

OBJECT PROCESSING METHOD, APPARATUS, DEVICE, AND STORAGE MEDIUM

CROSS-REFERENCE TO RELATED APPLICATION(S)

[0001] The present application claims priority to Chinese Patent Application No. 202410815215.2, filed on June 21, 2024, and entitled "OBJECT PROCESSING METHOD, APPARATUS, DEVICE AND STORAGE MEDIUM", which is incorporated herein by reference in its entirety.

TECHNICAL FIELD

[0002] The present disclosure relates to the field of data processing, and in particular, to an object processing method and apparatus, a device, and a storage medium.

BACKGROUND

[0003] With the continuous development of Internet technologies, users' requirements for related interaction manners for recommended objects become more and more diversified.

SUMMARY

[0004] Embodiments of the present disclosure provide an object processing method and apparatus, a device, and a storage medium.

[0005] In a first aspect, the present disclosure provides an object processing method. The method includes:

[0006] displaying a recommended object page corresponding to a first resource object, where object information of recommended objects corresponding to the first resource object is displayed on the recommended object page; and

[0007] in response to a preset interaction with a first recommended object on the recommended object page, displaying a first resource object selection page, where the first recommended object belongs to recommended objects in a target state in the first resource object, recommended information of at least one resource object is displayed on the first resource object selection page, the at least one resource object is determined based on the first recommended object, the recommended information includes object information of a second recommended object, and target attribute information of the second recommended object and target attribute information of the first recommended object meet a preset similarity condition.

[0008] In an optional implementation, the method further includes:

[0009] in response to a selection operation for a second resource object among the at least one resource object on the first resource object selection page, displaying a recommended object page corresponding to the second resource object, and displaying object information of recommended objects corresponding to the second resource object on the recommended object page.

[0010] In an optional implementation, the displaying, on the recommended object page, object information of recommended objects corresponding to the second resource object includes:

[0011] displaying, at a preset position on the recommended object page, object information of the second recommended object in the second resource object.

[0012] In an optional implementation, the recommended information further includes object information of a third recommended object, and the third recommended object is determined based on target interaction information of a target user;

[0013] and/or

[0014] the third recommended object is determined based on a recommended object associated with the first resource object in a target object set of the target user, and an interaction state of the recommended object in the target object set is a state of being selected and to be subjected to a target interaction operation;

[0015] and/or

[0016] the object information of the second recommended object in the resource object is displayed at a preset position of the recommended information of the resource object displayed on the first resource object selection page;

[0017] and/or

[0018] a display sequence of the at least one resource object on the first resource object selection page is determined based on a resource attribute value of the second recommended object in the at least one resource object.

[0019] In an optional implementation, the method further includes:

[0020] in response to an interaction with a first sorting control on the first resource object selection page, displaying, in a first display sequence on the first resource object selection page, the recommended information of the at least one resource object, where the first display sequence is determined based on at least one of the following: the resource attribute value of the second recommended object in the at least one resource object, an on-shelf rate of an object, position data, or object interaction data that correspond to the at least one resource object, respectively.

[0021] In an optional implementation, the displaying a recommended object page corresponding to a first resource object includes:

[0022] in response to a preset interaction with a target page, displaying, on the target page, the recommended object page corresponding to the first resource object, where the first resource object is determined from a resource object set based on a preset policy, the preset policy is related to position data corresponding to resource objects in the resource object set, and the resource objects in the resource object set correspond to at least two account objects.

[0023] In an optional implementation, the preset policy is determined based on the position data corresponding to the resource objects and at least one of an on-shelf rate of an object or object interaction data of the resource objects in the resource object set.

[0024] In an optional implementation, the first resource object is determined from the resource object set based on a recommendation value of the resource object, the on-shelf rate of an object, the position data, and the object interaction data are respectively provided with corresponding weight coefficients, and the

recommendation value corresponding to the resource object is calculated based on the on-shelf rate of an object, the position data, and the object interaction data of the resource object, and the corresponding weight coefficients.

[0025] In an optional implementation, a resource object switching control is provided on the recommended object page, and the method further includes:

[0026] in response to an interaction with the resource object switching control, displaying a second resource object selection page, and displaying, in a second display sequence on the second resource object selection page, recommended information of at least one resource object, where the second display sequence is determined based on at least one of an on-shelf rate of an object, position data, or object interaction data that correspond to the at least one resource object, respectively.

[0027] In an optional implementation, the method further includes:

[0028] in response to an interaction with a second sorting control on the second resource object selection page, displaying, in a third display sequence on the second resource object selection page, the recommended information of the at least one resource object, where the third display sequence is determined based on at least one of the on-shelf rate of an object, the position data, or the object interaction data that correspond to the at least one resource object, respectively.

[0029] In an optional implementation, the on-shelf rate of an object is determined based on a number of fourth recommended objects corresponding to the resource object and a number of object identifications bound to the target page, and the fourth recommended objects corresponding to the resource object are determined from an object set corresponding to the resource object based on the object identifications;

and/or

the position data is determined based on position information of the resource object;

and/or

the object interaction data is determined based on target interaction data of the resource object within a preset time period.

[0030] In an optional implementation, after the displaying a recommended object page corresponding to the second resource object in response to a selection operation for the second resource object among the at least one resource object on the first resource object selection page, the method further includes:

[0031] acquiring an object identification of a recommended object in a target object set, and deleting the recommended object from the target object set;

[0032] and acquiring, from a recommended object set corresponding to the second resource object, a recommended object corresponding to the object identification, and adding the recommended object to the target object set.

[0033] In a second aspect, the present disclosure provides an object processing apparatus. The apparatus includes:

[0034] a first display module, configured to display a recommended object page corresponding to a first resource object, where object information of recommended objects corresponding to the first resource object is

displayed on the recommended object page; and

[0035] a second display module, configured to display a first resource object selection page in response to a preset interaction with a first recommended object on the recommended object page, where the first recommended object belongs to recommended objects in a target state in the first resource object, recommended information of at least one resource object is displayed on the first resource object selection page, the at least one resource object is determined based on the first recommended object, the recommended information includes object information of a second recommended object, and target attribute information of the second recommended object and target attribute information of the first recommended object meet a preset similarity condition.

