

METHOD FOR PROCESSING RECOMMENDATION OBJECT, APPARATUS, DEVICE AND STORAGE MEDIUM

CROSS-REFERENCE TO RELATED APPLICATION(S)

[0001] The present disclosure claims priority to Chinese Patent Application No. 202410324035.4, filed on March 20, 2024 and entitled "METHOD FOR PROCESSING RECOMMENDATION OBJECT, APPARATUS, DEVICE AND STORAGE MEDIUM", which is incorporated herein by reference in its entirety.

FIELD

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

BACKGROUND

[0003] With the continuous development of network technologies, users' requirements for interaction functions related to recommendation objects become increasingly diverse.

SUMMARY

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

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

[0006] displaying a first recommendation object and prompt information corresponding to the first recommendation object on a recommendation object configuration page, wherein the prompt information is used to prompt to replace the first recommendation object; and

[0007] displaying, in response to a preset trigger operation for the prompt information corresponding to a target first recommendation object on the recommendation object configuration page, candidate recommendation objects corresponding to the target first recommendation object, wherein the candidate recommendation objects are used to replace the target first recommendation object on the recommendation object configuration page.

[0008] In an optional implementation, displaying, in response to the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page, the candidate recommendation objects corresponding to the target first recommendation object includes:

[0009] in response to the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page, displaying an object replacement page, and displaying object information on the target first recommendation object in a first area on the object replacement page, and displaying the candidate recommendation objects corresponding to the target first

recommendation object in a second area on the object replacement page.

[0010] In an optional implementation, after displaying the candidate recommendation objects corresponding to the target first recommendation object, the method further includes:

[0011] displaying a replacement result prompt message on the object replacement page in response to a replacement trigger operation for a first candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object on the object replacement page wherein the replacement result prompt message is used to prompt whether the replacement of the first candidate recommendation object is successful; and

[0012] updating a display in the first area on the object replacement page from the object information on the target first recommendation object to object information on a target switch first recommendation object, and updating a display in the second area from the candidate recommendation objects corresponding to the target first recommendation object to candidate recommendation objects corresponding to the target switch first recommendation object, wherein the target switch first recommendation object and the target first recommendation object have an adjacent display sequence relationship on the recommendation object configuration page.

[0013] In an optional implementation, after displaying the candidate recommendation objects corresponding to the target first recommendation object, the method further includes:

[0014] in response to a replacement trigger operation for a first candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object, displaying the recommendation object configuration page, and displaying the first candidate recommendation object at a display position of the target first recommendation object on the recommendation object configuration page, and hiding the target first recommendation object.

[0015] In an optional implementation, the candidate recommendation objects corresponding to the target first recommendation object include recommendation objects whose target attribute resource values are lower than that of the target first recommendation object, whose object acquisition amounts are greater than that of the target first recommendation object, and/or whose target interaction data amounts are greater than that of the target first recommendation object, and matching degree of the candidate recommendation objects and the target first recommendation object for target category information is greater than a preset matching degree threshold.

[0016] In an optional implementation, the candidate recommendation objects corresponding to the target first recommendation object are arranged and displayed based on an ascending order of target attribute resource values, a descending order of object acquisition amounts, or a descending order of target interaction data amounts.

[0017] In an optional implementation, the prompt information includes candidate recommendation information corresponding to the first recommendation object;

[0018] the candidate recommendation information includes at least one of: a total number value of the candidate recommendation objects corresponding to the first recommendation object, image information of a

second candidate recommendation object of the candidate recommendation objects, or object attribute information of the second candidate recommendation object;

[0019] the second candidate recommendation object is a candidate recommendation object with a lowest target attribute resource value, a highest object acquisition amount, or a highest target interaction data amount in the candidate recommendation objects corresponding to the first recommendation object; and

[0020] the object attribute information includes the target attribute resource value, the object acquisition amount, or the target interaction data amount.

[0021] In an optional implementation, a second recommendation object and adjustment prompt information corresponding to the second recommendation object are further displayed on the recommendation object configuration page, the adjustment prompt information is used to prompt to delete the second recommendation object from the recommendation object configuration page, and a target attribute resource value of the second recommendation object meets a preset deletion prompt condition.

[0022] In an optional implementation, a third candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object is configured with resource difference value information, wherein the resource difference information is used to represent a difference between the third candidate recommendation object and the target first recommendation object for the target resource attribute value.

[0023] In an optional implementation, before displaying the first recommendation object and the prompt information corresponding to the first recommendation object on the recommendation object configuration page, the method further includes:

[0024] displaying the recommendation object configuration page in response to a recommendation object configuration operation for a target livestream channel, wherein the target livestream channel is in a livestream state or a pre-livestream state.

