

CONTENT DISPLAY METHOD AND APPARATUS, DEVICE, AND STORAGE MEDIUM

CROSS-REFERENCE TO RELATED APPLICATION(S)

[0001] The present application claims priority of Chinese Patent Application No. 202411525214.0, filed on October 29, 2024, which is incorporated herein by reference in its entirety as a part of the present application.

TECHNICAL FIELD

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

BACKGROUND

[0003] With the development and reference of the Internet, more and more users choose online shopping. In order to facilitate users to shop, e-commerce platforms will provide users with various channels to enter shopping platforms. Among them, mounting an object display control (for example, in the form of a "shopping cart logo") on multimedia content (such as short videos) is a widely used method at present.

[0004] When users browse multimedia content on which an object display control is mounted, the users may click the object display control to enter an object display page. In the related art, after the users exit the object display page, the interface returns to the page where the multimedia content is located again, and continues to display the multimedia content, and no further display is made for the content related to the objects in the object display page, resulting in a relatively single content display.

SUMMARY

[0005] Embodiments of the present disclosure provide a content display method, an apparatus, a device, and a storage medium.

[0006] In a first aspect, an embodiment of the present disclosure provides a content display method, including: displaying a multimedia content page and displaying a search keyword and a search control associated with the search keyword in the multimedia content page in response to an exit operation on an object display page, where an object display control is displayed in the multimedia content page, and the object display control is configured to display the object display page; and displaying a search result page in response to a trigger operation on the search control, where a plurality of target objects associated with the search keyword are displayed in the search result page, and the target objects include one or more objects in the object display page.

[0007] In a second aspect, an embodiment of the present disclosure further provides a content display apparatus, including: a search control display module, configured to display a multimedia content page and display a search keyword and a search control associated with the search keyword in the multimedia content page in response to an exit operation on an object display page, where an object display control is displayed

in the multimedia content page, and the object display control is configured to display the object display page; and a search result page display module, configured to display a search result page in response to a trigger operation on the search control, where a plurality of target objects associated with the search keyword are displayed in the search result page, and the target objects include one or more objects in the object display page.

[0008] In a third aspect, an embodiment of the present disclosure further provides an electronic device, and the electronic device includes: one or more processors; and a storage apparatus, configured to store one or more programs, when the one or more programs are executed by the one or more processors, the one or more processors are caused to implement the content display method according to the embodiments of the present disclosure.

[0009] In a fourth aspect, an embodiment of the present disclosure further provides a storage medium including computer-executable instructions, and the computer-executable instructions are used to perform the content display method according to the embodiments of the present disclosure when being executed by a computer processor.

BRIEF DESCRIPTION OF DRAWINGS

[0010] The above and other features, advantages and aspects of various embodiments of the present disclosure will become more apparent when taken in conjunction with the drawings and with reference to the following detailed description. Throughout the drawings, the same or similar reference numbers refer to the same or similar elements. It should be understood that the drawings are schematic and that the originals and elements are not necessarily drawn to scale.

[0011] Fig. 1 is a schematic flowchart of a content display method provided by an embodiment of the present disclosure;

[0012] Fig. 2 is an example diagram of displaying an object display page provided by an embodiment of the present disclosure;

[0013] Fig. 3 is an example diagram of displaying a search keyword and a search control associated with the search keyword provided by an embodiment of the present disclosure;

[0014] Fig. 4 is an example diagram of a search result page provided by an embodiment of the present disclosure;

[0015] Fig. 5 is a schematic structural diagram of a content display apparatus provided by an embodiment of the present disclosure; and

[0016] Fig. 6 is a schematic structural diagram of an electronic device provided by an embodiment of the present disclosure.

DETAILED DESCRIPTION OF EMBODIMENTS

[0017] Embodiments of the present disclosure will be described in more detail below with reference to the drawings. Although certain embodiments of the present disclosure are shown in the drawings, it should be

understood that the present disclosure may be implemented in various forms and should not be interpreted as limited to the embodiments set forth herein; on the contrary, these embodiments are provided for a more thorough and complete understanding of the present disclosure. It should be understood that the drawings and embodiments of the present disclosure are only for exemplary purposes, and are not intended to limit the protection scope of the present disclosure.