[0036] In a third aspect, the present disclosure provides a computer-readable storage medium. Instructions are stored in the computer-readable storage medium, and the instructions, when executed by a terminal device, cause the terminal device to implement the above method.

[0037] In a fourth aspect, the present disclosure provides an object processing device. The device includes a memory, a processor, and a computer program stored on the memory and executable on the processor, where the processor, when executing the computer program, implements the above method.

[0038] In a fifth aspect, the present disclosure provides a computer program product. The computer program product includes a computer program or instructions, and the computer program or instructions, when executed by a processor, implement the above method.

[0039] Compared with the prior art, the technical solutions provided in the embodiments of the present disclosure have at least the following advantages.

[0040] An embodiment of the present disclosure provides an object processing method. Specifically, a recommended object page corresponding to a first resource object is displayed, where object information of recommended objects corresponding to the first resource object is displayed on the recommended object page; and a first resource object selection page is displayed in response to a preset interaction with a first recommended object on the recommended object page, where the first recommended object belongs to recommended objects in a target state in the first resource object, recommended information of at least one resource object is displayed on the first resource object selection page, the at least one resource object is determined based on the first recommended object, the recommended information includes object information of a second recommended object, and target attribute information of the second recommended object and target attribute information of the first recommended object meet a preset similarity condition.

BRIEF DESCRIPTION OF THE DRAWINGS

[0041] The drawings herein, which are incorporated in and constitute a part of the specification, illustrate embodiments consistent with the present disclosure and, together with the description, serve to explain the principles of the present disclosure.

[0042] In order to more clearly explain the technical solutions in the embodiments of the present disclosure

or in the prior art, the drawings required to be used in the description of the embodiments or the prior art will be briefly introduced below. Obviously, for those of ordinary skills in the art, they may also acquire other drawings according to such drawings without paying out creative efforts.

[0043] Fig. 1 is a flowchart of an object processing method provided in some embodiments of the present disclosure;

[0044] Fig. 2 is a schematic diagram of a target page provided in some embodiments of the present disclosure;

[0045] Fig. 3 is a schematic structural diagram between a resource object and an account object provided in some embodiments of the present disclosure;

[0046] Fig. 4 is a schematic diagram of a first resource object selection page provided in some embodiments of the present disclosure;

[0047] Fig. 5 is a schematic diagram of a recommended object page provided in some embodiments of the present disclosure;

[0048] Fig. 6 is a schematic diagram of a second resource object selection page provided in some embodiments of the present disclosure;

[0049] Fig. 7 is a schematic structural diagram of an object processing apparatus provided in some embodiments of the present disclosure; and

[0050] Fig. 8 is a schematic structural diagram of an object processing device provided in some embodiments of the present disclosure.

DETAILED DESCRIPTION OF EMBODIMENTS

[0051] In order to understand the above objects, features and advantages of the present disclosure more clearly, the solutions of the present disclosure will be further described below. It should be noted that the embodiments of the present disclosure and the features in the embodiments may be combined with each other without conflict.

[0052] Many specific details are set forth in the following description to fully understand the present disclosure, but the present disclosure may also be implemented in other ways different from those described herein. Obviously, the described embodiments are part of the embodiments of the present disclosure, but not all of the embodiments.

[0053] With the continuous development of Internet technologies, users' requirements for related interaction manners for recommended objects become more and more diversified.

[0054] Therefore, how to enrich the related interaction manners for the recommended objects displayed on a page to meet users' growing diversified requirements has become an urgent technical issue to be solved.

[0055] To this end, an embodiment of the present disclosure provides an object processing method. Specifically, a recommended object page corresponding to a first resource object is displayed, where object information of recommended objects corresponding to the first resource object is displayed on the

recommended object page; and a first resource object selection page is displayed in response to a preset interaction with a first recommended object on the recommended object page, where the first recommended object is a recommended object in a target state in the first resource object, recommended information of at least one resource object is displayed on the first resource object selection page, the at least one resource object is determined based on the first recommended object, the recommended information includes object information of a second recommended object, and target attribute information of the second recommended object and target attribute information of the first recommended object meet a preset similarity condition.

[0056] It may be seen that in the embodiments of the present disclosure, the first resource object selection page may be triggered to display based on the recommended object in the target state displayed on the recommended object page corresponding to the first resource object, and the recommended information of the resource object determined by the recommended object may be supported to display on the first resource object selection page, so as to provide the user with a switching function for the resource object, which enriches functions related to object processing and improves user experience.

[0057] Specifically, an embodiment of the present disclosure provides an object processing method. Fig. 1 is a flowchart of an object processing method provided in an embodiment of the present disclosure, which specifically includes the following steps.

[0058] S101: a recommended object page corresponding to a first resource object is displayed.

[0059] Wherein, object information of recommended objects corresponding to the first resource object is displayed on the recommended object page.

[0060] The object processing method provided in the embodiments of the present disclosure may be applied to a client, and specifically, the client may be deployed on a terminal such as a smart phone, a tablet computer, or a desktop computer.

[0061] The recommended object page in the embodiments of the present disclosure is used to display the object information of the recommended objects corresponding to the first resource object, and the recommended object page may be any page. Specifically, the recommended object page may include an object list page and the like.

[0062] In an optional implementation, when a preset interaction with a target page is received, the recommended object page corresponding to the first resource object is displayed on the target page.

[0063] Wherein, the target page may be any display page. Specifically, the target page may include a live streaming page, and the live streaming page may be a live streaming page of an instant-delivery-type live streaming room. For example, a live streaming page of a one-hour-delivery-type or takeout-type live streaming room, and the like.

[0064] Wherein, the preset interaction with the target page may include a preset operation such as a single-click or a double-click triggered on the target page, and may also include setting an object display control on the target page. When a livestream object display control is triggered, the recommended object page is displayed on the target page, and the object information of the recommended object is displayed on the recommended object page.

[0065] In an application scenario, taking the target page as the live streaming page for an example, the object display control is displayed on the live streaming page, and when an interaction with the object display control is received, the recommended object page is displayed on the live streaming page, and the object information of the recommended object is displayed on the recommended object page. The object display control may specifically include a "shopping cart" control.