[0025] In an optional implementation, before displaying the first recommendation object and the prompt information corresponding to the first recommendation object on the recommendation object configuration page, the method further includes:

[0026] determining whether a candidate recommendation object corresponding to the first recommendation object exists in a target recommendation object set; and

[0027] accordingly, displaying the first recommendation object and the prompt information corresponding to the first recommendation object on the recommendation object configuration page includes:

[0028] displaying the first recommendation object and the prompt information corresponding to the first recommendation object on the recommendation object configuration page in response to determining the candidate recommendation object corresponding to the first recommendation object existing in the target recommendation object set.

[0029] In a second aspect, the present disclosure further provides an apparatus for processing a recommendation object. The apparatus includes:

[0030] a first display module, configured to display a first recommendation object and prompt information corresponding to the first recommendation object on a recommendation object configuration page, wherein the prompt information is used to prompt to replace the first recommendation object; and

[0031] a second display module, configured to, display, in response to a preset trigger operation for the prompt information corresponding to a target first recommendation object on the recommendation object configuration page, candidate recommendation objects corresponding to the target first recommendation object, wherein the candidate recommendation objects are used to replace the target first recommendation object on the recommendation object configuration page.

[0032] 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.

[0033] In a fourth aspect, the present disclosure provides a device for processing a recommendation object. The recommendation object processing device includes: 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 above method.

[0034] In a fifth aspect, the present disclosure provides a computer program product. The computer program product includes a computer program/instruction, and the computer program/instruction, when executed by a processor, implements the above method.

BRIEF DESCRIPTION OF THE DRAWINGS

[0035] The drawings herein, which are incorporated in and constitute a part of this specification, illustrate embodiments consistent with the present disclosure and, together with the description, serve to explain the principles of the present disclosure.

[0036] In order to more clearly explain the technical solutions in the embodiments of the present disclosure or in the prior art, the drawings required in the description of the embodiments or the prior art will be briefly introduced below. Obviously, for those of ordinary skill in the art, other drawings may be obtained according to these drawings without paying out creative efforts.

[0037] Fig. 1 is a flowchart of a method for processing a recommendation object provided by an embodiment of the present disclosure;

[0038] Fig. 2 is a schematic diagram of a recommendation object configuration page provided by an embodiment of the present disclosure;

[0039] Fig. 3 is a schematic diagram of an object replacement page provided by an embodiment of the present disclosure;

[0040] Fig. 4 is a schematic diagram of another object replacement page provided by an embodiment of the present disclosure;

[0041] Fig. 5 is a schematic structural diagram of an apparatus for processing a recommendation object provided by an embodiment of the present disclosure; and

5 [0042] Fig. 6 is a schematic structural diagram of a device for processing a recommendation object provided by an embodiment of the present disclosure.

DETAILED DESCRIPTION OF EMBODIMENTS

[0043] 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
10 of the present disclosure and the features in the embodiments may be combined with each other without conflict.

[0044] Many specific details are set forth in the following description to facilitate a full understanding of 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 the embodiments.

15 [0045] With the continuous development of network technologies, users' requirements for interaction functions related to recommendation objects become increasingly diverse.

[0046] Therefore, how to enrich the related interaction functions of recommendation objects to meet users' growing diverse requirements has become an urgent technical issue.

[0047] To this end, an embodiment of the present disclosure provides a method for processing a
20 recommendation object. Specifically, a first recommendation object and prompt information corresponding to the first recommendation object are displayed on a recommendation object configuration page, wherein the prompt information is used to prompt to replace the first recommendation object; and in response to a preset trigger operation for the prompt information corresponding to a target first recommendation object on the recommendation object configuration page, candidate recommendation objects corresponding to the target first
25 recommendation object are displayed, wherein the candidate recommendation objects are used to replace the target first recommendation object on the recommendation object configuration page.

[0048] In the embodiment of the present disclosure, the user is prompted to replace the first recommendation object with the recommended candidate recommendation objects by displaying the prompt information corresponding to the first recommendation object on the recommendation object configuration page. Compared
30 with the way of manually searching for candidate recommendation objects, the embodiment of the present disclosure may improve the replacement efficiency of recommendation objects and enrich the interaction manners related to recommendation objects.

[0049] Specifically, an embodiment of the present disclosure provides a method for processing a recommendation object. Fig. 1 is a flowchart of a method for processing a recommendation object provided by

an embodiment of the present disclosure, which specifically includes the following steps.

[0050] S101: a first recommendation object and prompt information corresponding to the first recommendation object are displayed on a recommendation object configuration page.

[0051] The prompt information is used to prompt to replace the first recommendation object.

5 **[0052]** The method for processing a recommendation object provided by the embodiment of the present disclosure may be applied to a client, and specifically, the client may be deployed on terminals such as smart phones, tablet computers, desktop computers, etc.

[0053] In the embodiment of the present disclosure, the recommendation object configuration page is used to display recommendation objects, and the recommendation objects and related information of the
10 recommendation objects are displayed on the recommendation object configuration page. The related information on the recommendation objects may include text description information, resource attribute value information, etc. of the recommendation objects. Specifically, the recommendation object configuration page may be a commodity selection page.