[0018] It should be understood that steps described in method implementations of the present disclosure may be performed in different orders and/or in parallel. Additionally, the method implementations may include additional steps and/or omit performing illustrated steps. The scope of the present disclosure is not limited in this regard.

[0019] As used herein, the term "include/comprise" and variations thereof are open-ended inclusions, that is, "include/comprise but not limited to". The term "based on" is "based at least in part on". The term "one embodiment" means "at least one embodiment"; the term "another embodiment" means "at least one other embodiment"; the term "some embodiments" means "at least some embodiments". Relevant definitions of other terms will be given in the description below.

[0020] It should be noted that concepts such as "first" and "second" mentioned in the present disclosure are only used to distinguish different apparatuses, modules or units, and are not used to limit the order of functions performed by these apparatuses, modules or units or interdependence therebetween.

[0021] It should be noted that the modifiers of "one" and "a plurality of" mentioned in the present disclosure are illustrative and not restrictive, and those skilled in the art should understand that unless otherwise clearly indicated in the context, they should be understood as "one or more".

[0022] The names of messages or information exchanged between a plurality of apparatuses in the implementations of the present disclosure are only for illustrative purposes, and are not intended to limit the scope of these messages or information.

[0023] It may be understood that before using the technical solutions disclosed in the embodiments of the present disclosure, the user should be informed of the type, range of use, use scenarios, etc. of personal information involved in the present disclosure and obtain the authorization of the user in an appropriate manner in accordance with relevant laws and regulations.

[0024] For example, in response to receiving an active request from a user, prompt information is sent to the user to clearly prompt the user that the requested operation will require access to and use of personal information of the user. Thus, the user may independently choose, based on the prompt information, whether to provide the personal information to software or hardware, such as an electronic device, an application, a server, or a storage medium, that performs the operations of the technical solutions of the present disclosure.

[0025] As an optional but non-limiting implementation, in response to receiving the active request from the user, the prompt information may be sent to the user in the form of, for example, a pop-up window, in which the prompt information may be presented in text. In addition, the pop-up window may also include a

selection control for the user to select "agree" or "disagree" to provide the personal information to the electronic device.

[0026] It may be understood that the above process of notifying and obtaining user authorization is only illustrative and does not limit the implementations of the present disclosure, and other methods that meet relevant laws and regulations may also be applied to the implementations of the present disclosure.

[0027] It may be understood that the data involved in the technical solution (including but not limited to the data itself, acquisition or use of the data) should comply with requirements of corresponding laws, regulations and related provisions.

[0028] Fig. 1 is a schematic flowchart of a content display method provided by an embodiment of the present disclosure. The embodiment of the present disclosure is applicable to a case of presenting content. The method may be performed by a content display apparatus, which may be implemented in the form of software and/or hardware, and optionally, implemented by an electronic device, which may be a mobile terminal, a PC, a server, or the like.

[0029] As shown in Fig. 1, the method includes:

[0030] S110, displaying a multimedia content page and displaying a search keyword and a search control associated with the search keyword in the multimedia content page in response to an exit operation on an object display page.

[0031] An object display control is displayed in the multimedia content page, and the object display control is configured to display the object display page. The multimedia content may be a video or a short video, and the object display control may be configured to display the object display page based on a trigger operation of a user. The object display control may be presented in the form of a "shopping cart logo", for example, displayed in the form of a small yellow car. In this embodiment, the object display control may be associated with one or more objects. If the object display control is associated with one object, the object display page may be an object detail page of the object; if the object display control is associated with a plurality of objects, the object display page may be an object list page (which may also be referred to as an object aggregation page) of the plurality of objects. In this application scenario, the objects may be products in an e-commerce platform, and the products may be products with physical objects (such as clothing, electrical appliances, cosmetics, etc.), or may be products without physical objects (such as massage services, photography services, etc.).

[0032] Exemplarily, Fig. 2 is an example diagram of displaying an object display page in this embodiment. As shown in Fig. 2, when browsing a short video with an object display control mounted thereon, the user clicks on the object display control. If the object display control is associated with one object, the object display page is an object detail page of the object; if the object display control is associated with a plurality of objects, the object display page is an object list page of the plurality of objects, so that the user may view one or more objects in the object display page.