[0066] Fig. 2 is a schematic diagram of a target page provided in an embodiment of the present disclosure. An object display control 201 is displayed on the target page, and when the object display control 201 is triggered, a recommended object page 202 is displayed on the target page.

[0067] The first resource object may be any resource object, and specifically, the first resource object may include a store object.

[0068] The first resource object in the embodiments of the present disclosure is determined from a resource object set based on a preset policy, and the resource object set is a resource object bound to a current target page, where the resource objects in the resource object set correspond to at least two account objects, and specifically, the first resource object is selected from the resource objects corresponding to the at least two account objects.

[0069] The account object may include a merchant object, and usually one merchant object corresponds to multiple store objects, that is, one account object corresponds to multiple resource objects. The resource object bound to the current target page in the embodiments of the present disclosure corresponds to at least two account objects, which specifically includes that the store object bound to the current target page corresponds to multiple merchant objects, for example, reference is made to Fig. 3, which is a schematic structural diagram between a resource object and an account object provided in an embodiment of the present disclosure. Taking the target page as a live streaming page for an example, a store object A bound to a live streaming room corresponding to the current live streaming page belongs to a merchant object M, and a store object C bound to the live streaming room corresponding to the current live streaming page belongs to a merchant object N.

[0070] In the embodiments of the present disclosure, after the first resource object is determined from the resource object bound to the target page based on the preset policy, the object information of the recommended object corresponding to the first resource object is acquired, and the acquired object information of the recommended object is displayed on the recommended object page.

[0071] The recommended object corresponding to the first resource object may include one or more recommended objects in an object set corresponding to the first resource object, and the object set may specifically include all commodities under the corresponding resource object, where a method for acquiring the recommended object corresponding to the first resource object may include:

[0072] determining the recommended object corresponding to the first resource object through an object identification bound to the target page, specifically, acquiring the object identification bound to the target page, and traversing and searching for the recommended object corresponding to the object identification from the object set corresponding to the first resource object based on the object identification.

[0073] For example, as shown in Fig. 3, the current target page is bound to an object identification Y, and it

is assumed that the first resource object is the store object A, based on the object identification, a commodity corresponding to the object identification Y is traversed and searched for from a commodity set corresponding to the store object A, and the commodity corresponding to the object identification Y is used as the recommended object displayed on the recommended object page.

[0074] In an application scenario, the recommended object corresponding to the first resource object displayed on the recommended object page may include part or all of the recommended objects in the object set corresponding to the object identification. The object identification bound to the target page is used to determine the recommended object to be displayed on the recommended object page.

[0075] In an optional implementation, the first resource object is determined from the resource object bound to the target page, which is specifically determined based on a preset policy. The preset policy may be determined through at least one of an on-shelf rate of an object and object interaction data of the resource object, or position data corresponding to the resource object. That is, the preset policy may be determined based on the position data corresponding to the resource object and the on-shelf rate of an object, or the preset policy may be determined based on the position data corresponding to the resource object and the object interaction data, or the preset policy may be determined based on the position data corresponding to the resource object, the on-shelf rate of an object, and the object interaction data.

[0076] The on-shelf rate of an object of the resource object may be determined by a number of fourth recommended objects corresponding to the resource object and a number of object identifications bound to the target page. Specifically, the number of the object identifications bound to the target page is determined, and the number of the fourth recommended objects corresponding to each resource object is traversed and determined, then, the number of the fourth recommended objects is divided by the number of the object identifications to obtain a quotient, and the quotient is used as the on-shelf rate of an object of the resource object. The fourth recommended objects are one or more recommended objects determined from the object set corresponding to the resource object based on the object identifications.

[0077] The position data of the resource object is related to position information of the resource object bound to the target page, and specifically, it may be determined according to the position information of the resource object and order destination information under a current user account. Specifically, a distance between the position information of the resource object and a position indicated by the order destination information is calculated, and the distance is used as the position data of the resource object. The current user account is an account that triggers the display of the target page.

[0078] The object interaction data of the resource object may be determined based on target interaction data of the resource object bound to the target page within a preset time period. Specifically, the preset time period is set in advance, and the target interaction data of the resource object within the preset time period is acquired, then, an average value of the target interaction data within the preset time period may be used as the object interaction data of the resource object, or a sum of the target interaction data within the preset time period may be used as the object interaction data of the resource object. The target interaction data may specifically include sales volume of the resource object.

[0079] In practical applications, in order to ensure the accuracy of the first resource object determined from the resource object bound to the target page based on the preset policy, the embodiments of the present disclosure may further calculate a recommendation value of the resource object based on the on-shelf rate of an object, the position data, and the object interaction data of the resource object, and then determine the first resource object from the resource object based on the level of the recommendation value.

[0080] In an optional implementation, weight coefficients corresponding to the on-shelf rate of an object, the position data, and the object interaction data, respectively, are set, the recommendation value of the resource object is calculated according to the on-shelf rate of an object, the position data, and the object interaction data of the resource object and the weight coefficients corresponding to the on-shelf rate of an object, the position data, and the object interaction data, respectively, and then the resource object with the highest recommendation value is determined as the first resource object for display on the recommended object page.

[0081] For example, it is assumed that the weight coefficient of the on-shelf rate of an object is A, the weight coefficient of the position data is B, and the weight coefficient of the object interaction data is C. Taking a resource object M in the resource object bound to the target page as an example, the on-shelf rate of an object, the position data, and the object interaction data of the resource object M are calculated, and then the on-shelf rate of an object of the resource object $M \times A$ + the position data of the resource object $M \times B$ + the object interaction data of the resource object $M \times C$ is calculated to obtain the recommendation value of the resource object M.

[0082] In practical applications, since the first resource object is determined based on the recommendation value calculated based on the on-shelf rate of an object, the position data, the object interaction data, and the weight coefficients corresponding to the on-shelf rate of an object, the position data, and the object interaction data, respectively, of the resource object bound to the target page, and the position data of different users relative to different resource objects is different, the first resource objects determined for different users are generally different. Therefore, after different users trigger the display of the recommended object page, the object information of the recommended objects displayed for different users is different, that is, the object information of the recommended objects corresponding to different first resource objects is displayed.

