

CONTENT DISPLAY METHOD AND APPARATUS, DEVICE, COMPUTER-READABLE STORAGE MEDIUM, AND PRODUCT

[0001] The present application claims priority to Chinese Patent Application No. 202410239276.9, filed on March 1, 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 presentation method, an apparatus, a device, a computer-readable storage medium and a product.

BACKGROUND

[0003] When browsing content by using an application software, a user often has a need to further understand some content topics. However, the content presented by a current application software is often relatively single and cannot meet the actual needs of the user.

SUMMARY

[0004] Embodiments of the present disclosure provide a content presentation method, an apparatus, a device, a computer-readable storage medium and a product.

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

[0006] displaying at least one item of associated theme content associated with a target theme in a preset display page, the associated theme content including an associated theme and at least part of text content associated with the associated theme;

[0007] displaying a content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset display page; and

[0008] presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, where a data volume of the text content presented in the content presentation page is greater than a data volume of the text content presented in the preset display page in the preset display page.

[0009] In a second aspect, an embodiment of the present disclosure provides a content presentation apparatus, including:

- [0010] a display module, configured to display at least one item of associated theme content associated with a target theme in a preset display page, the associated theme content including an associated theme and at least part of text content associated with the associated theme;
- [0011] a processing module, configured to display a content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset display page; and
- [0012] a presentation module, configured to present, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, where a data volume of the text content presented in the content presentation page is greater than a data volume of the text content presented in the preset display page in the preset display page.
- [0013] In a third aspect, an embodiment of the present disclosure provides an electronic device, including: a processor and a memory;
- [0014] the memory stores a computer-executable instruction; and
- [0015] the processor executes the computer-executable instruction stored in the memory, so that the at least one processor executes the content presentation method according to the first aspect and various possible designs of the first aspect.
- [0016] In a fourth aspect, an embodiment of the present disclosure provides a computer-readable storage medium, where a computer-executable instruction is stored in the computer-readable storage medium, and when the computer-executable instruction is executed by a processor, the content presentation method according to the first aspect and various possible designs of the first aspect is implemented.
- [0017] In a fifth aspect, an embodiment of the present disclosure provides a computer program product, including a computer program, where when the computer program is executed by a processor, the content presentation method according to the first aspect and various possible designs of the first aspect is implemented.

BRIEF DESCRIPTION OF DRAWINGS

- [0018] In order to more clearly explain the technical solutions in the embodiments of the present disclosure, the drawings required to be used in the description of the embodiments will be briefly introduced below. Obviously, the drawings in the following description are some embodiments of the present disclosure, and for those skilled in the art, other drawings may be obtained according to these drawings without paying any creative efforts.
- [0019] Fig. 1 is a schematic flowchart of a content presentation method provided by an embodiment of the present disclosure;
- [0020] Fig. 2 is a schematic flowchart of a content presentation method provided by another embodiment of the present disclosure;
- [0021] Fig. 3 is a schematic diagram of a display interface provided by an embodiment of the present disclosure;

- [0022] Fig. 4 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure;
- [0023] Fig. 5 is a schematic flowchart of a content presentation method provided by another embodiment of the present disclosure;
- [0024] Fig. 6 is a schematic diagram of interface interaction provided by another embodiment of the present disclosure;
- [0025] Fig. 7 is a schematic diagram of interface interaction provided by another embodiment of the present disclosure;
- [0026] Fig. 8 is a schematic diagram of a display interface provided by another embodiment of the present disclosure;
- [0027] Fig. 9 is a schematic structural diagram of a content presentation apparatus provided by an embodiment of the present disclosure; and
- [0028] Fig. 10 is a schematic structural diagram of an electronic device provided by an embodiment of the present disclosure.