[0054] In an application scenario, the recommendation object configuration page may be a page used to
15 configure livestream commodities for a host before or during livestream. In an optional implementation, the display of the recommendation object configuration page may include: when a recommendation object configuration operation for a target livestream channel is received, displaying the recommendation object configuration page, wherein the target livestream channel is in a livestream state or a pre-livestream state.

[0055] In another application scenario, the recommendation object configuration page may be a page where
20 a user account adds commodities to a commodity window of the user account.

[0056] In the embodiment of the present disclosure, the first recommendation object displayed on the recommendation object configuration page is a recommendation object displayed with corresponding prompt information.

[0057] Specifically, a first display area and a first display sub-area corresponding to the first display area may
25 be provided on the recommendation object configuration page, wherein the first display area is used to display the first recommendation object in a card form, and the first display sub-area is used to display the prompt information corresponding to the first recommendation object.

[0058] Fig. 2 is a schematic diagram of a recommendation object configuration page provided by an
30 embodiment of the present disclosure. A plurality of first display areas and first display sub-areas corresponding to the first display areas are displayed on the recommendation object configuration page. A first recommendation object 202 is displayed in a first display area 201, and prompt information is displayed in a first display sub-area 203 corresponding to the first display area. The prompt information corresponds to the first recommendation object 202.

[0059] The prompt information corresponding to the first recommendation object displayed on the

recommendation object configuration page is used to replace the first recommendation object, and the prompt information corresponding to the first recommendation object may include candidate recommendation information corresponding to the first recommendation object. Specifically, the candidate recommendation information may include at least one of: a total number value of candidate recommendation objects
5 corresponding to the first recommendation object, image information of a second candidate recommendation object of the candidate recommendation objects corresponding to the first recommendation object, or object attribute information of the second candidate recommendation object.

[0060] The object attribute information of the second candidate recommendation object includes a target attribute resource value of the second candidate recommendation object, an object acquisition amount of the
10 second candidate recommendation object, and a target interaction data amount of the second candidate recommendation object. The target attribute resource value may specifically refer to a price, the object acquisition amount may specifically refer to a sales volume, and the target interaction data amount may refer to a positive review rate, a repurchase rate, a browsing rate, etc.

[0061] In the recommendation object configuration page as shown in Fig. 2, the prompt information in the
15 first display sub-area 203 includes the total number value of the candidate recommendation objects corresponding to the first recommendation object and the image information of the second candidate recommendation object.

[0062] In practical applications, since the recommendation objects in the target recommendation object set are in a real-time update state, at least one candidate recommendation object determined for the first
20 recommendation object from the target recommendation object set will also be updated accordingly. Therefore, in the embodiment of the present disclosure, when a display trigger operation for the recommendation object configuration page is received, whether the recommendation objects have candidate recommendation objects is re-determined based on the recommendation objects displayed on the recommendation object configuration page, and the first recommendation object is determined, and the corresponding prompt information is displayed.

[0063] In practical applications, in order to support displaying the corresponding prompt information for the
25 first recommendation object on the recommendation object configuration page, in the embodiment of the present disclosure, when the recommendation object configuration page is displayed, it is first determined whether a candidate recommendation object corresponding to the first recommendation object exists in the target recommendation object set. If it is determined that the candidate recommendation object corresponding to the
30 first recommendation object exists in the target recommendation object set, when the first recommendation object is displayed on the recommendation object configuration page, the first recommendation object and the prompt information corresponding to the first recommendation object are displayed on the recommendation object configuration page.

[0064] The target recommendation object set may specifically be a commodity pool that aggregates
35 commodities of at least one store or commodities of at least one brand. The first recommendation object displayed on the recommendation object configuration page comes from the target recommendation object set,

and the candidate recommendation objects corresponding to the first recommendation object also come from the target recommendation object set.

[0065] S102: in response to a preset trigger operation for the prompt information corresponding to a target first recommendation object on the recommendation object configuration page, candidate recommendation objects corresponding to the target first recommendation object are displayed.

[0066] The candidate recommendation objects are used to replace the target first recommendation object on the recommendation object configuration page.

[0067] The preset trigger operation for the prompt information corresponding to the target first recommendation object may include, in an optional implementation, a preset trigger operation for a prompt information display area corresponding to the target first recommendation object.

[0068] In another optional implementation, a replacement control may be provided in the display area of the prompt information corresponding to the first recommendation object, and when the replacement control in the prompt information corresponding to the target first recommendation object is triggered, the candidate recommendation objects of the target first recommendation object are displayed.

[0069] In the recommendation object configuration page as shown in Fig. 2, a replacement control 204 is provided in the display area of the prompt information in the first display sub-area 203.

