which the second image area is located. In this case, the displayed preset media content set may cover the content displayed in the preview image area and/or the first image area.

[0071] In some other implementations, when the preset media content set is displayed in the media content display interface, the area size of the first image area may be increased, and the area size of the second image area may be reduced or even the display of the second image area may be canceled, to improve the simplicity of the content displayed in the media content display interface. In this case, optionally, the canceling displaying the preview image area, and displaying the preset media content set in the media content display interface includes: increasing a first area size of the first image area based on an interface size of the media content display interface, and displaying the preset media content set in the increased first image area; and/or, during an increase of the first area size, gradually reducing a second area size of the second image area until the display of the second image area is canceled.

[0072] S204: in response to a second display operation for the second image area, canceling displaying the preset preview image area, and displaying target media content in the media content display interface, where the target media content is media content corresponding to the media content preview image currently displayed in the second image area, and the target media content includes the first media content and/or the second media content.

[0073] The second display operation for the second image area may be used to indicate a trigger operation for displaying, in the media content display interface, the media content currently previewed in the second image area, such as an operation of triggering the second image area. The target media content may be understood as the media content previewed in the second image area, that is, the media content to which the media preview image currently displayed in the second image area belongs. The target media content may include the first media content and/or the second media content. For example, the current user may be supported to perform the second display operation when the media content preview image of the first media content is displayed in the second image area, or the current user may be supported to perform the second display operation when the media content preview image of the second media content is displayed in the second image area.

[0074] In this implementation, the second image area 32 of the preview image area 30 may be used to trigger display of the media content currently previewed. Exemplarily, when the second display operation for the second image area 32 is received, the preview image display area 30 may be canceled, and the media content (such as the first media content or the second media content) currently previewed in the second image area 32 is displayed in the media content display interface, as shown in Fig. 7 (Fig. 7 provides an example in which the media content currently previewed is the second media content).

[0075] In some implementations, when the target media content is displayed in the media content display interface, the area size of the preview image area and/or the area size of the first image area may not be reduced. For example, the target media content may be displayed on an upper layer of a display hierarchy in which the preview image area is located and/or an upper layer of a display hierarchy in which the first image area is located.

In this case, the displayed target media content may cover the content displayed in the preview image area and/or the first image area.

[0076] In some other implementations, when the target media content is displayed in the media content display interface, the area size of the second image area may be increased, and the area size of the first image area may be reduced or even the display of the first image area may be canceled, to improve the simplicity of the content displayed in the media content display interface, thereby providing convenience for the current user to view the target media content. In this case, optionally, the canceling displaying the preview image area, and displaying the preset media content set in the media content display interface includes: increasing a second area size of the second image area based on the area size of the media content display interface, and displaying the target media content in the increased first image area; and/or during an increase of the second area size, gradually reducing a first area size of the first image area until the display of the first image area is canceled.

[0077] In addition, as shown in Fig. 7, in the case where the second media content is displayed in response to the second display operation, the preset prompt information 70 may be further displayed in the media content display interface, and the user may be supported to perform a second trigger operation based on the preset prompt information 70. The current application is instructed by the second trigger operation to redisplay the first media content in the media content display interface.

[0078] In this case, optionally, the target media content includes the second media content, and the method further includes: displaying preset prompt information in response to the second display operation for the second image area, where the preset prompt information is used to prompt triggering a second trigger operation for redisplaying the first media content in the media content display interface, or the preset prompt information is configured to trigger execution of the second trigger operation.

[0079] The preset prompt information may be kept displayed in the media content display interface when the second media content is displayed, or may be kept displayed in the media content display interface within a preset time length (such as 3 s or 5 s). This may be specifically set as needed.

[0080] In addition, in the case where the target media content displayed in response to the second display operation is the second media content, in some examples, the preset prompt information may be displayed in the media content display interface in response to the second display operation without considering an interval duration between the second display operation and the first trigger operation; in some other examples, whether to display the preset prompt information in the media content display interface may be determined based on the interval duration between the second display operation and the first trigger operation. For example, if the interval duration is less than a preset duration, the preset prompt information is displayed in the media content display interface in response to the second display operation; if the interval duration is greater than or equal to the preset duration, the preset prompt information is not displayed in the media content display interface in response to the second display operation. This is not limited in this embodiment.

