CLAIMS

1. A control display method, comprising:

determining whether a current user has added a presentation object corresponding to a target video to favorite list, in response to a preset comment behavior of the current user to the target video, wherein the preset comment behavior is configured to indicate that the current user is interested in the presentation object, wherein the preset comment behavior comprises at least one of like giving behavior, comment replying behavior, and preset comment posting behavior; the preset comment posting behavior comprises posting a comment with a behavior of notifying a friend, or posting a comment with a preset keyword, and wherein the preset keyword comprises a keyword indicating an interest in the presentation object; and

displaying a favorites control for the presentation object on a comment panel corresponding to the target video, in response to determining that the current user has not added the presentation object to the favorite list, wherein the favorites control is configured to add the presentation object to the favorite list,

wherein the displaying the favorites control for the presentation object on the comment panel corresponding to the target video comprises:

switching an anchor corresponding to the presentation object on the comment panel to the favorites control for the presentation object;

or

displaying the favorites control for the presentation object, below a comment corresponding to the preset comment posting behavior or at a position close to the presentation object.

2. The method according to claim 1, wherein after switching the anchor on the comment panel to the favorites control for the presentation object, the method further comprises:

presenting a preset glowing animation effect for the favorites control.

3. The method according to claim 1, wherein after the displaying the favorites control for the presentation object on the comment panel corresponding to the target video, the method further comprises:

adding the presentation object to the favorite list for the current user, in response to a

triggering operation on the favorites control.

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

closing the comment panel and re-displaying the comment panel; and switching a state of the favorites control on the re-displayed comment panel to a hidden state.

5. A control display apparatus, comprising:

a determination module configured to determine whether a current user has added a presentation object corresponding to a target video to favorite list, in response to a preset comment behavior of the current user to the target video, wherein the preset comment behavior is configured to indicate that current user is interested in the presentation object, wherein the preset comment behavior comprises at least one of like giving behavior, comment replying behavior, and preset comment posting behavior; the preset comment posting behavior comprises posting a comment with a behavior of notifying a friend, or posting a comment with a preset keyword, and wherein the preset keyword comprises a keyword indicating an interest in the presentation object; and

a display module configured to display a favorites control for the presentation object on a comment panel corresponding to the target video, in response to determining that the current user has not added the presentation object to the favorite list, wherein the favorites control is configured to add the presentation object to the favorite list,

wherein the display module is further configured to, in response to determining that the current user has not added the presentation object to the favorite list, switch an anchor corresponding to the presentation object on the comment panel to the favorites control for the presentation object; or displaying the favorites control for the presentation object, below a comment corresponding to the preset comment posting behavior or at a position close to the presentation object.

6. A computer readable storage medium, wherein the computer readable storage medium stores instructions, and the instructions, when running on a terminal device, cause the terminal device to implement the control display method according to any one of claims 1 to 4.

7. A device, comprising:

a memory;

a processor; and

a computer program, stored on the memory and executable by the processor;

wherein the processor, when executing the computer program, implements the control display method according to any one of claims 1 to 4.

8. A computer program product, wherein the computer program product comprises computer programs/instructions, and the computer programs/instructions, when executed by a processor, cause the processor to implement the control display method according to any one of claims 1 to 4.