[0070] In the embodiment of the present disclosure, the target first recommendation object may be any one of the first recommendation objects. By triggering the prompt information corresponding to the target first recommendation object, the candidate recommendation objects of the target first recommendation object and related information on the candidate recommendation objects corresponding to the target first recommendation object may be displayed. Specifically, object acquisition amount information, target interaction data amounts, etc. of the candidate recommendation objects may be displayed.

[0071] In the embodiment of the present disclosure, the candidate recommendation objects corresponding to the target first recommendation object may be determined based on dimensions such as target category information of the first recommendation object, target attribute resource values, object acquisition amounts, and target interaction data amounts of the candidate recommendation objects. The target attribute resource value may specifically refer to a price, the object acquisition amount may specifically refer to a sales volume, and the target interaction data amount may refer to a positive review rate, a repurchase rate, a browsing rate, etc. The target category information may be first-level category information and second-level category information of the target first recommendation object, and may also be keyword information of the first-level category information and the second-level category information. Regarding the specific setting of the target category information, the embodiment of the present disclosure does not make any limitations.

[0072] In an optional implementation, if the matching degree between the candidate recommendation objects and the target category information of the target first recommendation object is greater than a preset matching degree threshold, and the target attribute resource values of the candidate recommendation objects are lower

than the target attribute resource value of the target first recommendation object, then the candidate recommendation objects may be determined by specifically selecting, from the target recommendation object set based on the target category information and the target attribute resource value of the target first recommendation object, recommendation objects whose matching degree with the target category information of the target first recommendation object is greater than the preset matching degree threshold and whose target attribute resource values are lower than the target attribute resource value of the target first recommendation object, as the candidate recommendation objects. The preset matching degree threshold may be a pre-defined matching degree.

[0073] In another optional implementation, for determining the candidate recommendation objects corresponding to the target first recommendation object, in an optional implementation, if the matching degree between the candidate recommendation objects and the target category information of the target first recommendation object is greater than the preset matching degree threshold, and the object acquisition amounts of the candidate recommendation objects are greater than the object acquisition amount of the target first recommendation object, then the candidate recommendation objects may be determined by specifically selecting, from the target recommendation object set based on the target category information and the object acquisition amount of the target first recommendation object, recommendation objects whose matching degree with the target category information of the target first recommendation object is greater than the preset matching degree threshold and whose object acquisition amounts are greater than the object acquisition amount of the target first recommendation object, as the candidate recommendation objects.

[0074] In another optional implementation, for determining the candidate recommendation objects corresponding to the target first recommendation object, in an optional implementation, if the matching degree between the candidate recommendation objects and the target category information of the target first recommendation object is greater than the preset matching degree threshold, and the target interaction data amounts of the candidate recommendation objects are higher than the target interaction data amount of the target first recommendation object, then the candidate recommendation objects may be determined by specifically selecting, from the target recommendation object set based on the target category information and the target interaction data amount of the target first recommendation object, recommendation objects whose matching degree with the target category information of the target first recommendation object is greater than the preset matching degree threshold and whose target interaction data amounts are greater than the target interaction data amount of the target first recommendation object, as the candidate recommendation objects.

[0075] On the basis of the above embodiments, after the candidate recommendation objects corresponding to the target first recommendation object are determined, resource difference information may further be configured for a third candidate recommendation object of the candidate recommendation objects, and the resource difference information configured for the candidate recommendation object is displayed while the candidate recommendation objects corresponding to the target first recommendation object are displayed. The resource difference information is used to represent difference information between a target resource value of a candidate recommendation object and the target resource value of the target first recommendation object, which may show

the user a comparison effect between the target first recommendation object and the candidate recommendation objects.

[0076] Specifically, in response to the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page, when the candidate recommendation objects corresponding to the target first recommendation object are displayed, the third candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object is displayed, which is configured with the resource difference information, wherein the third candidate recommendation object is any one of the candidate recommendation objects corresponding to the target first recommendation object.

[0077] For displaying the candidate recommendation objects corresponding to the target first recommendation object in response to the preset trigger operation for the prompt information corresponding to the target first recommendation object, in an optional implementation, when the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page is received, the candidate recommendation objects corresponding to the target first recommendation object are extended and displayed downward based on the first display sub-area of the prompt information corresponding to the first target recommendation object.

[0078] In practical applications, in the process of displaying the candidate recommendation objects corresponding to the target first recommendation object, in order to facilitate the user to search for and filter the candidate recommendation objects, in the embodiment of the present disclosure, the candidate recommendation objects may also be arranged and displayed according to a certain sorting strategy. A specific sorting strategy may include arranging and displaying the candidate recommendation objects based on at least one of: the target attribute resource values, the object acquisition amounts, and the target interaction data amounts of the candidate recommendation objects. The target attribute resource value may specifically be price information of the candidate recommendation objects, the object acquisition amount may specifically be the sales volume of the candidate recommendation objects, and the target interaction data amount may specifically be the positive review rate, the repurchase rate, etc., of the candidate recommendation objects.