[0081] According to the technical solution described above, in this embodiment, different content is displayed by triggering different areas of the preview image area, so that the operations required for viewing the different content may be simplified, and difficulty in determining the content to be viewed is reduced.

[0082] Fig. 8 is a block diagram of an information display apparatus according to an embodiment of the present disclosure. The apparatus may be implemented in software and/or hardware, may be configured in an electronic device, and typically may be configured in a computer, a mobile phone, or a tablet computer. The apparatus may simultaneously preview a media content image and a preset media content set by performing an information display method. As shown in Fig. 8, the information display apparatus provided in this embodiment may include a first media content display module 801 and a preview image display module 802.

[0083] The first media content display module 801 is configured to display first media content in a media content display interface.

[0084] The preview image display module 802 is configured to display a preview image area in response to a first trigger operation acting on the media content display interface, where the preview image area includes a first image area and a second image area, the first image area is used to display a set preview image of a preset media content set, the second image area is used to display a media content preview image of at least partial media content, the at least partial media content includes second media content, and the second media content is displayed at least in response to the first trigger operation.

[0085] According to the information display apparatus provided in this embodiment, the first media content is displayed in the media content display interface by the first media content display module 801; and the preview image area is displayed by the preview image display module 802 in response to the first trigger operation acting on the media content display interface, the set preview image of the preset media content set is displayed in the first image area of the preview image area, and the media content preview image of the at least partial media content is displayed in the second image area of the preview image area, where the at least partial media content includes the second media content that is displayed in response to the first trigger operation. According to the technical solution described above, in this embodiment, the preview image of the preset media content set and the preview image of the media content are displayed in different image areas, so that the display manners of the media content may be enriched, the operations required for displaying the preview image may be simplified, the operations required for viewing the set preview image of the preset media content set and the media content preview image of the media content may be further simplified, and difficulty in determining the content to be viewed is reduced.

[0086] The preview image display module 802 may include a content acquisition unit and an image acquisition unit. The content acquisition unit is configured to: in response to the first trigger operation acting on the media content display interface, display the preview image area, display a set preview image of a first media content set in the first image area of the preview image area, and acquire the second media content. The image acquisition unit is configured to display the media content preview image of the second media content in the second image area in response to the second media content being successfully acquired.

- [0087] Optionally, the content acquisition unit may be further configured to: in response to the first trigger operation acting on the media content display interface, display a media content preview image of the first media content in the second image area of the preview image area; and the image acquisition unit may specifically switch the media content preview image displayed in the second image area from the media content preview image of the first media content to the media content preview image of the second media content in response to the second media content being successfully acquired.
- [0088] Further, the information display apparatus may further include one of the following modules: a set display module or a second media content display module. The set display module is configured to: after the preview image area is displayed, in response to a first display operation for the first image area, cancel displaying the preset preview image area, and display the preset media content set in the media content display interface. The second media content display module is configured to: after the preview image area is displayed, in response to a second display operation for the second image area, cancel displaying the preset preview image area, and display target media content in the media content display interface, where the target media content is media content corresponding to the media content preview image currently displayed in the second image area, and the target media content includes the first media content and/or the second media content.
- [0089] Optionally, the set display module may be further configured to: increase a first area size of the first image area based on an interface size of the media content display interface, and display the preset media content set in the increased first image area; and/or during an increase of the first area size, gradually reduce a second area size of the second image area until the display of the second image area is canceled.
- [0090] Optionally, the second media content display module may be further configured to: increase a second area size of the second image area based on the area size of the media content display interface, and display the target media content in the increased first image area; and/or during an increase of the second area size, gradually reduce a first area size of the first image area until the display of the first image area is canceled.
- [0091] Optionally, the target media content includes the second media content, and the information display apparatus may further include a prompt information display module. The prompt information display module is configured to display preset prompt information in response to the second display operation for the second image area, where the preset prompt information is used to prompt triggering a second trigger operation for redisplaying the first media content in the media content display interface, or the preset prompt information is configured to trigger execution of the second trigger operation.
- [0092] Optionally, the preview image area is displayed in the media content display interface, and/or the preview image area is displayed in a form of a preview card.
- [0093] Optionally, the first trigger operation includes a preset trigger operation acting on an interface identifier of the media content display interface, and the preset trigger operation includes a single-click operation and/or a double-click operation.
- [0094] The information display apparatus provided in this embodiment of the present disclosure may perform the information display method provided in any embodiment of the present disclosure, and has corresponding

functional modules and beneficial effects for performing the information display method. For technical details not described in detail in this embodiment, reference may be made to the information display method provided in any embodiment of the present disclosure.