[0083] In the embodiments of the present disclosure, when the preset interaction acting on the target page is received, the recommended object page is displayed on the target page, and the object information of the recommended object corresponding to the first resource object is displayed on the recommended object page. The displaying, on the recommended object page, the object information of the recommended object corresponding to the first resource object may include displaying picture information, name information, resource attribute value information, and the like of the recommended object.

[0084] The object information of the recommended object corresponding to the first resource object is displayed on the recommended object page 202 as shown in Fig. 2, such as picture information, name information, and a resource attribute value of a recommended object 203.

[0085] S102: a first resource object selection page is displayed in response to a preset interaction with a first

recommended object on the recommended object page.

[0086] The first recommended object belongs to recommended objects in a target state in the first resource object, recommended information of at least one resource object is displayed on the first resource object selection page, the at least one resource object is determined based on the first recommended object, the recommended information includes object information of a second recommended object, and target attribute information of the second recommended object and target attribute information of the first recommended object meet a preset similarity condition.

[0087] There may be one or more first recommended objects under the first resource object in the embodiments of the present disclosure, and the first recommended object is in the target state in the first resource object, which may represent that a current number of the first recommended object under the first resource object is 0.

[0088] As shown in the recommended object 203 in the target page of Fig. 2, a current number of the recommended object under the first resource object is 0.

[0089] The first resource object selection page in the embodiments of the present disclosure is used to display at least one resource object bound to the target page, and the resource object is determined based on the first recommended object, specifically, the object set corresponding to the resource object contains the second recommended object.

[0090] The target attribute information of the second recommended object and the target attribute information of the first recommended object meet the preset similarity condition, where the preset similarity condition may include a condition that the first recommended object and the first recommended object have a high degree of similarity, specifically, the preset similarity condition may include that the target attribute information of the second recommended object and the target attribute information of the first recommended object are the same. The target attribute information may include information related to attributes of the recommended object, and specifically may include attribute information such as category information, a resource attribute value, and picture information of the recommended object. The category information may include first category information and second type information. The resource attribute value may be price information.

[0091] The target attribute information of the second recommended object and the target attribute information of the first recommended object meeting the preset similarity condition represents that the first recommended object and the second recommended object are the same or similar, specifically, for example, the first recommended object and the second recommended object belong to the same commodity object.

[0092] In the embodiments of the present disclosure, the preset interaction with the first recommended object on the recommended object page is used to switch the resource object and switch the object information of the recommended object on the recommended object page, where the preset interaction with the first recommended object on the recommended object page may include a switching operation such as a single-click or a double-click on the first recommended object on the recommended object page, and may also include an interaction with a resource object switching control corresponding to the first recommended object

on the recommended object page.

[0093] In an optional implementation, the resource object switching control is provided on the recommended object page, and the resource object switching control has a corresponding relationship with the first recommended object displayed on the recommended object page. When the resource object switching control corresponding to the first recommended object is triggered, the first resource object selection page is displayed on the recommended object page.

[0094] Fig. 4 is a schematic diagram of a first resource object selection page provided in an embodiment of the present disclosure. A resource object switching control 401 is displayed on the recommended object selection page, and when the resource object switching control 401 corresponding to a first recommended object 402 is triggered, the first resource object selection page is displayed, and recommended information of at least one resource object is displayed on the first resource object selection page, which includes object information of a second recommended object, as shown at 502.

[0095] On the basis that the recommended information of the resource object displayed on the first resource object selection page includes the second recommended object, the recommended information may further include object information of a third recommended object, where the third recommended object may be determined based on target interaction information of a target user, that is, the third recommended object is determined by an interest point of the target user, and specifically may be determined by the target interaction information of the target user, the target interaction information may include search information, add-to-cart information, and the like of the target user. The target user is a user who currently triggers the display of the target page.

[0096] The third recommended object may also be determined based on a recommended object associated with the first resource object in a target object set of the target user, and the recommended object is in a state of being selected and to be subjected to a target interaction operation. That is, the third recommended object may be determined based on the recommended object belonging to the first resource object in the target object set.

[0097] In practical applications, in order to facilitate the target user to view the object information of the second recommended object in the resource object on the first resource object selection page, the embodiments of the present disclosure may determine a display sequence of the resource object on the first resource object selection page based on a resource attribute value of the second recommended object in the resource object. The resource attribute value may specifically be a price of the second recommended object, and the display sequence of the resource object on the first resource object selection page is determined based on the resource attribute value of the second recommended object in the resource object. Specifically, the resource objects may be sorted and displayed on the first resource object selection page according to the price of the second recommended object in each resource object from low to high.

[0098] The resource objects in the first resource object selection page as shown in Fig. 4 are sorted and displayed according to the resource attribute value of the second recommended object from low to high.

[0099] In practical applications, the first resource object selection page in the embodiments of the present disclosure may further include at least one first page area to further facilitate the user to view each resource

object and the object information of the second recommended object in each resource object. There is a correspondence between the at least one first page area and the at least one resource object, and the first page area is used to display the recommended information of the corresponding resource object.

[00100] A first page area 404 is displayed in the first resource object selection page as shown in Fig. 4, and the recommended information of the resource object (store A) is displayed in the first page area.

[00101] In addition, a preset position may also be provided in the first page area, and the object information of the second recommended object in the corresponding resource object is displayed at the preset position in the first page area. The preset position is used to display the object information of the second recommended object, and the preset position may be any position in the first page area, specifically, the preset position may be a first display position in the first page area.

[00102] In the first resource object selection page as shown in Fig. 4, the first resource object selection page includes the first page area 404, the recommended information of the resource object is displayed in the first page area 404, and the object information of the second recommended object 403 in the resource object is displayed at the first display position in the first page area 404.

[00103] After the recommended information of the resource object is displayed in the first page area according to the level of the resource attribute value of the second recommended object in the resource object, in order to support displaying the recommended information of the resource object on the first resource object selection page from multiple dimensions, the embodiments of the present disclosure may further provide a first sorting control on the first resource object selection page, the first sorting control may be a sorting control corresponding to any display sequence, and the first sorting control is used to trigger the resource object to be displayed in the corresponding display sequence.

[00104] In an optional implementation, when an interaction with the first sorting control is received, the resource object displayed on the first resource object selection page will be displayed on the first resource selection page in a first display sequence, where the first display sequence is determined based on at least one of an on-shelf rate of an object, position data, or object interaction data that correspond to the at least one resource object, respectively.