[0033] In this embodiment, when the exit operation of the user on the object display page is detected, the multimedia content page is returned to be displayed, and a search keyword is determined, and the determined search keyword and the search control corresponding thereto are displayed in the multimedia content page to guide the user to click on the search control, so as to display a target object associated with the search keyword.

[0034] The search keyword may be determined based on search reference information. Specifically, a manner of displaying the search keyword and the search control associated with the search keyword in the multimedia content page may be: acquiring the search reference information; determining the search keyword based on the search reference information; and displaying the search keyword and the search control associated with the search keyword in the multimedia content page.

[0035] The search reference information includes at least one selected from the group consisting of: first object information in the object display page, interaction information in the object display page, and second object information in the multimedia content. The first object information may be attribute information of a first object, such as a name, a category, a style, a picture, or the like. The second object information may be attribute information of a second object extracted from the multimedia content, such as a name, a category, a style, a picture, or the like. The interaction information in the object display page may be understood as information generated by the user interacting with the object display page. Specifically, the interaction information in the object display page may include: daily access count, access count (cleared to zero for a cold start of an application in which the object display page is located), add-to-cart count of an object (cleared to zero for the cold start of the application in which the object display page is located), order submission count of an object (cleared to zero for the cold start of the application in which the object display page is located), a duration of a last display, opening count of an object, switching count of an object specification, a timestamp of the last opening, and the like.

[0036] Optionally, a manner of determining the search keyword based on the search reference information may be: determining a plurality of candidate keywords according to at least one of the first object information or the second object information; determining weights of the plurality of candidate keywords based on the interaction information; and determining a candidate keyword with a maximum weight as the search keyword.

[0037] A manner of determining the plurality of candidate keywords based on the first object information and/or the second object information may be: acquiring, using a knowledge graph, a candidate object whose similarity with the first object information exceeds a set value, and forming a first candidate object set by a first object and the candidate object; acquiring, using the knowledge graph, a candidate object whose similarity with the second object information exceeds a set value, and forming a second candidate object set by a second object and the candidate objects and determining the plurality of candidate keywords according to the first candidate object set and the second candidate object set. A manner of determining the weights of the plurality of candidate keywords based on the interaction information may be: determining

interaction information associated with each candidate keyword, normalizing the interaction information and then accumulating the interaction information, to obtain the weight of each candidate keyword. In this embodiment, a greater weight represents that the candidate keyword matches the needs of the user more. In this embodiment, a candidate keyword with the maximum weight is determined as the search keyword, so that the searched target object better meets personalized needs of the user.

[0038] In an application scenario, in order to save computing resources, when the user triggers a transaction behavior in the object display page, no further display is made for the related object in the object display page. Therefore, when it is detected that the user exits the object display page, it is necessary to determine whether the user has triggered a transaction behavior in the object display page.

[0039] Optionally, a manner of displaying the search keyword and the search control associated with the search keyword in the multimedia content page may be: determining whether a transaction operation is detected in the object display page; if no transaction operation is detected in the object display page, displaying the search keyword and the search control associated with the search keyword in the multimedia content page.

[0040] Detecting a transaction operation in the object display page represents that the user purchases the object in the object display page; and no transaction operation is detected in the object display page represents that the user does not purchase the object in the object display page. If no transaction operation is detected in the object display page, the search keyword and the search control associated with the search keyword are displayed in the multimedia content page to guide the user to search for the object.

[0041] Exemplarily, Fig. 3 is an example diagram of displaying a search keyword and a search control associated with the search keyword in this embodiment. As shown in Fig. 3, when exiting the object display page, the interface returns to displaying the multimedia content page, and the search keyword and the search control associated with the search keyword are displayed in the multimedia content page.

[0042] S120, displaying a search result page in response to a trigger operation on the search control.

[0043] A plurality of target objects associated with the search keyword are displayed in the search result page, and the target objects include one or more objects in the object display page.

[0044] In this embodiment, when detecting that the user clicks on the search control, the terminal extracts, from the objects belonging to the object display page, an object associated with the search keyword as a first target object, and invokes a search engine of the application in which the object display page is located to perform object search based on the search keyword, to obtain a second target object, and displays the first target object and the second target object in the search result page.