[0095] Reference is made to Fig. 9 below, which illustrates a schematic diagram of a structure of an electronic device (such as a terminal device) 900 suitable for implementing an embodiment of the present disclosure. The terminal device in this embodiment of the present disclosure may include, but is not limited to, mobile terminals such as a mobile phone, a notebook computer, a digital broadcast receiver, a personal digital assistant (PDA), a tablet computer, a portable media player (PMP), and a vehicle-mounted terminal (such as a vehicle navigation terminal), and fixed terminals such as a digital TV and a desktop computer. The electronic device shown in Fig. 9 is merely an example, and shall not impose any limitation on the function and scope of use of the embodiment of the present disclosure.

[0096] As shown in Fig. 9, the electronic device 900 may include a processing apparatus (such as a central processing unit and a graphics processor) 901, which may perform various appropriate actions and processing according to a program stored in a read-only memory (ROM) 902 or a program loaded from a storage apparatus 908 into a random access memory (RAM) 903. The RAM 903 further stores various programs and data required for operations of the electronic device 900. The processing apparatus 901, the ROM 902, and the RAM 903 are interconnected by means of a bus 904. An input/output (I/O) interface 905 is also connected to the bus 904.

[0097] Usually, the following apparatuses may be connected to the I/O interface 905: an input apparatus 906 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, and a gyroscope; an output apparatus 907 including, for example, a liquid crystal display (LCD), a speaker, and a vibrator; the storage apparatus 908 including, for example, a magnetic tape and a hard disk; and a communication apparatus 909. The communication apparatus 909 may allow the electronic device 900 to perform wireless or wired communication with other devices to exchange data. Although Fig. 9 shows the electronic device 900 having various apparatuses, it should be understood that it is not required to implement or provide all the apparatuses shown. More or fewer apparatuses may alternatively be implemented or provided.

[0098] Particularly, according to the embodiment of the present disclosure, the process described above with reference to the flowchart may be implemented as a computer software program. For example, this embodiment of the present disclosure includes a computer program product. The computer program product includes a computer program carried in a non-transitory computer-readable medium. The computer program includes program code for performing the method shown in the flowchart. In such an embodiment, the computer program may be downloaded from a network and installed through the communication apparatus 909, or may be installed from the storage apparatus 908, or may be installed from the ROM 902. When the computer program is executed by the processing apparatus 901, the preceding functions limited in the method of the embodiment of the present disclosure are executed.

[0099] It should be noted that the preceding computer-readable medium in the present disclosure may be a computer-readable signal medium, a computer-readable storage medium, or any combination thereof. The

computer-readable storage medium, for example, may be, but is not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, device, or any combination thereof. More specific examples of the computer-readable storage medium may include, but are not limited to, an electrical connection having one or more wires, a portable computer magnetic disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disc read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination thereof. In the present disclosure, the computer-readable storage medium may be any tangible medium including or storing a program, and the program may be used by or used in combination with an instruction execution system, apparatus, or device. In the present disclosure, the computer-readable signal medium may include a data signal propagated on a baseband or as a part of a carrier, and computer-readable program code is carried in the data signal. The data signal propagated in this manner may be in a plurality of forms, and includes, but is not limited to, an electromagnetic signal, an optical signal, or any suitable combination thereof. The computer-readable signal medium may alternatively be any computer-readable medium other than the computer-readable storage medium, and the computer-readable signal medium may send, propagate, or transmit a program used by or in combination with an instruction execution system, apparatus, or device. The program code included in the computer-readable medium may be transmitted in any suitable medium, including but not limited to a wire, an optical cable, a radio frequency (RF), or any suitable combination thereof.

[00100] In some implementations, the client and the server may communicate using any currently known or future developed network protocol, such as the hypertext transfer protocol (HTTP), and may be interconnected with any form or medium of digital data communication (for example, a communication network). Examples of the communication network include a local area network ("LAN"), a wide area network ("WAN"), an internet (for example, the Internet), a peer-to-peer network (for example, an Ad-Hoc network), and any network currently known or to be developed in the future.