[00105] In an application scenario, if the first display sequence corresponding to the first sorting control is a sorting control based on the on-shelf rate of an object, the at least one resource object on the first resource object selection page may be displayed on the first resource object selection page in an order of the on-shelf rate of an object from high to low.

[00106] A first sorting control 405 is displayed in the first resource object selection page as shown in Fig. 4, and when the first sorting control is triggered, the resource object on the first resource object selection page is displayed on the first resource object selection page in the first display sequence.

[00107] In the process of displaying the recommended information of the at least one resource object on the first resource object selection page, the target user may determine a second resource object from the at least one resource object and display the second resource object on the recommended object page, where the second resource object is any of the resource objects displayed on the first resource object selection page.

[00108] In an optional implementation, in response to a selection operation for the second resource object among the at least one resource object on the first resource object selection page, a recommended object page corresponding to the second resource object is displayed, and object information of recommended objects corresponding to the second resource object is displayed on the recommended object page.

[00109] As shown in Fig. 5, Fig. 5 is a schematic diagram of a recommended object page provided in an embodiment of the present disclosure. When the first resource object in a first page area 501 on the first resource object selection page is selected, the recommended object page corresponding to the second resource object (store B) is displayed, and the object information of the recommended object corresponding to the second resource object is displayed on the recommended object page.

[00110] In addition, in order to facilitate the user to quickly view the object information of the second recommended object in the second resource object, the embodiments of the present disclosure may further preset a preset position on the recommended object page, and the preset position is used to display the object information of the second recommended object corresponding to the second resource object.

[00111] Specifically, the object information of the second recommended object in the second resource object is displayed at the preset position on the recommended object page.

[00112] The preset position may be any position on the recommended object page, and specifically, the preset position may be a first display position on the recommended object page, or a second position next to the first display position on the recommended object page.

[00113] In an application scenario, taking the recommended object page as a livestream object page for an example, when the selection operation for the second resource object among the at least one resource object on the first resource object selection page is received, the livestream object page corresponding to the second resource object is displayed, and the object information of the recommended object corresponding to the second resource object is displayed on the livestream object page, and whether there is a livestream object in an explanation state in the live streaming room corresponding to the current livestream object page is detected, and if it is determined that there is currently no livestream object in the explanation state in the live streaming room, the second recommended object is displayed at the first display position on the livestream object page, that is, displayed at the top.

[00114] Based on the above embodiment, if it is determined that there is currently a livestream object in the explanation state in the live streaming room, the second recommended object is displayed at the second display position on the livestream object page, and the livestream object in the explanation state is at the first display position on the livestream object page.

[00115] The second recommended object 502 in the recommended object page as shown in Fig. 5 is displayed at the second display position on the recommended object page.

[00116] On the basis of the above embodiment, when the second resource object is selected from the at least one resource object on the first resource object selection page and the recommended object page corresponding to the second resource object is displayed, if it is detected that the target object set currently further includes a recommended object, and the recommended object is a recommended object in the first resource object before

switching, in order to update the recommended object to a recommended object in the second resource object, the embodiments of the present disclosure may update the recommended object in the target object set to the recommended object in the second resource object based on an object identification of the recommended object in the target object set.

[00117] In an optional implementation, when the selection operation for the second resource object among the at least one resource object displayed on the first resource object selection page is received, the recommended object page corresponding to the second resource object is displayed, and the object identification of the recommended object in the target object set is acquired, and the recommended object is deleted from the target object set.

[00118] Then, the recommended object corresponding to the object identification is determined from the object set corresponding to the second resource object based on the object identification, and the recommended object is added to the target object set.

[00119] In the object processing method provided in the embodiments of the present disclosure, specifically, the recommended object page corresponding to the first resource object is displayed, where the object information of the recommended objects corresponding to the first resource object is displayed on the recommended object page; and the first resource object selection page is displayed in response to the preset interaction with the first recommended object on the recommended object page, where the first recommended object belongs to the recommended objects in the target state in the first resource object, the recommended information of the at least one resource object is displayed on the first resource object selection page, the at least one resource object is determined based on the first recommended object, the recommended information includes the object information of the second recommended object, and the target attribute information of the second recommended object and the target attribute information of the first recommended object meet the preset similarity condition.

[00120] It may be seen that in the embodiments of the present disclosure, the first resource object selection page may be triggered to display based on the recommended object in the target state displayed on the recommended object page corresponding to the first resource object, and the recommended information of the resource object determined by the recommended object may be supported to display on the first resource object selection page, so as to provide the user with the switching function for the resource object, which enriches the functions related to object processing and improves the user experience.

[00121] In practical applications, in the process of displaying the recommended information of the resource object on the recommended object page, in order to support the target user to switch the resource object displayed on the recommended object page, the embodiments of the present disclosure may further provide the resource object switching control on the recommended object page, which is used to switch the resource object, thereby achieving the effect of switching the object information of the recommended object displayed on the recommended object page.

[00122] In an optional implementation, when an interaction with the resource object switching control is received, the second resource object selection page is displayed, and the recommended information of the at

least one resource object is displayed on the second resource object selection page, the at least one resource object is displayed on the second resource object selection page in the second display sequence.

[00123] The resource object displayed on the second resource object selection page may include some resource objects or all resource objects other than the currently displayed resource object in the resource object bound to the current target page. The at least one resource object may be determined based on a preset policy, and the preset policy may include at least one of the on-shelf rate of an object, the position data, or the object interaction data of the resource object.

[00124] The second display sequence is determined based on at least one of the on-shelf rate of an object, the position data, or the object interaction data of the resource object displayed on the second resource object selection page.

[00125] In an application scenario, the display sequence of the resource object displayed on the second resource object selection page may be determined based on the on-shelf rate of an object of the resource object displayed on the second resource object selection page. Specifically, the on-shelf rate of an object of each of the above resource objects is calculated, and the second display sequence is determined according to the level of the on-shelf rate of an object of each of the above resource objects.