DETAILED DESCRIPTION

- [0029] In order to make the purposes, technical solutions and advantages of the embodiments of the present disclosure clearer, the technical solutions in the embodiments of the present disclosure will be described clearly and completely below in combination with the drawings in the embodiments of the present disclosure. Obviously, the described embodiments are part of the embodiments of the present disclosure, not all of them. Based on the embodiments in the present disclosure, all other embodiments obtained by an ordinary person skilled in the art without paying creative efforts belong to the protection scope of the present disclosure.
- [0030] It may be understood that before using the technical solutions disclosed in the embodiments of the present disclosure, the user shall 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.
- [0031] For example, in response to receiving an active request from a user, a prompt message is sent to the user to clearly prompt the user that the requested operation will require access to and use of the user's personal information. In this way, the user may independently choose 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 based on the prompt message.
- [0032] As an optional but non-limiting implementation, in response to receiving the active request from the user, the manner of sending the prompt message to the user may be, for example, a pop-up window, and the prompt message may be presented in the pop-up window in text. In addition, the pop-up window

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

[0033] 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 manners that meet relevant laws and regulations may also be applied to the implementations of the present disclosure.

[0034] In order to solve the technical problem that the existing content presentation method may only present the answer content associated with the content theme input by the user, and the presentation content is relatively single, the present disclosure provides a content presentation method, an apparatus, a device, a computer-readable storage medium and a product.

[0035] It should be noted that the content presentation method, the apparatus, the device, the computer-readable storage medium and the product provided by the present disclosure may be applied to any scenario of presenting content for a target theme.

[0036] When browsing content by using an application software, a user often inputs text content for search according to actual needs, or searches for current hot content. A current application software generally determines reply content based on the text content or the hot content input by the user, and presents the reply content in a display page. However, usually only a single reply content associated with the text content or the hot content is presented, and the presentation content is relatively single and cannot meet the personalized needs of the user.

[0037] In order to display more diversified display content based on the text content or the hot content input by the user, a plurality of associated themes associated with the text content or the hot content and text content corresponding to the associated themes may be generated by a preset algorithm.

[0038] Further, the plurality of items of associated theme content may be displayed in a preset display page, where in order to display more associated theme content in the preset display page, the associated theme content includes the associated theme and at least part of the text content associated with the associated theme. In this way, the user may enter the content presentation page associated with the associated theme content through the trigger operation in the preset display page. Furthermore, the associated theme and all the text content associated with the associated theme may be viewed in the content presentation page.

[0039] Fig. 1 is a schematic flowchart of a content presentation method provided by an embodiment of the present disclosure. As shown in Fig. 1, the method includes:

[0040] Step 101: displaying at least one item of associated theme content associated with a target theme in a preset display page, the associated theme content including an associated theme and at least part of text content associated with the associated theme.

[0041] An execution body of this embodiment is a content presentation apparatus. The content presentation apparatus may be coupled in a terminal device. Therefore, a plurality of associated themes associated with the target theme and all text content corresponding to the plurality of associated themes

may be presented based on a trigger operation of a user on the terminal device. Alternatively, the content presentation apparatus may also be coupled in a server communicatively connected to the terminal device. Therefore, the plurality of associated themes and all the text content corresponding to the plurality of associated themes may be determined based on the trigger operation of the user on the terminal device, and the terminal device may be controlled to display the plurality of associated themes and all the text content corresponding to the plurality of associated themes.

[0042] In this implementation, at least one item of associated theme content associated with the target theme may be displayed in the preset display page. The target theme may be input by the user according to actual needs, or may be selected by the user from a plurality of items of hot content, or may be any search content and hot content associated with the media content browsed by the user, which is not limited by the present disclosure. The preset display page includes but is not limited to a display page associated with the target theme and a media content presentation page.

[0043] Optionally, after the target theme determined by the user is acquired, at least one associated theme and the text content associated with the associated theme may be determined based on the target theme. The associated theme and the text content may be generated by a preset model based on the target theme, or may be matched in a preset database based on the target theme, which is not limited by the present disclosure.

[0044] In order to enable the user to view more diversified content associated with the target theme, all the text content corresponding to the associated theme may no longer be displayed in the preset display page, and only the associated theme and at least part of the text content associated with the associated theme may be displayed in the preset display page. By displaying at least part of the text content, more associated theme content may be displayed in the preset display page.