[0045] In this embodiment, in order to highlight, in the search result page, the target object belonging to the object display page, the first target object may be set at a front position of the search result page. Specifically, a manner of displaying the search result page may be: if the target object includes an object in the object display page, setting the object belonging to the object display page at the top of the search result page for display; if the target object includes a plurality of objects in the object display page, setting the

plurality of objects belonging to the object display page at front positions of the search result page for display.

[0046] The plurality of target objects are displayed in the search result page in a certain arrangement. If the target object includes an object in the object display page, the object belonging to the object display page is set at the first place of the search result page for display; if the target object includes N (N is an integer greater than 1) objects in the object display page, the N objects belonging to the object display page are set at first N positions of the search result page for display. This may allow the user to quickly find the object belonging to the object display page, thereby improving user experience.

[0047] Optionally, the manner of displaying the search result page may be: adding a preset identification to one or more objects belonging to the object display page in the search result page, and/or adding a preset visual effect to an area where the one or more objects belonging to the object display page are located.

[0048] The preset identification may be used to reflect that the object is related to the multimedia content page (that is, the object in the above object display page). The preset visual effect may be any animation effect, which is not limited here, for example, adding a colored border to the area where the object belonging to the object display page is located. Exemplarily, Fig. 4 is an example diagram of a search result page in this embodiment. As shown in Fig. 4, the search result page includes a target object 1, a target object 2, a target object 3 and a target object 4, where the target object 1 is an object belonging to the object display page, and thus a preset identification in the shape of a five-pointed star is added to the target object 1. In this embodiment, the target object belonging to the object display page may be further highlighted.

[0049] Optionally, a manner of displaying the search result page in response to the trigger operation on the search control may be: jumping to an interface of a target application and displaying the search result page in the interface of the target application in response to the trigger operation on the search control.

[0050] The target application may be understood as an application corresponding to the object display page, for example, an online mall application. In this embodiment, when the user clicks on the search control, the terminal adjusts to the interface of the target application and displays the search result page in the interface of the target application.

[0051] Optionally, the manner of displaying the search result page may be: displaying the search result page by occupying a set proportion of the interface.

[0052] The set proportion is a value greater than 0 and less than or equal to 1. If the set proportion is 1, it represents that the search result page is displayed in a full screen; if the set proportion is greater than 0 and less than 1, the search result page is displayed in a partial screen, for example, if the set proportion is 7/10, the search result page is displayed in a 7-split screen. In this embodiment, the search result page is displayed in the set proportion of the interface, which may improve display diversity of the search result page.

[0053] Optionally, if the set proportion is a value greater than 0 and less than 1, the search result page is displayed in a full screen in response to a trigger operation on the search result page.

- [0054] The trigger operation may be a slide operation. When the search result page is displayed in the partial screen, if the user swipes the search result page, the search result page is switched to the full screen display. This may improve flexibility of changing a display manner of the search result page.
- [0055] Optionally, after the search result page is displayed, the method further includes the following step: displaying a home page of the target application in response to a close operation on the search result page.
- [0056] In this embodiment, when the user triggers the operation of closing the search result page, the terminal closes the search result page and displays the home page of the target application. That is, upon entering the home page of the target application, the user may browse objects in the target application through the home page.
- [0057] Optionally, the search result page includes a multimedia return control, and after the search result page is displayed, the method further includes the following step: returning to display the multimedia content page in response to a trigger operation on the multimedia return control.
- [0058] In this embodiment, when the user triggers the multimedia return control in the search result page, the terminal returns to display the multimedia content page. In this embodiment, the return control is used to return from the search result page to the multimedia content page, which may improve convenience of switching between the search result page and the multimedia content.
- [0059] According to the technical solution of the embodiment of the present disclosure, the multimedia content page is displayed and the search keyword and the search control associated with the search keyword are displayed in the multimedia content page in response to the exit operation on the object display page; where the object display control is displayed in the multimedia content page, and the object display control is configured to display the object display page; and the search result page is displayed in response to the trigger operation on the search control; where the plurality of target objects associated with the search keyword are displayed in the search result page, and the target objects include one or more objects in the object display page. In the content display method provided in this embodiment, when the interface exits from the object display page, the search keyword and the search control associated with the search keyword are displayed in the displayed multimedia content page to guide the user to trigger the search control, thereby displaying the search result page including the plurality of target objects, so that the richness of content display may be improved, and the content browsing experience may be further improved.
- [0060] Fig. 5 is a schematic structural diagram of a content display apparatus provided by an embodiment of the present disclosure. As shown in Fig. 5, the apparatus includes:
- [0061] a search control display module 510, configured to display a multimedia content page and display a search keyword and a search control associated with the search keyword in the multimedia content page in response to an exit operation on an object display page, where an object display control is displayed in the multimedia content page, and the object display control is configured to display the object display page; and