[00126] In another application scenario, a second display sequence of the resource object displayed on the second resource object selection page is determined based on a recommendation value of the resource object displayed on the second resource object selection page. Specifically, weight coefficients corresponding to the on-shelf rate of an object, the position data, and the object interaction data, respectively, are set, and the on-shelf rate of an object, the position data, and the object interaction data corresponding to the resource object, respectively, are calculated, and then the recommendation value of each resource object is calculated, and the resource objects are sorted and displayed on the second resource object selection page based on the recommendation value of each resource object.

[00127] The second display sequence may specifically be a display sequence of the recommendation values of the resource objects from high to low.

[00128] In addition, the recommended information of the resource object is displayed on the second resource object selection page, and the recommended information of the resource object may include name information of the resource object, distribution information, object information in a corresponding object set, and the like, the object information in the object set may include object picture information, resource attribute value information, and the like.

[00129] Fig. 6 is a schematic diagram of a second resource object selection page provided in an embodiment of the present disclosure. A resource object switching control 601 is displayed on the second resource object selection page, and when the resource object switching control 601 displayed on the recommended object page is triggered, a second resource object selection page 602 is displayed on the recommended object page, and recommended information of at least one resource object is displayed on the second resource object selection page.

[00130] In addition, in order to facilitate displaying the recommended information of the resource object on

the second resource object selection page, the second resource object selection page in the embodiments of the present disclosure may further include at least one first page area, where the at least one first page area corresponds to at least one resource object, and the first page area is used to display the recommended information of the resource object.

[00131] The recommended information of the resource object (store object B) is displayed in a first page area 603 and the recommended information of the resource object (store object C) is displayed in a first page area 604 included in the second resource object selection page as shown in Fig. 6, where the two resource objects are sorted and displayed on the second resource object selection page according to the recommendation value from high to low.

[00132] In practical applications, in order to display the recommended information of the at least one resource object on the second resource object selection page from multiple dimensions, the embodiments of the present disclosure may further provide a second sorting control on the second resource object selection page, the second sorting control may be a sorting control corresponding to any display sequence, and the second sorting control is used to trigger the resource object to be displayed in the corresponding display sequence. Specifically, the second sorting control may be a sorting control whose display sequence corresponds to the on-shelf rate of an object, for example, the second sorting control is "more complete commodities", the second sorting control may also be a sorting control whose display sequence corresponds to the position data, for example, the second sorting control is "closer distance", the second sorting control may also be a sorting control whose display sequence corresponds to the object interaction data, for example, the second sorting control is "higher sales volume".

[00133] Specifically, when an interaction with the second sorting control is received, a third display sequence is determined according to the second sorting control, and the resource object displayed on the second resource object selection page will be displayed on the second resource object selection page in the third display sequence, where the third display sequence is determined based on at least one of the on-shelf rate of an object, the position data, or the object interaction data of the at least one resource object displayed on the second resource object selection page.

[00134] A sorting control is displayed in the second resource object selection page as shown in Fig. 6, and taking the second sorting control 605 (closer distance) as an example, when the second sorting control 605 is triggered, the third display sequence is determined according to the on-shelf rate of an object of each resource object, and the recommended information of the at least one resource object is displayed on the second resource object selection page in the third display sequence.

[00135] After the recommended information of each resource object is displayed on the second resource object selection page, the target user may further determine a third resource object from the above resource objects to switch the resource object on the current recommended object page to the third resource object, where the third resource object is any of the resource objects displayed on the second resource object selection page.

[00136] In an optional implementation, when a selection operation acting on the third resource object among

the resource objects displayed on the second resource object selection page is received, a recommended object page of the third resource object is displayed, and the recommended information of the third resource object is displayed on the recommended object page.

[00137] In practical applications, when the object information of the recommended object of the third resource object is displayed on the recommended object page, if it is detected that the target object set includes a recommended object, and the recommended object is a recommended object in the resource object before switching, in order to update the recommended object included in the target object set to a recommended object in the third resource object, the embodiments of the present disclosure may update the recommended object in the target object set to the recommended object in the third resource object based on an object identification of the recommended object in the target object set.

[00138] In an optional implementation, when the selection operation acting on the third resource object among the at least one resource object displayed on the second resource object selection page is received, the recommended object page corresponding to the third resource object is displayed, and whether the target object set currently includes a recommended object is detected, and if it is determined that the target object set includes the recommended object, the object identification of the recommended object is acquired, and the recommended object is deleted from the target object set.

[00139] Then, the recommended object corresponding to the object identification is determined from the object set corresponding to the third resource object based on the object identification, and the recommended object is added to the target object set.

[00140] In the embodiments of the present disclosure, by providing the resource object switching control on the recommended object page, displaying the second resource object selection page, and displaying the recommended information of the resource object on the second resource object selection page, the target user may switch the resource object displayed on the recommended object page independently, which enriches the related interaction manners for object processing.

[00141] Based on the above method embodiments, the present disclosure further provides an object processing apparatus. Fig. 7 is a schematic structural diagram of an object processing apparatus provided in an embodiment of the present disclosure, and the apparatus includes:

[00142] a first display module 701, configured to display a recommended object page corresponding to a first resource object, where object information of recommended objects corresponding to the first resource object is displayed on the recommended object page; and

[00143] a second display module 702, configured to display a first resource object selection page in response to a preset interaction with a first recommended object on the recommended object page, where the first recommended object belongs to recommended objects in a target state in the first resource object, recommended information of at least one resource object is displayed on the first resource object selection page, the at least one resource object is determined based on the first recommended object, the recommended information includes object information of a second recommended object, and target attribute information of the second recommended object and target attribute information of the first recommended object meet a preset

similarity condition.

[00144] In an optional implementation, the apparatus further includes:

[00145] a third display module, configured to display a recommended object page corresponding to the second resource object in response to a selection operation for a second resource object among the at least one resource object on the first resource object selection page, and display object information of recommended objects corresponding to the second resource object on the recommended object page.

[00146] In an optional implementation, the third display module is further configured to:

[00147] display, at a preset position on the recommended object page, object information of the second recommended object in the second resource object.

[00148] In an optional implementation, the recommended information further includes object information of a third recommended object, and the third recommended object is determined based on target interaction information of a target user;

[00149] the third recommended object is determined based on a recommended object associated with the first resource object in a target object set of the target user, and an interaction state of the recommended object in the target object set is a state of being selected and to be subjected to a target interaction operation;

[00150] the object information of the second recommended object in the resource object is displayed at a preset position of the recommended information of the resource object displayed on the first resource object selection page; and

[00151] a display sequence of the at least one resource object on the first resource object selection page is determined based on a resource attribute value of the second recommended object in the at least one resource object.