[0079] In an optional implementation, when the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page is received, the candidate recommendation objects of the target first recommendation object are displayed, wherein the candidate recommendation objects are arranged and displayed based on an ascending order of the target attribute resource values.

[0080] In another optional implementation, when the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page is received, the candidate recommendation objects of the target first recommendation object are displayed, wherein the candidate recommendation objects are arranged and displayed based on a descending order of the object acquisition amounts.

[0081] In another optional implementation, when the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page is received, the candidate recommendation objects of the target first recommendation object are displayed, wherein the candidate recommendation objects are arranged and displayed based on a descending order of the target interaction data amounts.

[0082] In practical applications, after the candidate recommendation objects corresponding to the target first recommendation object are displayed, if a replacement trigger operation for a first recommendation object of the candidate recommendation objects corresponding to the target first recommendation object is received, the recommendation object configuration page is displayed, and the first candidate recommendation object is displayed at the display position of the target first recommendation object on the recommendation object configuration page, and the target first recommendation object is hidden.

[0083] That is, when the target first recommendation object is replaced with the first candidate recommendation object, the current display page switches to display the recommendation object configuration page, and the user may view other first recommendation objects displayed on the recommendation object configuration page and replace them.

[0084] In practical applications, a second recommendation object and adjustment prompt information corresponding to the second recommendation object may further be displayed on the recommendation object configuration page. The second recommendation object is a recommendation object whose target attribute resource value meets a preset deletion prompt condition. The adjustment prompt information is used to prompt to delete the second recommendation object from the recommendation object configuration page. The preset deletion prompt condition is used to determine the second recommendation object, and the preset deletion prompt condition may specifically be a high target attribute resource value, a low object acquisition amount, a poor target interaction quantity, etc.

[0085] This is shown by a second recommendation object 205 displayed on the recommendation object configuration page as shown in Fig. 2 and adjustment prompt information 206 corresponding to the second recommendation object.

[0086] In the method for processing a recommendation object provided by the embodiment of the present disclosure, the first recommendation object and the prompt information corresponding to the first recommendation object are displayed on the recommendation object configuration page, wherein the prompt information is used to prompt to replace the first recommendation object; and in response to the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page, the candidate recommendation objects corresponding to the target first recommendation object are displayed, wherein the candidate recommendation objects are used to replace the target first recommendation object on the recommendation object configuration page.

[0087] In the embodiment of the present disclosure, the user is prompted to replace the first recommendation object with the recommended candidate recommendation objects by displaying the prompt information

corresponding to the first recommendation object on the recommendation object configuration page. Compared with the way of manually searching for candidate recommendation objects, the embodiment of the present disclosure may improve the replacement efficiency of recommendation objects and enrich the interaction manners related to recommendation objects.

5 **[0088]** In another optional implementation, when the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page is received, the object replacement page is displayed, and the object information on the target first recommendation object is displayed in a first area on the object replacement page, and the candidate recommendation objects corresponding to the target first recommendation object are displayed in a second area on the object replacement
10 page.

[0089] The object information of the target first recommendation object may specifically include image information, target attribute resource value information, target interaction data amount information, etc. of the target first recommendation object.

[0090] Fig. 3 is a schematic diagram of an object replacement page provided by an embodiment of the present disclosure. The object information of the target first recommendation object is displayed in a first area 301 on the object replacement page, and the candidate recommendation objects corresponding to the target first recommendation object and related information of the candidate recommendation objects are displayed in a second area 302 on the object replacement page. Specifically, target attribute resource value information and target interaction data amount information of the candidate recommendation objects are displayed in the second
15 area 302.
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[0091] In practical applications, when the candidate recommendation objects corresponding to the target first recommendation object are displayed on the object replacement page, the candidate recommendation objects may be displayed in the second area on the object replacement page in the form of a list, the related information of the candidate recommendation objects is displayed in each list unit in the form of a card, and the list has a sliding function. In practice, the object information of the target first recommendation object displayed on the
25 object replacement page may also be displayed in the first area on the object replacement page in the form of a card.

[0092] In addition, when the candidate recommendation objects corresponding to the target first recommendation object are displayed on the object replacement page, resource difference configuration information of the candidate recommendation objects may further be displayed on the object replacement page. The resource difference information is used to represent difference information between target resource values of the candidate recommendation objects and a target resource value of the target first recommendation object. Specifically, when the candidate recommendation objects corresponding to the target first recommendation object are displayed, a third candidate recommendation object of the candidate recommendation objects
30 corresponding to the target first recommendation object is configured with the resource difference information, wherein the third candidate recommendation object is any one of the candidate recommendation objects
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corresponding to the target first recommendation object.

[0093] The resource difference information is displayed in the second area in the object replacement page as shown in Fig. 3, as shown by 303.