[0045] Step 102: displaying a content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset display page.

[0046] In this implementation, after the preset display page is displayed, in order to facilitate the user to view the associated theme content, the content presentation page associated with the associated theme content may be displayed based on the trigger operation of the user, and all the text content corresponding to the associated theme is presented in the content presentation page.

[0047] Optionally, the content presentation page associated with the associated theme content may be displayed in response to the trigger operation of the user in the preset display page. The user may view the content presentation page through the trigger operation on the associated theme content in the preset display page, or the user may also view the content presentation page through a slide operation in a preset direction in the preset display page, or the user may also view the content presentation page through a trigger operation on a preset viewing control in the preset display page, which is not limited by the present disclosure.

- [0048] Step 103: presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, where a data volume of the text content presented in the content presentation page is greater than a data volume of the text content presented in the preset display page in the preset display page.
- [0049] In this implementation, there may be a plurality of associated themes associated with the target theme, and after the content presentation page is displayed, in order to enable the user to view more complete and diversified associated theme content, the plurality of associated themes and the text content corresponding to the plurality of associated themes may be presented in the content presentation page, where a data volume of the text content presented in the content presentation page is greater than a data volume of the text content presented in the preset display page in the preset display page.
- [0050] Optionally, based on any of the above embodiments, Step 103 includes:
- [0051] presenting, in the content presentation page, a plurality of associated themes and all text content corresponding to the plurality of associated themes;
- [0052] or, presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes includes:
- [0053] presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, and displaying a preset viewing control in a display area associated with the text content; and
- [0054] presenting, in the content presentation page, all text content corresponding to a target associated theme in response to a trigger operation of the user on the viewing control corresponding to the target associated theme.
- [0055] In this embodiment, in order to enable the user to browse more content corresponding to the associated theme in the content presentation page, the plurality of associated themes and all the text content corresponding to the plurality of associated themes may be presented in the content presentation page.
- [0056] Optionally, in order to present more associated themes in the content presentation page, part of the text content corresponding to the associated theme may be presented in the content presentation page, and the preset viewing control may be displayed in the display area associated with the text content. The user may browse all the text content corresponding to the associated theme by triggering the viewing control. In response to the trigger operation of the user on the viewing control corresponding to any target associated theme, all the text content corresponding to the target associated theme is presented in the content presentation page.
- [0057] According to the content presentation method provided by this embodiment, at least one item of associated theme content associated with a target theme is displayed in a preset display page, a content presentation page associated with the associated theme content is displayed in response to a trigger operation of a user in the preset display page, and a plurality of associated themes and text content

corresponding to the plurality of associated themes are presented in the content presentation page. The data volume of the text content presented in the content presentation page is greater than the data volume of the text content presented in the preset display page in the preset display page. The data volume may be understood as including the number of text words, etc., for example, the text content corresponding to the plurality of associated themes may be presented in the content presentation page. In this way, the user may browse more diversified and richer associated content associated with the target theme in the content presentation page, which enriches the presentation content in the content presentation page, enables the user to browse more content associated with the target theme in the content presentation page, and improves the information acquisition efficiency of the user.

[0058] Fig. 2 is a schematic flowchart of a content presentation method provided by another embodiment of the present disclosure. Based on any of the above embodiments, the preset display page includes a target theme associated page. As shown in Fig. 2, Step 101 includes:

[0059] Step 201: displaying a trigger control associated with the target theme.

[0060] Step 202: displaying the target theme associated page in response to a trigger operation of the user on the trigger control.

[0061] Step 203: displaying, in the target theme associated page, introduction content, at least one item of associated theme content, and at least one item of media content associated with the target theme.

[0062] In this embodiment, the preset display page may be the target theme associated page, and a plurality of types of display content associated with the target theme may be presented in the target theme associated page.

[0063] Optionally, the target theme may be current hot content, or the target theme may be content associated with the media content currently browsed by the user.