[00101] The computer-readable medium may be included in the electronic device, or may exist alone without being assembled into the electronic device.

[00102] The computer-readable medium carries one or more programs, and when the one or more programs are executed by the electronic device, the electronic device: displays first media content in a media content display interface; and displays a preview image area in response to a first trigger operation acting on the media content display interface, where the preview image area includes a first image area and a second image area, the first image area is used to display a set preview image of a preset media content set, the second image area is used to display media content preview images of at least partial media content, the at least partial media content includes second media content, and the second media content is displayed at least in response to the first trigger operation.

[00103] The computer program code for performing the operations in the present disclosure may be written in one or more programming languages or a combination thereof, where the programming languages include, but are not limited to, object-oriented programming languages such as Java, Smalltalk, and C++, and further include conventional procedural programming languages such as C programming language or similar programming

languages. The program code may be completely executed on a computer of a user, partially executed on a computer of a user, executed as an independent software package, partially executed on a computer of a user and partially executed on a remote computer, or completely executed on a remote computer or server. In the case involving the remote computer, the remote computer may be connected to the computer of the user through any kind of network, including a local area network (LAN) or a wide area network (WAN), or may be connected to an external computer (for example, connected through the Internet with the aid of an Internet service provider).

[00104] The flowchart and block diagrams in the drawings illustrate the possibly implemented architectures, functions, and operations of the system, the method, and the computer program product according to various embodiments of the present disclosure. In this regard, each block in the flowchart or block diagram may represent a module, program segment, or part of code, which includes one or more executable instructions for implementing the specified logical functions. It should also be noted that, in some alternative implementations, the functions marked in the blocks may also occur in an order different from that marked in the drawings. For example, two blocks shown in succession may actually be performed substantially in parallel, or they may sometimes be performed in the reverse order, depending on the functions involved. It should also be noted that each block in the block diagram and/or the flowchart, and a combination of the blocks in the block diagram and/or the flowchart may be implemented by a dedicated hardware-based system that executes specified functions or operations, or may be implemented by a combination of dedicated hardware and computer instructions.

[00105] The involved units described in the embodiments of the present disclosure may be implemented in software or hardware. The name of a module does not constitute a limitation on the module itself under certain circumstances.

[00106] The functions described above herein may be performed, at least in part, by one or more hardware logic components. For example, without limitation, exemplary types of hardware logic components that may be used include: a field programmable gate array (FPGA), an application specific integrated circuit (ASIC), an application specific standard product (ASSP), a system on chip (SOC), a complex programmable logical device (CPLD) and more.

[00107] In the context of the present disclosure, a machine-readable medium may be a tangible medium that may contain or store a program for use by or in connection with an instruction execution system, apparatus or device. The machine-readable medium may be a machine-readable signal medium or a machine-readable storage medium. The machine-readable medium may include, but is not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, or device, or any suitable combination thereof. More specific examples of the machine-readable storage medium may include an electrical connection based on one or more wires, a portable computer disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disk read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination thereof.

[00108] One or more embodiments of the present disclosure provide an information display method, including:

- [00109] displaying first media content in a media content display interface; and
- [00110] displaying a preview image area in response to a first trigger operation acting on the media content display interface, where the preview image area includes a first image area and a second image area, the first image area is used to display a set preview image of a preset media content set, the second image area is used to display a media content preview image of at least partial media content, the at least partial media content includes second media content, and the second media content is displayed at least in response to the first trigger operation.
- [00111] For example, in one or more embodiments of the present disclosure, the displaying a preview image area in response to a first trigger operation acting on the media content display interface includes:
- [00112] in response to the first trigger operation acting on the media content display interface. displaying the preview image area, displaying a set preview image of a first media content set in the first image area of the preview image area, and acquiring the second media content; and
- [00113] displaying the media content preview image of the second media content in the second image area in response to the second media content being successfully acquired.
- [00114] For example, one or more embodiments of the present disclosure further include:
- [00115] in response to the first trigger operation acting on the media content display interface, displaying a media content preview image of the first media content in the second image area of the preview image area; and
- [00116] the displaying the media content preview image of the second media content in the second image area in response to the second media content being successfully acquired includes:
- [00117] switching the media content preview image displayed in the second image area from the media content preview image of the first media content to the media content preview image of the second media content in response to the second media content being successfully acquired.
- [00118] For example, in one or more embodiments of the present disclosure, after the displaying a preview image area, the method further includes one of the following steps:
- [00119] in response to a first display operation for the first image area, canceling displaying the preset preview image area, and displaying the preset media content set in the media content display interface; or
- [00120] in response to a second display operation for the second image area, canceling displaying the preset preview image area, and displaying target media content in the media content display interface, where the target media content is media content corresponding to the media content preview image currently displayed in the second image area, and the target media content includes the first media content and/or the second media content.
- [00121] For example, in one or more embodiments of the present disclosure, the canceling displaying the preview image area, and displaying the preset media content set in the media content display interface includes:
- [00122] increasing a first area size of the first image area based on an interface size of the media content display interface, and displaying the preset media content set in the increased first image area; and/or during an increase of the first area size, gradually reducing a second area size of the second image area until the display of the second image area is canceled.