[0094] In practical applications, in order to simplify interaction paths and improve the user experience, it may also be the case that: when a replacement trigger operation for a first candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object is received on the object replacement page, a replacement result prompt message is displayed on the object replacement page; and then, the display in the first area on the object replacement page is updated from displaying the object information on the target first recommendation object to displaying object information on a target switch first recommendation object, and the display in the second area is updated from displaying the candidate recommendation objects corresponding to the target first recommendation object to displaying candidate recommendation objects corresponding to the target switch first recommendation object.

[0095] The target switch first recommendation object may be any one of the first recommendation objects on the recommendation configuration page. The target switch first recommendation object and the target first recommendation object have an adjacent display sequence relationship on the recommendation object configuration page.

[0096] That is, when the replacement of the target first recommendation object is completed, the object information of the first target recommendation object displayed in the first area on the object replacement page is directly switched to the object information of the target switch first recommendation object, and the candidate recommendation objects displayed in the second area are directly switched to the candidate recommendation objects corresponding to the target switch first recommendation object.

[0097] The replacement result prompt message is used to prompt whether the replacement of the first candidate recommendation object is successful. The adjacent display sequence relationship may be a preset display sequence relationship. Specifically, the adjacent display sequence relationship may be a next first recommendation object at a position adjacent to the target first recommendation object, or may be a previous first recommendation object at a position adjacent to the target first recommendation object.

[0098] For the replacement trigger operation for the first candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object on the object replacement page, a replacement control may be provided in the second area of the object replacement page, such as a replacement control 304 displayed in the second area in the object replacement page as shown in Fig. 3.

[0099] Fig. 4 is a schematic diagram of an object replacement page provided by an embodiment of the present disclosure. When the replacement trigger operation for the first candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object is received on the object replacement page, replacement result prompt information 401 is displayed on the object replacement page, and the display in a first area 402 on the object replacement page is updated from displaying the object

information of the target first recommendation object to displaying the object information of the target switch first recommendation object, and the display in a second area 403 is updated from displaying the candidate recommendation objects corresponding to the target first recommendation object to displaying the candidate recommendation objects corresponding to the target switch first recommendation object.

5 **[00100]** Based on the above method embodiments, the present disclosure further provides a recommendation object processing apparatus. Fig. 5 is a schematic structural diagram of an apparatus for processing a recommendation object provided by an embodiment of the present disclosure. The apparatus includes:

10 **[00101]** a first display module 501, configured to display a first recommendation object and prompt information corresponding to the first recommendation object on a recommendation object configuration page, wherein the prompt information is used to prompt to replace the first recommendation object; and

15 **[00102]** a second display module 502, configured to, display, in response to a preset trigger operation for the prompt information corresponding to a target first recommendation object on the recommendation object configuration page, candidate recommendation objects corresponding to the target first recommendation object, wherein the candidate recommendation objects are used to replace the target first recommendation object on the recommendation object configuration page.

[00103] In an optional implementation, the second display module is further configured to:

20 **[00104]** in response to the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page, display an object replacement page, and display object information on the target first recommendation object in a first area on the object replacement page, and display the candidate recommendation objects corresponding to the target first recommendation object in a second area on the object replacement page.

[00105] In an optional implementation, the apparatus further includes:

25 **[00106]** a third display module, configured to, display a replacement result prompt message on the object replacement page in response to a replacement trigger operation for a first candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object on the object replacement page, wherein the replacement result prompt message is used to prompt whether the replacement of the first candidate recommendation object is successful; and

30 **[00107]** an update display module, configured to update a display in the first area on the object replacement page from the object information on the target first recommendation object to object information on a target switch first recommendation object, and update a display in the second area from the candidate recommendation objects corresponding to the target first recommendation object to candidate recommendation objects corresponding to the target switch first recommendation object, wherein the target switch first recommendation object and the target first recommendation object have an adjacent display sequence relationship on the recommendation object configuration page.

35 **[00108]** In an optional implementation, the apparatus further includes:

[00109] a fourth display module, configured to, in response to a replacement trigger operation for a first candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object, display the recommendation object configuration page, and display the first candidate recommendation object at a display position of the target first recommendation object on the recommendation object configuration page, and hide the target first recommendation object.

[00110] In an optional implementation, the candidate recommendation objects corresponding to the target first recommendation object include recommendation objects whose target attribute resource values are lower than that of the target first recommendation object, whose object acquisition amounts are greater than that of the target first recommendation object, and/or whose target interaction data amounts are greater than that of the target first recommendation object, and matching degree of the candidate recommendation objects and the target first recommendation object for target category information is greater than a preset matching degree threshold.

[00111] In an optional implementation, the candidate recommendation objects corresponding to the target first recommendation object are arranged and displayed based on an ascending order of target attribute resource values, a descending order of object acquisition amounts, or a descending order of target interaction data amounts.