[0064] In order to facilitate the user to view the content associated with the target theme, the trigger control associated with the target theme may be displayed. The target theme associated page is displayed in response to the trigger operation of the user on the trigger control. The introduction content, at least one item of associated theme content, and at least one item of media content associated with the target theme are displayed in the target theme associated page. For example, the introduction content associated with the target theme may be encyclopedic content. The media content associated with the target theme may be media content historically published by other users related to the target theme.

[0065] Fig. 3 is a schematic diagram of a display interface provided by an embodiment of the present disclosure. As shown in Fig. 3, the introduction content 32, at least one item of associated theme content 33, and at least one item of media content 34 associated with the target theme may be displayed in the target theme associated page 31, respectively.

[0066] According to the content presentation method provided by this embodiment, by displaying the trigger control associated with the target theme and in response to the trigger operation of the user on the trigger control, the target theme associated page may be displayed, and the introduction content, at least

one item of associated theme content, and at least one item of media content associated with the target theme may be displayed in the target theme associated page, so that the user may view more content associated with the target theme in the target theme associated page. In addition, the user may also view richer associated theme content by triggering the at least one item of associated theme content displayed in the target theme associated page, which improves the information acquisition efficiency of the user.

[0067] Further, based on any of the above embodiments, Step 201 includes:

[0068] presenting, in a preset theme presentation page, the trigger control associated with the target theme, the theme presentation page including a plurality of preset themes that meet a preset condition.

[0069] And/or, Step 201 includes:

[0070] presenting a preset media content stream in a preset media content presentation page;

[0071] switching to present media content in the media content stream in response to a switching operation triggered by the user; and

[0072] presenting, in a preset display position of the media content presentation page, the trigger control associated with the target theme, in response to the media content being associated with the target theme.

[0073] In this embodiment, a preset theme presentation page may be displayed, and the theme presentation page includes a plurality of preset themes that meet a preset condition. In order to facilitate the user to view the content associated with the preset theme, each preset theme may be associated with a trigger control. In this way, the user may view the target theme associated page based on a trigger operation on the trigger control associated with the target theme.

[0074] For example, the target theme may be hot content. The user may view all current hot content in the theme presentation page. Each item of hot content in the theme presentation page may correspond to a trigger control.

[0075] As an implementable manner, the user may view a preset media content stream in the media content presentation page. In response to a switching operation triggered by the user in the media content presentation page, the media content in the media content stream may be switched and presented. For the media content currently presented, whether the media content is associated with the target theme may be determined. If yes, the trigger control associated with the target theme may be presented in the preset display position of the media content presentation page. For example, the trigger control associated with the target theme may be displayed at the bottom of the media content presentation page.

[0076] Taking an actual application as an example, when the user is browsing the media content, in response to the switching operation triggered by the user, if it is determined that the media content currently displayed is associated with the current hot content, the trigger control associated with the hot content may be displayed at the bottom of the media content presentation page.

[0077] Fig. 4 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure. As shown in Fig. 4, a preset media content stream 42 may be presented in a media content presentation page 41, and in response to a switching operation triggered by a user in the media content

presentation page 41, media content in the media content stream 42 may be switched and presented. If the media content is associated with a target theme, a trigger control 43 associated with the target theme may be presented in a preset display position of the media content presentation page 41. In response to a trigger operation of the user on the trigger control 43, a target theme associated page 44 may be displayed, where introduction content 45, at least one item of associated theme content 46, and at least one item of media content 47 associated with the target theme may be displayed in the target theme associated page 44, respectively.

[0078] According to the content presentation method provided by this embodiment, the trigger control associated with the target theme is presented in the preset theme presentation page, and/or when the media content is associated with the target theme, the trigger control associated with the target theme is presented in the media content presentation page, so that the trigger manners of the target theme associated page may be enriched, and the interaction content in the display page may be enriched.

[0079] Optionally, based on any of the above embodiments, Step 203 includes:

[0080] presenting, in the target theme associated page, the introduction content, the at least one item of associated theme content, and the at least one item of media content associated with the target theme, respectively, according to a preset content presentation format.