- [00123] For example, in one or more embodiments of the present disclosure, the canceling displaying the preview image area, and displaying target media content in the media content display interface includes:
- [00124] increasing a second area size of the second image area based on the area size of the media content display interface, and displaying the target media content in the increased first image area; and/or during an increase of the second area size, gradually reducing a first area size of the first image area until the display of the first image area is canceled.
- [00125] For example, in one or more embodiments of the present disclosure, the target media content includes the second media content, and the method further includes:
- [00126] displaying preset prompt information in response to the second display operation for the second image area, where the preset prompt information is used to prompt triggering a second trigger operation for redisplaying the first media content in the media content display interface, or the preset prompt information is configured to trigger execution of the second trigger operation.
- [00127] For example, in one or more embodiments of the present disclosure, the preview image area is displayed in the media content display interface, and/or the preview image area is displayed in a form of a preview card.
- [00128] For example, in one or more embodiments of the present disclosure, the first trigger operation includes a preset trigger operation acting on an interface identifier of the media content display interface, and the preset trigger operation includes a single-click operation and/or a double-click operation.
- [00129] One or more embodiments of the present disclosure provide an information display apparatus, including:
- [00130] a first media content display module, configured to display first media content in a media content display interface; and
- [00131] a preview image display module, configured to display a preview image area in response to a first trigger operation acting on the media content display interface, where the preview image area includes a first image area and a second image area, the first image area is used to display a set preview image of a preset media content set, the second image area is used to display a media content preview image of at least partial media content, the at least partial media content includes second media content, and the second media content is displayed at least in response to the first trigger operation.
- [00132] One or more embodiments of the present disclosure provide an electronic device, including:
- [00133] one or more processors; and
- [00134] a memory, configured to store one or more programs,
- [00135] when the one or more programs are executed by the one or more processors, the one or more processors are enabled to implement the information display method according to any one of the embodiments of the present disclosure.
- [00136] One or more embodiments of the present disclosure provide a computer-readable storage medium, where a computer program is stored on the computer-readable storage medium, and when the computer program is executed by a processor, the information display method according to any one of the embodiments of the present disclosure is implemented.

[00137] One or more embodiments of the present disclosure provide a computer program product, when the computer program product is executed by a computer, the computer is enabled to implement the information display method according to any one of the embodiments of the present disclosure.

[00138] The above description illustrates merely preferred embodiments of the present disclosure and explanations of the applied technical principles. Those skilled in the art should understand that the scope of disclosure involved in the present disclosure is not limited to the technical solutions formed by specific combinations of the preceding technical features, and shall also cover other technical solutions formed by any combination of the preceding technical features or equivalent features thereof without departing from the preceding concept of disclosure. For example, a technical solution formed by a replacement of the preceding features with technical features with similar functions disclosed in the present disclosure (but not limited thereto) also falls within the scope of the present disclosure.

[00139] Furthermore, although the operations are depicted in a specific order, it should not be understood as requiring these operations to be performed in the specific order shown or in a sequential order. Under specific circumstances, multitasking and parallel processing may be advantageous. Similarly, although several specific implementation details are included in the preceding discussions, these details should not be construed as limiting the scope of the present disclosure. Some features that are described in the context of separate embodiments may alternatively be implemented in combination in a single embodiment. In contrast, various features described in the context of a single embodiment may alternatively be implemented in a plurality of embodiments individually or in any suitable subcombination.