- [0062] a search result page display module 520, configured to display a search result page in response to a trigger operation on the search control, where a plurality of target objects associated with the search keyword are displayed in the search result page, and the target objects include one or more objects in the object display page.
- [0063] Optionally, the search control display module 510 is further configured to: determine whether a transaction operation is detected in the object display page; and if no transaction operation is detected in the object display page, display the search keyword and the search control associated with the search keyword in the multimedia content page.
- [0064] Optionally, the search control display module 510 is further configured to: acquire search reference information, where the search reference information includes at least one selected from the group consisting of: first object information in the object display page, interaction information in the object display page, and second object information in the multimedia content; determine the search keyword based on the search reference information; and display the search keyword and the search control associated with the search keyword in the multimedia content page.
- [0065] Optionally, the search control display module 510 is further configured to: determine a plurality of candidate keywords according to the first object information and/or the second object information; determine weights of the plurality of candidate keywords based on the interaction information; and determine a candidate keyword with a maximum weight as the search keyword.
- [0066] Optionally, the search result page display module 520 is further configured to: if the target object includes an object in the object display page, set the object belonging to the object display page at a first place of the search result page for display; and if the target object includes a plurality of objects in the object display page, set the plurality of objects belonging to the object display page at front positions of the search result page for display.
- [0067] Optionally, the search result page display module 520 is further configured to: add a preset identification to one or more objects belonging to the object display page in the search result page, and/or add a preset visual effect to an area where the one or more objects belonging to the object display page are located.
- [0068] Optionally, the search result page display module 520 is further configured to: jump to an interface of a target application and display the search result page in the interface of the target application in response to the trigger operation on the search control.
- [0069] Optionally, the search result page display module 520 is further configured to: display the search result page in a set proportion of the interface, where the set proportion is a value greater than 0 and less than or equal to 1.
- [0070] Optionally, the search result page display module 520 is further configured to, if the set proportion is a value greater than 0 and less than 1, display the search result page in a full screen in response to a trigger operation on the search result page.

- [0071] Optionally, the apparatus further includes: a search result page close module, configured to: display a home page of the target application in response to a close operation on the search result page.
- [0072] Optionally, the apparatus further includes: a return control trigger module, configured to: return to display the multimedia content page in response to a trigger operation on the multimedia return control.
- [0073] The content display apparatus provided by the embodiments of the present disclosure may perform the content display method provided by any embodiment of the present disclosure, and has corresponding functional modules for performing the method and beneficial effects.
- [0074] It is worth noting that the units and modules included in the above apparatus are only divided according to functional logic, but are not limited to the above division, as long as the corresponding functions may be implemented; in addition, the specific names of the functional units are only for the convenience of distinguishing from each other, and are not used to limit the protection scope of the embodiments of the present disclosure.
- [0075] Fig. 6 is a schematic structural diagram of an electronic device provided by an embodiment of the present disclosure. Reference is made to Fig. 6 below, which illustrates a schematic structural diagram of an electronic device (such as a terminal device or a server in Fig. 6) 500 suitable for implementing the embodiments of the present disclosure. The terminal device in the embodiments of the present disclosure may include, but is not limited to, a mobile terminal such as a mobile phone, a notebook computer, a digital broadcast receiver, a PDA (personal digital assistant), a PAD (tablet computer), a PMP (portable multimedia player), a vehicle-mounted terminal (such as a vehicle navigation terminal), etc., and a fixed terminal such as a digital TV, a desktop computer, etc. The electronic device shown in Fig. 6 is only an example, and should not impose any limitation on the function and scope of use of the embodiments of the present disclosure.
- [0076] As shown in Fig. 6, the electronic device 500 may include a processing apparatus (such as a central processing unit, a graphics processor, etc.) 501 that may perform various appropriate actions and processes according to a program stored in a read-only memory (ROM) 502 or a program loaded from a storage apparatus 508 into a random access memory (RAM) 503. The RAM 503 further stores various programs and data required for operations of the electronic device 500. The processing apparatus 501, the ROM 502, and the RAM 503 are interconnected by means of a bus 504. An editing/output (I/O) interface 505 is also connected to the bus 504.
- [0077] Generally, the following apparatuses may be connected to the I/O interface 505: an input apparatus 506 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, a gyroscope, etc.; an output apparatus 507 including, for example, a liquid crystal display (LCD), a speaker, a vibrator, etc.; the storage apparatus 508 including, for example, a magnetic tape, a hard disk, etc.; and a communication apparatus 509. The communication apparatus 509 may allow the electronic device 500 to be in wireless or wired communication with other devices to exchange data. Although Fig. 6 shows the electronic device 500 having various apparatuses, it should be understood that not all of the