[0081] In this embodiment, in order to enrich the presentation content in the target theme associated page, a content presentation format may be preset. The content presentation format includes one or more of the presentation position, presentation size, presentation font and the number of text words of each item of presentation content. The user may also adjust the content presentation format according to actual needs, so that the presentation content of the target theme associated page is more in line with the personalized needs of the user. Therefore, the introduction content, at least one item of associated theme content, and at least one item of media content associated with the target theme may be presented in the target theme associated page according to the preset content presentation format.

[0082] For example, in order to present more associated themes in the target theme associated page, it may be preset that the associated themes may be presented at most in two lines, and when the associated themes exceed two lines, the redundant text is omitted and a preset identification is used for ending. It may be preset that one line of text content corresponding to the associated theme may be displayed, and when the text content exceeds one line, the redundant text is omitted and a preset identification is used for ending.

[0083] According to the content presentation method provided by this embodiment, the introduction content, at least one item of associated theme content, and at least one item of media content associated with the target theme are presented in the target theme associated page according to the preset content presentation format, so that more display content associated with the target theme may be presented in the target theme associated page, and the presentation content of the target theme associated page may be more in line with the personalized needs of the user.

[0084] Fig. 5 is a schematic flowchart of a content presentation method provided by another embodiment of the present disclosure. Based on any of the above embodiments, the preset display page includes a media content presentation page. As shown in Fig. 5, Step 101 includes:

[0085] Step 501: presenting a preset media content stream in the media content presentation page.

[0086] Step 502: switching to present, in the media content presentation page, an associated theme content list associated with the target theme in response to a switching operation triggered by the user, the associated theme content list including at least part of information of at least one item of associated theme content.

[0087] In this embodiment, the preset display page includes the media content presentation page. The user may browse a preset media content stream in the media content presentation page. In the browsing process, the user may trigger a switching operation to switch and view the media content in the media content stream.

[0088] In order to enable the user to view the associated theme content associated with the target theme more intuitively, in response to the switching operation triggered by the user in the media content presentation page, the associated theme content list associated with the target theme may be switched and presented in the media content presentation page, where the associated theme content list includes at least part of information of at least one item of associated theme content.

[0089] Fig. 6 is a schematic diagram of interface interaction provided by another embodiment of the present disclosure. As shown in Fig. 6, a preset media content stream 62 may be presented in a media content presentation page 61, and in response to a switching operation triggered by a user in the media content presentation page 61, an associated theme content list 63 associated with the target theme may be switched and presented, where the associated theme content list 63 includes at least part of information 64 of at least one item of associated theme content.

[0090] According to the content presentation method provided by this embodiment, the associated theme content list associated with the target theme is switched and presented in the media content presentation page based on the switching operation triggered by the user, so that the user may quickly view the content associated with the target theme in the process of browsing content in the media content presentation page, which enriches the interaction manners in the media content presentation page and improves the information acquisition efficiency of the user.

[0091] Further, based on any of the above embodiments, after Step 103, the method further includes:

[0092] switching to present, in the content presentation page, other associated themes associated with the target theme and text content associated with the associated themes, in response to a target operation triggered by the user in the content presentation page.

[0093] In this embodiment, because there may be a plurality of associated themes associated with the target theme, after the content presentation page is displayed, the user may view the other associated

themes associated with the target theme and all the text content corresponding to the other associated themes.

[0094] Optionally, in response to the target operation triggered by the user in the content presentation page, the other associated themes associated with the target theme and all the text content associated with the associated themes are switched and presented in the content presentation page. The target operation may be a slide operation towards a preset direction, a trigger operation on a preset viewing control, etc., which is not limited by the present disclosure.

[0095] According to the content presentation method provided by this embodiment, in response to the target operation triggered by the user in the content presentation page, the other associated themes associated with the target theme and the text content associated with the associated themes are switched and presented in the content presentation page, so that the user may view more associated theme content associated with the target theme in the content presentation page, which enriches the presentation content and interaction manners in the content presentation page.

[0096] Optionally, based on any of the above embodiments, Step 102 includes:

[0097] in response to a trigger operation of the user on any item of associated theme content in the preset display page, displaying the content presentation page associated with the associated theme content.