[00140] Although the subject matter has been described in a language specific to structural features and/or logical actions of the method, it should be understood that the subject matter defined in the appended claims is not necessarily limited to the specific features or actions described above. In contrast, the specific features and actions described above are merely example forms for implementing the claims.

CLAIMS

1. An information display method, comprising:
displaying first media content in a media content display interface; and
displaying a preview image area in response to a first trigger operation acting on the media content display interface, wherein the preview image area comprises a first image area and a second image area, the first image area is used to display a set preview image of a preset media content set, the second image area is used to display a media content preview image of at least partial media content, the at least partial media content comprises second media content, and the second media content is displayed at least in response to the first trigger operation.
2. The method of claim 1, wherein the displaying a preview image area in response to a first trigger operation acting on the media content display interface comprises:
in response to the first trigger operation acting on the media content display interface, displaying the preview image area, displaying a set preview image of a first media content set in the first image area of the preview image area, and acquiring the second media content; and
displaying the media content preview image of the second media content in the second image area in response to the second media content being successfully acquired.
3. The method of claim 2, further comprising:
in response to the first trigger operation acting on the media content display interface, displaying a media content preview image of the first media content in the second image area of the preview image area,
wherein the displaying the media content preview image of the second media content in the second image area in response to the second media content being successfully acquired comprises:
in response to the second media content being successfully acquired, switching the media content preview image displayed in the second image area from the media content preview image of the first media content to the media content preview image of the second media content.
4. The method of any of claims 1 to 3, after the displaying a preview image area, further comprising one of the following:
in response to a first display operation for the first image area, canceling displaying the preset preview image area, and displaying the preset media content set in the media content display interface; or
in response to a second display operation for the second image area, canceling displaying the preset preview image area, and displaying target media content in the media content display interface, wherein the target media content is media content corresponding to the media content preview image currently displayed in the second image area, and the target media content comprises the first media content and/or the second media content.

5. The method of claim 4, wherein the canceling displaying the preview image area, and displaying the preset media content set in the media content display interface comprises:

increasing a first area size of the first image area based on an interface size of the media content display interface, and displaying the preset media content set in the increased first image area; and/or

during an increase of the first area size, gradually reducing a second area size of the second image area until the display of the second image area is canceled.

6. The method of claim 4, wherein the canceling displaying the preview image area, and displaying target media content in the media content display interface comprises:

increasing a second area size of the second image area based on an area size of the media content display interface, and displaying the target media content in the increased first image area; and/or

during an increase of the second area size, gradually reducing a first area size of the first image area until the display of the first image area is canceled.

7. The method of any of claims 4 to 6, wherein the target media content comprises the second media content, and the method further comprises:

displaying preset prompt information in response to the second display operation for the second image area, wherein the preset prompt information is configured to prompt triggering a second trigger operation for redisplaying the first media content in the media content display interface, or the preset prompt information is configured to trigger execution of the second trigger operation.

8. The method of any of claims 1 to 7, wherein the preview image area is displayed in the media content display interface, and/or the preview image area is displayed in a form of a preview card.

9. The method of any of claims 1 to 7, wherein the first trigger operation comprises a preset trigger operation acting on an interface identifier of the media content display interface, and the preset trigger operation comprises a single-click operation and/or a double-click operation.

10. An information display apparatus, comprising:

a first media content display module, configured to display first media content in a media content display interface; and

a preview image display module, configured to display a preview image area in response to a first trigger operation acting on the media content display interface, wherein the preview image area comprises a first image area and a second image area, the first image area is used to display a set preview image of a preset media content set, the second image area is used to display a media content preview image of at least partial media content, the at

least partial media content comprises second media content, and the second media content is displayed at least in response to the first trigger operation.

11. An electronic device, comprising:
at least one processor; and
a memory communicatively connected to the at least one processor,
wherein the memory is stored with a computer program executable by the at least one processor, and the computer program is executed by the at least one processor to enable the at least one processor to perform the information display method of any of claims 1 to 9.

12. A computer-readable storage medium, which is stored with computer instructions, wherein the computer instructions are used to implement the information display method of any of claims 1 to 9 when executed by a processor.

13. A computer program product, comprising a computer program, wherein the information display method of any of claims 1 to 9 is implemented when the computer program is executed by a processor.