[00152] In an optional implementation, the apparatus further includes:

[00153] a first display module, configured to display, in a first display sequence on the first resource object selection page, the recommended information of the at least one resource object in response to an interaction with a first sorting control on the first resource object selection page, where the first display sequence is determined based on at least one of the following: the resource attribute value of the second recommended object in the at least one resource object, an on-shelf rate of an object, position data, or object interaction data that correspond to the at least one resource object, respectively.

[00154] In an optional implementation, the first display module is further configured to:

[00155] display, on a target page, the recommended object page corresponding to the first resource object in response to a preset interaction with the target page, where the first resource object is determined from a resource object set based on a preset policy, the preset policy is related to position data corresponding to resource objects in the resource object set, and the resource objects in the resource object set correspond to at least two account objects.

[00156] In an optional implementation, the preset policy is determined based on the position data corresponding to the resource objects and at least one of an on-shelf rate of an object or object interaction data of the resource objects in the resource object set.

[00157] In an optional implementation, the first resource object is determined from the resource object set based on a recommendation value of the resource object, the on-shelf rate of an object, the position data, and the object interaction data are respectively provided with corresponding weight coefficients, and the recommendation value corresponding to the resource object is calculated based on the on-shelf rate of an object, the position data, and the object interaction data of the resource object, and the corresponding weight coefficients.

[00158] In an optional implementation, a resource object switching control is provided on the recommended object page, and the apparatus further includes:

[00159] a fourth display module, configured to display a second resource object selection page in response to an interaction with the resource object switching control, and display, in a second display sequence on the second resource object selection page, recommended information of at least one resource object, where the second display sequence is determined based on at least one of an on-shelf rate of an object, position data, or object interaction data that correspond to the at least one resource object, respectively.

[00160] In an optional implementation, the apparatus further includes:

[00161] a second display module, configured to display, in a third display sequence on the second resource object selection page, the recommended information of the at least one resource object in response to an interaction with a second sorting control on the second resource object selection page, where the third display sequence is determined based on at least one of the on-shelf rate of an object, the position data, or the object interaction data that correspond to the at least one resource object, respectively.

[00162] In an optional implementation, the on-shelf rate of an object is determined based on a number of fourth recommended objects corresponding to the resource object and a number of object identifications bound to the target page, and the fourth recommended objects corresponding to the resource object are determined from an object set corresponding to the resource object based on the object identifications;

[00163] the position data is determined based on position information of the resource object; and

[00164] the object interaction data is determined based on target interaction data of the resource object within a preset time period.

[00165] In an optional implementation, the apparatus further includes:

[00166] an acquisition and deletion module, configured to acquire an object identification of a recommended object in a target object set, and delete the recommended object from the target object set; and

[00167] an acquisition and addition module, configured to acquire, from a recommended object set corresponding to the second resource object, a recommended object corresponding to the object identification, and add the recommended object to the target object set.

[00168] In the object processing apparatus provided in the embodiments of the present disclosure, first, a recommended object page corresponding to a first resource object is displayed, where object information of recommended objects corresponding to the first resource object is displayed on the recommended object page; and then a first resource object selection page is displayed in response to a preset interaction with a first recommended object on the recommended object page, where the first recommended object belongs to

recommended objects in a target state in the first resource object, recommended information of at least one resource object is displayed on the first resource object selection page, the at least one resource object is determined based on the first recommended object, the recommended information includes object information of a second recommended object, and target attribute information of the second recommended object and target attribute information of the first recommended object meet a preset similarity condition.

[00169] It may be seen that in the embodiments of the present disclosure, the first resource object selection page may be triggered to display based on the recommended object in the target state displayed on the recommended object page corresponding to the first resource object, and the recommended information of the resource object determined by the recommended object may be supported to display on the first resource object selection page, so as to provide the user with a switching function for the resource object, which enriches functions related to object processing and improves user experience.

[00170] In addition to the above methods and apparatuses, the embodiments of the present disclosure further provide a computer-readable storage medium, where instructions are stored in the computer-readable storage medium, and the instructions, when executed by a terminal device, cause the terminal device to implement the object processing method according to the embodiments of the present disclosure.

[00171] The embodiments of the present disclosure further provide a computer program product. The computer program product includes a computer program/instructions, and the computer program/instructions, when executed by a processor, implement the object processing method according to the embodiments of the present disclosure.

[00172] In addition, an embodiment of the present disclosure further provides an object processing device, which may include, as shown in Fig. 8:

[00173] a processor 801, a memory 802, an input apparatus 803, and an output apparatus 804. The number of the processor 801 in the object processing device may be one or more, and one processor is taken as an example in Fig. 8. In some embodiments of the present disclosure, the processor 801, the memory 802, the input apparatus 803, and the output apparatus 804 may be connected through a bus or in other ways, and connection through a bus is used as an example in Fig. 8.

[00174] The memory 802 may be used to store software programs and modules, and the processor 801 executes various functional applications and data processing of the object processing device by running the software programs and modules stored in the memory 802. The memory 802 may mainly include a program storage area and a data storage area, where the program storage area may store an operating system, an application program required by at least one function, and the like. In addition, the memory 802 may include a high-speed random access memory or a non-volatile memory, such as at least one magnetic disk storage device, a flash memory device, or other volatile solid-state storage devices. The input apparatus 803 may be used to receive input digital or character information, and generate a signal input related to user settings and function control of the object processing device.

[00175] Specifically, in the present embodiment, the processor 801 will load an executable file corresponding to a process of one or more application programs into the memory 802 according to the following instructions,

and the processor 801 will run the application programs stored in the memory 802 to implement various functions of the above object processing device.

[00176] It should be noted that in this article, relational terms such as "first" and "second" are only used to distinguish one entity or operation from another entity or operation, and do not necessarily require or imply any actual relationship or order between these entities or operations. Moreover, the terms "include", "include" or any other variation thereof are intended to cover non-exclusive inclusion, so that a process, method, object or device including a series of elements includes not only those elements, but also other elements not explicitly listed or elements inherent to such process, method, object or device. Without further restrictions, an element defined by the phrase "including a" does not exclude that there are other identical elements in the process, method, object or device including the element.