[0098] In this embodiment, at least one item of associated theme content may be displayed in the preset display page. The user may perform a trigger operation on any item of associated theme content according to implementation requirements. In response to the trigger operation of the user on any item of associated theme content in the preset display page, the content presentation page associated with the associated theme content is displayed.

[0099] According to the content presentation method provided by this embodiment, after the preset display page is displayed, the content presentation page associated with the associated theme content is displayed based on the trigger operation of the user on any item of associated theme content in the preset display page, so that the interaction manners in the preset display page may be enriched. Moreover, the user may select the associated theme content to be viewed according to actual needs and trigger the associated theme content, so that the presented content is more in line with the personalized needs of the user.

[0100] Further, based on any of the above embodiments, in response to the trigger operation of the user on any item of associated theme content in the preset display page, displaying the content presentation page associated with the associated theme content includes:

[0101] determining target associated theme content triggered by the user in the preset display page;

[0102] presenting, in a first preset presentation position in the content presentation page, the associated theme and all text content associated with the target associated theme content; and

- [0103] presenting, in a second preset presentation position in the content presentation page, at least one associated theme other than the target associated theme content and all text content associated with the target theme.
- [0104] In this embodiment, in order to enable the user to view the target associated theme content currently triggered more intuitively, after the trigger operation of the user on any item of associated theme content in the preset display page is acquired, the target associated theme content triggered by the user in the preset display page may be determined. The associated theme and all the text content associated with the target associated theme content are presented in the first preset presentation position in the content presentation page. At least one associated theme other than the target associated theme content and all text content associated with the target theme are presented in the second preset presentation position in the content presentation page.
- [0105] The first preset presentation position may be a top presentation position of the content presentation page, or may be a prominent position in the content presentation page, etc.
- [0106] Alternatively, in order to enable the user to view the target associated theme content currently triggered more intuitively, after the target associated theme content is determined, the associated theme and all the text content associated with the target associated theme content may be displayed distinctively, for example, highlighted, bolded, enlarged, etc., which is not limited by the present disclosure.
- [0107] Fig. 7 is a schematic diagram of interface interaction provided by another embodiment of the present disclosure. As shown in Fig. 7, at least one item of associated theme content 72 associated with a target theme is presented in a preset display page 71. In response to a trigger operation of a user on target associated theme content, a content presentation page 73 may be presented. The associated theme and all text content 75 associated with the target associated theme content are presented in a first preset presentation position 74 in the content presentation page 73. At least one associated theme other than the target associated theme content and all text content 77 associated with the target theme are presented in a second preset presentation position 76 in the content presentation page 73.
- [0108] According to the content presentation method provided by this embodiment, the target associated theme content triggered by the user is determined, and after jumping to the content presentation page, the associated theme and all the text content associated with the target associated theme content are presented in the first preset presentation position. At least one associated theme other than the target associated theme content and all text content associated with the target theme are presented in the second preset presentation position in the content presentation page, so that the user may view the target associated theme content currently triggered more intuitively in the content presentation page, which makes the display content in the content presentation page more in line with the personalized needs of the user and improves the information acquisition efficiency of the user.