[00112] In an optional implementation, the prompt information includes candidate recommendation information corresponding to the first recommendation object;

[00113] the candidate recommendation information includes at least one of: a total number value of the candidate recommendation objects corresponding to the first recommendation object, image information of a second candidate recommendation object of the candidate recommendation objects, or object attribute information of the second candidate recommendation object;

[00114] the second candidate recommendation object is a candidate recommendation object with a lowest target attribute resource value, a highest object acquisition amount, or a highest target interaction data amount in the candidate recommendation objects corresponding to the first recommendation object; and

[00115] the object attribute information includes the target attribute resource value, the object acquisition amount, or the target interaction data amount.

[00116] In an optional implementation, a second recommendation object and adjustment prompt information corresponding to the second recommendation object are further displayed on the recommendation object configuration page, the adjustment prompt information is used to prompt to delete the second recommendation object from the recommendation object configuration page, and a target attribute resource value of the second recommendation object meets a preset deletion prompt condition.

[00117] In an optional implementation, a third candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object is configured with resource difference information, wherein the resource difference information is used to represent a difference between the third candidate recommendation object and the target first recommendation object for the target resource attribute value.

[00118] In an optional implementation, the apparatus further includes:

[00119] a fifth display module, configured to, display the recommendation object configuration page in response to a recommendation object configuration operation for a target livestream channel, display a recommendation object configuration page, wherein the target livestream channel is in a livestream state or a pre-livestream state.

[00120] In an optional implementation, the apparatus further includes:

[00121] a first determination module, configured to determine whether a candidate recommendation object corresponding to the first recommendation object exists in a target recommendation object set; and

[00122] accordingly, the first display module is further configured to:

[00123] display the first recommendation object and the prompt information corresponding to the first recommendation object on the recommendation object configuration page in response to determining the candidate recommendation object corresponding to the first recommendation object existing in the target recommendation object set.

[00124] In the recommendation object processing apparatus provided by the embodiment of the present disclosure, the first recommendation object and the prompt information corresponding to the first recommendation object are displayed on the recommendation object configuration page, wherein the prompt information is used to prompt to replace the first recommendation object; and in response to the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page, the candidate recommendation objects corresponding to the target first recommendation object are displayed, wherein the candidate recommendation objects are used to replace the target first recommendation object on the recommendation object configuration page.

[00125] In the embodiment of the present disclosure, the user is prompted to replace the first recommendation object with the recommended candidate recommendation objects by displaying the prompt information corresponding to the first recommendation object on the recommendation object configuration page. Compared with the way of manually searching for candidate recommendation objects, the embodiment of the present disclosure may improve the replacement efficiency of recommendation objects and enrich the interaction manners related to recommendation objects.

[00126] In addition to the above methods and apparatuses, an embodiment of the present disclosure further 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 method for processing a recommendation object according to the embodiment of the present disclosure.

[00127] An embodiment of the present disclosure further provides a computer program product. The computer program product includes a computer program/instruction, and the computer program/instruction, when executed by a processor, implements the method for processing a recommendation object according to the embodiment of the present disclosure.

[00128] In addition, an embodiment of the present disclosure further provides a recommendation object processing device. As shown in Fig. 6, the recommendation object processing device may include:

[00129] a processor 601, a memory 602, an input apparatus 603, and an output apparatus 604. The number of the processor 601 in the recommendation object processing device may be one or more, and in Fig. 6, one processor is used as an example. In some embodiments of the present disclosure, the processor 601, the memory 602, the input apparatus 603, and the output apparatus 604 may be connected through a bus or in other ways. In Fig. 6, connection through a bus is used as an example.

[00130] The memory 602 may be used to store software programs and modules, and the processor 601 executes various functional applications and data processing of the recommendation object processing device by running the software programs and modules stored in the memory 602. The memory 602 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, etc. In addition, the memory 602 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 603 may be used to receive input digital or character information, and generate signal input related to user settings and function control of the recommendation object processing device.

[00131] Specifically, in the present embodiment, the processor 601 will, according to the following instructions, load an executable file corresponding to a process of one or more application programs into the memory 602, and the processor 601 runs the application programs stored in the memory 602, so as to implement the various functions of the above recommendation object processing device.

[00132] It should be noted that in this text, 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, 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 a phrase "including a" does not exclude that there are other identical elements in a process, method, object or device including the element.

[00133] The above descriptions are only specific embodiments 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 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. A method for processing a recommendation object, comprising:

displaying a first recommendation object and prompt information corresponding to the first recommendation object on a recommendation object configuration page, wherein the prompt information is used to prompt to replace the first recommendation object; and

displaying, in response to a preset trigger operation for the prompt information corresponding to a target first recommendation object on the recommendation object configuration page, candidate recommendation objects corresponding to the target first recommendation object, wherein the candidate recommendation objects are used to replace the target first recommendation object on the recommendation object configuration page.

2. The method of claim 1, wherein displaying, in response to the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page, the candidate recommendation objects corresponding to the target first recommendation object comprises:

in response to the preset trigger operation for the prompt information corresponding to the target first recommendation object on the recommendation object configuration page, displaying an object replacement page, and displaying object information on the target first recommendation object in a first area on the object replacement page, and displaying the candidate recommendation objects corresponding to the target first recommendation object in a second area on the object replacement page.