[00177] The above descriptions are only specific implementations of the present disclosure, so that those skilled in the art may understand or implement the present disclosure. Various modifications to these embodiments will be obvious to those skilled in the art, and the general principles defined herein may be implemented in other embodiments without departing from the spirit or scope of the present disclosure. Therefore, the present disclosure will not be limited to these embodiments described herein, but rather to the widest scope consistent with the principles and novel features disclosed herein.

I/We Claim:

1. An object processing method, comprising:

displaying a recommended object page corresponding to a first resource object, wherein object information on recommended objects corresponding to the first resource object is displayed on the recommended object page; and

displaying, in response to a preset interaction with a first recommended object on the recommended object page, a first resource object selection page, wherein the first recommended object is a recommended object in a target state in the first resource object, recommended information on at least one resource object is displayed on the first resource object selection page, the at least one resource object is determined based on the first recommended object, the recommended information comprises object information on a second recommended object, and target attribute information on the second recommended object and target attribute information on the first recommended object meet a preset similarity condition.

2. The method of claim 1, further comprising:

displaying a recommended object page corresponding to the second resource object, and displaying, on the recommended object page, object information on recommended objects corresponding to the second resource object, in response to a selection operation for a second resource object among the at least one resource object on the first resource object selection page.

3. The method of claim 2, wherein displaying, on the recommended object page, the object information on the recommended objects corresponding to the second resource object comprises:

displaying, at a preset position on the recommended object page, the object information on the second recommended object in the second resource object.

4. The method of claim 1, wherein the recommended information further comprises object information on a third recommended object, and the third recommended object is determined based on target interaction information on a target user;

and/or

the third recommended object is determined based on a recommended object associated with the first resource object in a target object set of the target user, and an interaction state of the recommended object in the target object set is a state of being selected and waiting to complete a target interaction operation;

and/or

the object information on the second recommended object in the resource objects is displayed at a preset position of the recommended information on the resource objects displayed on the first resource object selection page;

and/or

a display order of the at least one resource object on the first resource object selection page is determined based on a resource attribute value of the second recommended object in the at least one resource object.

5. The method of claim 1, further comprising:

displaying, on the first resource object selection page in a first display order, the recommended information on the at least one resource object, in response to an interaction with a first sorting control on the first resource object selection page, wherein the first display order is determined based on at least one of the following: a resource attribute value of the second recommended object in the at least one resource object, an on-shelf rate of an object, position data, or object interaction data corresponding to the at least one resource object, respectively.

6. The method of claim 1, wherein displaying the recommended object page corresponding to the first resource object comprises:

displaying, on the target page, the recommended object page corresponding to the first resource object, in response to a preset interaction with a target page, wherein the first resource object is determined from a resource object set based on a preset policy, the preset policy is related to position data corresponding to resource objects in the resource object set, and the resource objects in the resource object set correspond to at least two account objects.

7. The method of claim 6, wherein the preset policy is determined based on the position data corresponding to the resource objects and at least one of an on-shelf rate of an object or object interaction data of the resource objects in the resource object set.

8. The method of claim 7, wherein the first resource object is determined from the resource object set based on recommendation values of the resource objects, the on-shelf rate of an object, the position data, and the object interaction data are respectively configured with corresponding weight coefficients, and the recommendation values corresponding to the resource objects are calculated based on the on-shelf rate of an object, the position data, and the object interaction data of the resource objects, and the corresponding weight coefficients.

9. The method of claim 1, wherein a resource object switching control is provided on the recommended object page, and the method further comprises:

displaying a second resource object selection page, and displaying, on the second resource object selection page in a second display order, recommended information on at least one resource object, in response to an interaction with the resource object switching control, wherein the second display order is determined based on at least one of an on-shelf rate of an object, position data, or object interaction data corresponding to the at least one resource object, respectively.

10. The method of claim 9, further comprising:

displaying, on the second resource object selection page in a third display order, the recommended information on the at least one resource object, in response to an interaction with a second sorting control on the second resource object selection page, wherein the third display order is determined based on at least one of the on-shelf rate of an object, the position data, or the object interaction data corresponding to the at least one resource object, respectively.

11. The method of any of claims 5 to 10, wherein,

the on-shelf rate of an object is determined based on a number of fourth recommended objects corresponding to the resource objects and a number of object identifications bound to the target page, and the fourth recommended objects corresponding to the resource objects are determined from an object set corresponding to the resource objects based on the object identifications;

and/or

the position data is determined based on position information on the resource objects;

and/or

the object interaction data is determined based on target interaction data of the resource objects within a preset time period.

12. The method of claim 2, wherein after displaying the recommended object page corresponding to the second resource object in response to the selection operation for the second resource object among the at least one resource object on the first resource object selection page, the method further comprises:

acquiring an object identification of a recommended object in a target object set, and removing the recommended object from the target object set; and

acquiring, from a recommended object set corresponding to the second resource object, a recommended object corresponding to the object identification, and adding the recommended object to the target object set.

13. An object processing apparatus, comprising:

a first display module, configured to display a recommended object page corresponding to a first resource object, wherein object information on recommended objects corresponding to the first resource object is displayed on the recommended object page; and

a second display module, configured to display a first resource object selection page in response to a preset interaction with a first recommended object on the recommended object page, wherein the first recommended object is a recommended objects in a target state in the first resource object, recommended information on at least one resource object is displayed on the first resource object selection page, the at least one resource object is determined based on the first recommended object, the recommended information comprises object information on a second recommended object, and target attribute information on the second

recommended object and target attribute information on the first recommended object meet a preset similarity condition.

14. A computer-readable storage medium, wherein instructions are stored in the computer-readable storage medium, and the instructions, when executed by a terminal device, cause the terminal device to implement the method of any of claims 1 to 12.

15. An object processing device, comprising a memory, a processor, and a computer program stored on the memory and executable on the processor, wherein the processor, when executing the computer program, implements the method of any of claims 1 to 12.

16. A computer program product, wherein the computer program product comprises a computer program or instructions, and the computer program or instructions, when executed by a processor, implement the method of any of claims 1 to 12.