illustrated apparatuses are necessarily implemented or provided. More or fewer apparatuses may be implemented or provided alternatively.

[0078] In particular, according to the embodiments of the present disclosure, the process described above with reference to the flowchart may be implemented as a computer software program. For example, the embodiments of the present disclosure include a computer program product, which includes a computer program carried on a non-transitory computer-readable medium, where the computer program includes program code for performing the method shown in the flowchart. In such an embodiment, the computer program may be downloaded and installed from a network via the communication apparatus 509, or installed from the storage apparatus 508, or installed from the ROM 502. When the computer program is executed by the processing apparatus 501, the above-mentioned functions defined in the method of the embodiments of the present disclosure are executed.

[0079] The names of messages or information exchanged between a plurality of apparatuses in the implementations of the present disclosure are only for illustrative purposes, and are not intended to limit the scope of these messages or information.

[0080] The electronic device provided by the embodiments of the present disclosure belongs to the same inventive concept as the content display method provided by the above embodiments. For the technical details not described in detail in this embodiment, reference may be made to the above embodiments, and this embodiment has the same beneficial effects as the above embodiments.

[0081] An embodiment of the present disclosure provides a computer storage medium having a computer program stored thereon, where the content display method provided by the above embodiments is implemented when the program is executed by a processor.

[0082] It should be noted that the above computer-readable medium in the present disclosure may be a computer-readable signal medium, a computer-readable storage medium, or any combination thereof. The computer-readable storage medium may be, for example, but not limited to, an electrical, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, device, or any combination thereof. More specific examples of the computer-readable storage medium may include, but are not limited to: an electrical connection having one or more wires, a portable computer magnetic disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disk read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination thereof. In the present disclosure, the computer-readable storage medium may be any tangible medium that contains or stores a program, which may be used by or in combination with an instruction execution system, apparatus, or device. In the present disclosure, the computer-readable signal medium may include a data signal propagated on a baseband or as a part of a carrier, and computer-readable program code is carried in the data signal. This propagated data signal may be in a plurality of forms, including but not limited to an electromagnetic signal, an optical signal, or any suitable combination thereof. The computer-readable signal medium may also be any computer-

readable medium other than the computer-readable storage medium, and the computer-readable signal medium may send, propagate, or transmit the program used by or in combination with the instruction execution system, apparatus, or device. The program code contained on the computer-readable medium may be transmitted in any suitable medium, including but not limited to: a wire, an optical cable, a radio frequency (RF), or any suitable combination thereof.

[0083] In some implementations, a client and a server may communicate using any currently known or future developed network protocol, such as the hypertext transfer protocol (HTTP), and may be interconnected with any form or medium of digital data communication (for example, a communication network). Examples of the communication network include a local area network ("LAN"), a wide area network ("WAN"), an internet (for example, the Internet), a peer-to-peer network (for example, an Ad-Hoc network), and any network currently known or to be developed in the future.