3. The method of claim 2, wherein after displaying the candidate recommendation objects corresponding to the target first recommendation object, the method further comprises:

displaying a replacement result prompt message on the object replacement page in response to a replacement trigger operation for a first candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object on the object replacement page, wherein the replacement result prompt message is used to prompt whether replacement of the first candidate recommendation object is successful; and

updating a display in the first area on the object replacement page from the object information on the target first recommendation object to object information on a target switch first recommendation object, and updating a display in the second area from the candidate recommendation objects corresponding to the target first recommendation object to candidate recommendation objects corresponding to a target adjacent first recommendation object, wherein the target switch first recommendation object and the target first recommendation object have an adjacent display sequence relationship on the recommendation object configuration page.

4. The method of claim 1, wherein after displaying the candidate recommendation objects corresponding to the target first recommendation object, the method further comprises:

in response to a replacement trigger operation for a first candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object, displaying the recommendation object configuration page, and displaying the first candidate recommendation object at a display position of the target first recommendation object on the recommendation object configuration page, and
5 hiding the target first recommendation object.

5. The method of claim 1, wherein the candidate recommendation objects corresponding to the target first recommendation object comprise recommendation objects whose target attribute resource values are lower than that of the target first recommendation object, whose object acquisition amounts are greater than that of the
10 target first recommendation object, and/or whose target interaction data amounts are greater than that of the target first recommendation object, and matching degree of the candidate recommendation objects and the target first recommendation object for target category information is greater than a preset matching degree threshold.

6. The method of claim 1, wherein the candidate recommendation objects corresponding to the target
15 first recommendation object are arranged and displayed based on an ascending order of target attribute resource values, a descending order of object acquisition amounts, or a descending order of target interaction data amounts.

7. The method of claim 1, wherein the prompt information comprises candidate recommendation information corresponding to the first recommendation object;

20 the candidate recommendation information comprises at least one of: a total number value of the candidate recommendation objects corresponding to the first recommendation object, image information of a second candidate recommendation object of the candidate recommendation objects, or object attribute information of the second candidate recommendation object;

25 the second candidate recommendation object is a candidate recommendation object with a lowest target attribute resource value, a highest object acquisition amount, or a highest target interaction data amount in the candidate recommendation objects corresponding to the first recommendation object; and

the object attribute information comprises the target attribute resource value, the object acquisition amount, or the target interaction data amount.

30 8. The method of claim 1, wherein a second recommendation object and adjustment prompt information corresponding to the second recommendation object are further displayed on the recommendation object configuration page, the adjustment prompt information is used to prompt to delete the second recommendation object from the recommendation object configuration page, and a target attribute resource value of the second recommendation object meets a preset deletion prompt condition.

35 9. The method of claim 1, wherein a third candidate recommendation object of the candidate recommendation objects corresponding to the target first recommendation object is configured with resource difference information, wherein the resource difference information is used to represent a difference between

the third candidate recommendation object and the target first recommendation object for a target resource attribute value.

10. The method of claim 1, wherein before displaying the first recommendation object and the prompt information corresponding to the first recommendation object on the recommendation object configuration page, the method further comprises:

displaying the recommendation object configuration page in response to a recommendation object configuration operation for a target livestream channel, wherein the target livestream channel is in a livestream state or a pre-livestream state.

11. The method of claim 1, wherein before displaying the first recommendation object and the prompt information corresponding to the first recommendation object on the recommendation object configuration page, the method further comprises:

determining whether a candidate recommendation object corresponding to the first recommendation object exists in a target recommendation object set; and

accordingly, displaying the first recommendation object and the prompt information corresponding to the first recommendation object on the recommendation object configuration page comprises:

displaying the first recommendation object and the prompt information corresponding to the first recommendation object on the recommendation object configuration page in response to determining the candidate recommendation object corresponding to the first recommendation object existing in the target recommendation object set.

12. A apparatus for processing a recommendation object, comprising:

a first display module, configured to display a first recommendation object and prompt information corresponding to the first recommendation object on a recommendation object configuration page, wherein the prompt information is used to prompt to replace the first recommendation object; and

a second display module, configured to, display in response to a preset trigger operation for the prompt information corresponding to a target first recommendation object on the recommendation object configuration page, candidate recommendation objects corresponding to the target first recommendation object, wherein the candidate recommendation objects are used to replace the target first recommendation object on the recommendation object configuration page.

13. A computer-readable storage medium having instructions stored thereon, and wherein the instructions, when executed by a terminal device, cause the terminal device to implement the method of any of claims 1 to 11.

14. A device for processing a recommendation object, 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 11.

15. A computer program product, comprising a computer program/instruction, wherein the computer program/instruction, when executed by a processor, implements the method of any of claims 1 to 11.