[0084] The above computer-readable medium may be contained in the above electronic device; or may exist alone without being assembled into the electronic device.

[0085] The above computer-readable medium carries one or more programs, and when the above one or more programs are executed by the electronic device, the electronic device:

[0086] The above computer-readable medium carries one or more programs, and when the above one or more programs are executed by the electronic device, the electronic device: displays a multimedia content page and displays a search keyword and a search control associated with the search keyword in the multimedia content page in response to an exit operation on an object display page, where an object display control is displayed in the multimedia content page, and the object display control is configured to display the object display page; and displays a search result page in response to a trigger operation on the search control, where a plurality of target objects associated with the search keyword are displayed in the search result page, and the target objects include one or more objects in the object display page.

[0087] The computer program code for performing the operations of the present disclosure may be written in one or more programming languages or combination thereof, where the above programming languages include, but are not limited to, object-oriented programming languages such as Java, Smalltalk, C++, and also include conventional procedural programming languages such as "C" language or similar programming languages. The program code may be executed entirely on a user's computer, partly executed on a user's computer, executed as an independent software package, partly executed on a user's computer and partly executed on a remote computer, or entirely executed on a remote computer or server. In the case of involving a remote computer, the remote computer may be connected to a user's computer through any kind of network, including a local area network (LAN) or a wide area network (WAN), or may be connected to an external computer (for example, connected by using Internet provided by an Internet service provider).

[0088] The flowcharts and block diagrams in the drawings illustrate the possibly implemented architectures, functions, and operations of the system, the method, and the computer program product according to various embodiments of the present disclosure. In this regard, each block in the flowchart or

block diagram may represent a module, program segment, or part of code, which contains one or more executable instructions for implementing the specified logical functions. It should also be noted that, in some alternative implementations, the functions marked in the blocks may also occur in an order different from that marked in the drawings. For example, two blocks shown in succession may actually be executed substantially in parallel, or they may sometimes be executed in the reverse order, depending on the functions involved. It should also be noted that each block in the block diagram and/or the flowchart, and a combination of the blocks in the block diagram and/or the flowchart may be implemented by a dedicated hardware-based system that executes specified functions or operations, or may be implemented by a combination of dedicated hardware and computer instructions.

[0089] The involved units described in the embodiments of the present disclosure may be implemented by software or by hardware. The name of a unit does not constitute a limitation on the unit itself under certain circumstances, for example, a first acquisition unit may also be described as "a unit that acquires at least two internet protocol addresses".

[0090] The functions described above herein may be performed at least in part by one or more hardware logic components. For example, without limitation, exemplary types of hardware logic components that may be used include: a field programmable gate array (FPGA), an application specific integrated circuit (ASIC), an application specific standard product (ASSP), a system on chip (SOC), a complex programmable logical device (CPLD), etc.

[0091] In the context of the present disclosure, a machine-readable medium may be a tangible medium that may contain or store a program for use by or in combination with an instruction execution system, apparatus, or device. The machine-readable medium may be a machine-readable signal medium or a machine-readable storage medium. The machine-readable medium may include, but is not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, or device, or any suitable combination of the above. More specific examples of the machine-readable storage medium may include an electrical connection based on one or more wires, a portable computer magnetic disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disk read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination of the above.

[0092] The above description is only preferred embodiments of the present disclosure and an explanation of the technical principles employed. Those skilled in the art should understand that the disclosed scope involved in the present disclosure is not limited to the technical solutions formed by the specific combination of the above technical features, and should also cover other technical solutions formed by any combination of the above technical features or their equivalent features without departing from the above disclosed concept. For example, the above features and the technical features provided in the present disclosure (but not limited to) with similar functions may be replaced each other to form a technical solution.

[0093] Additionally, although the various operations are depicted in a particular order, this should not be understood as requiring that such operations are performed in the particular order shown or in a sequential order. Under certain circumstances, multitasking and parallel processing may be advantageous. Likewise, although the above discussion contains a number of specific implementation details, these should not be interpreted as limitations on the scope of the present disclosure. Certain features that are described in the context of separate embodiments may also be implemented in combination in a single embodiment. Conversely, various features described in the context of a single embodiment may also be implemented in a plurality of embodiments individually or in any suitable sub-combination.

[0094] Although the subject matter has been described in language specific to structural features and/or logical actions of the method, it should be understood that the subject matter defined in the appended claims is not necessarily limited to the specific features or actions described above. Conversely, the specific features and actions described above are only example forms for implementing the claims.

CLAIMS

1. A content display method, comprising:

displaying a multimedia content page and displaying a search keyword and a search control associated with the search keyword in the multimedia content page in response to an exit operation on an object display page, wherein an object display control is displayed in the multimedia content page, and the object display control is configured to display the object display page; and

displaying a search result page in response to a trigger operation on the search control, wherein a plurality of target objects associated with the search keyword are displayed in the search result page, and the plurality of target objects comprise one or more objects in the object display page.

2. The method of claim 1, wherein displaying the search keyword and the search control associated with the search keyword in the multimedia content page comprises:

determining whether a transaction operation is detected in the object display page; and

in response to no transaction operation being detected in the object display page, displaying the search keyword and the search control associated with the search keyword in the multimedia content page.

3. The method of claim 1 or 2, wherein displaying the search keyword and the search control associated with the search keyword in the multimedia content page comprises:

acquiring search reference information, wherein the search reference information comprises at least one selected from the group consisting of: first object information in the object display page, interaction information in the object display page, and second object information in the multimedia content;

determining the search keyword based on the search reference information; and

displaying the search keyword and the search control associated with the search keyword in the multimedia content page.

4. The method of claim 3, wherein determining the search keyword based on the search reference information comprises:

determining a plurality of candidate keywords according to at least one of the first object information or the second object information;

determining weights of the plurality of candidate keywords based on the interaction information; and

determining a candidate keyword with a maximum weight as the search keyword.

5. The method of any of claims 1 to 4, wherein displaying the search result page comprises:

in response to the plurality of target objects comprising one object in the object display page, setting the one object belonging to the object display page to be displayed at a first position of the search result page; and

in response to the plurality of target objects comprising a plurality of objects in the object display page, setting the plurality of objects belonging to the object display page to be displayed at front positions of the search result page.

6. The method of any of claims 1 to 5, wherein displaying the search result page comprises:

adding a preset identification to the one or more objects belonging to the object display page in the search result page, and/or

adding a preset visual effect to an area wherein the one or more objects belonging to the object display page are located.

7. The method of any of claims 1 to 6, wherein displaying the search result page in response to the trigger operation on the search control comprises:

jumping to an interface of a target application and displaying the search result page in the interface of the target application in response to the trigger operation on the search control.

8. The method of claim 7, wherein displaying the search result page comprises:

displaying the search result page by occupying a set proportion of the interface, wherein the set proportion is a value greater than 0 and less than or equal to 1.

9. The method of claim 8, wherein in response to the set proportion being a value greater than 0 and less than 1, the search result page is displayed in a full screen in response to a trigger operation on the search result page.

10. The method of any of claims 7 to 9, wherein after the displaying the search result page, the method further comprises:

displaying a home page of the target application in response to a close operation on the search result page.

11. The method of any of claims 7 to 10, wherein the search result page comprises a multimedia return control, and after the displaying the search result page, the method further comprises:

returning to display the multimedia content page in response to a trigger operation on the multimedia return control.

12. A content display apparatus, comprising:

a search control display module, configured to display a multimedia content page and display a search keyword and a search control associated with the search keyword in the multimedia content page in response

to an exit operation on an object display page, wherein an object display control is displayed in the multimedia content page, and the object display control is configured to display the object display page; and

a search result page display module, configured to display a search result page in response to a trigger operation on the search control, wherein a plurality of target objects associated with the search keyword are displayed in the search result page, and the plurality of target objects comprise one or more objects in the object display page.

13. An electronic device, comprising:

one or more processors; and

a storage apparatus, configured to store one or more programs, wherein,

when the one or more programs are executed by the one or more processors, the one or more processors are caused to implement the content display method of any of claims 1 to 11.

14. A storage medium comprising computer-executable instructions, wherein the computer-executable instructions are used to perform the content display method of any of claims 1 to 11 when being executed by a computer processor.