- [0109] Optionally, based on any of the above embodiments, the associated theme content is generated based on a plurality of items of reference content associated with the target theme, the reference content including media content associated with the associated theme.
- [0110] In this embodiment, the target theme may be associated with a plurality of items of reference content, and the reference content may include media content associated with the associated theme, where the media content includes but is not limited to text media content, video media content, audio media content, and picture-text media content. For example, the associated theme may be the harm of sewage pollution. The reference content may be associated media content such as the cause of sewage pollution and ocean discharge of sewage.
- [0111] After the target theme determined by the user is acquired, at least one item of reference content associated with the target theme may be determined, and the associated theme content is generated based on the at least one item of reference content.
- [0112] The associated theme content is generated by a preset model based on the target theme and a plurality of items of reference content associated with the target theme.
- [0113] Optionally, the preset model may be built in advance, and the preset model may generate the associated theme content based on the reference content. Therefore, after at least one item of reference content associated with the target theme is determined, the at least one item of reference content may be input into the preset model, and the associated theme content generated by the preset model based on the at least one item of reference content is acquired. It may be understood that the reference content may include the media content associated with the associated theme, and in some embodiments, more information about the media content associated with the associated theme may be presented in the content presentation page than in the preset display page.
- [0114] According to the content presentation method provided by this embodiment, the associated theme content associated with the target theme is generated based on the preset model, so that more comprehensive associated theme content may be generated by integrating a plurality of items of reference content, and more diversified associated theme content may be provided for the user.
- [0115] Further, based on any of the above embodiments, after Step 102, the method further includes:
- [0116] displaying, in a display area associated with the associated theme content, reference content information associated with the associated theme content,
- [0117] where the reference content information includes a trigger control corresponding to at least one item of reference content.
- [0118] In this embodiment, in order to enrich the presentation content in the content presentation page, the reference content information associated with the associated theme content may also be displayed in the display area associated with the associated theme content.
- [0119] Optionally, the associated theme content may be generated by the preset model based on at least one item of reference content, and the reference content associated with each item of associated theme

content may be different. Therefore, the reference content information displayed in the display area associated with each item of associated theme content may be different.

[0120] In order to facilitate the user to view the reference content, the reference content information may include the trigger control corresponding to each item of reference content. The user may view the reference content associated with the trigger control through a trigger operation on the trigger control.

[0121] Fig. 8 is a schematic diagram of a display interface provided by another embodiment of the present disclosure. As shown in Fig. 8, associated theme content 82 is presented in a content presentation page 81, where the associated theme content 82 includes an associated theme and all text content corresponding to the associated theme. Reference content information 83 associated with the associated theme content is displayed in a display area associated with the associated theme content 82, where the reference content information 83 includes a trigger control 84 corresponding to at least one item of reference content.

[0122] According to the content presentation method provided by this embodiment, the reference content information associated with the associated theme content is displayed in the display area associated with the associated theme content, so that the presentation content in the content presentation page may be enriched, the user may view more content in the content presentation page, and the reference content for generating the associated theme content may be viewed.

[0123] Further, based on any of the above embodiments, after displaying, in the display area associated with the associated theme content, the reference content information associated with the associated theme content, the method further includes:

[0124] displaying a reference content presentation page in response to a trigger operation of the user on a trigger control corresponding to first reference content; and

[0125] presenting, in the reference content presentation page, the first reference content triggered by the user.

[0126] In this embodiment, after the reference content information is presented in the content presentation page, the user may view the reference content according to actual needs.

[0127] Optionally, the user may perform a trigger operation on the trigger control corresponding to the reference content to be viewed according to actual needs, and the reference content triggered by the user may be determined as the first reference content. In response to the trigger operation of the user on the trigger control corresponding to the first reference content, the reference content presentation page is displayed. The first reference content triggered by the user may be presented in the reference content presentation page. The first reference content includes but is not limited to text content, video media content, audio media content, picture-text media content, etc., which is not limited by the present disclosure.

[0128] According to the content presentation method provided by this embodiment, the reference content presentation page is displayed in response to the trigger operation of the user on the trigger control

corresponding to the first reference content, so that the user may view the reference content of interest in the reference content presentation page according to actual needs, and the content presented in the display interface is more in line with the personalized needs of the user.

[0129] Further, based on any of the above embodiments, the reference content presentation page is used to present a reference content information flow, and the reference content information flow includes a plurality of items of reference content associated with the associated theme content; and after presenting, in the reference content presentation page, the first reference content triggered by the user, the method further includes:

[0130] switching to present second reference content in the reference content information flow in response to a switching operation triggered by the user in the reference content presentation page.

[0131] In this embodiment, the reference content presentation page is used to present the reference content information flow, and the reference content information flow includes a plurality of items of reference content associated with the associated theme content, and the plurality of items of associated theme content may be generated based on the plurality of items of reference content. After the reference content presentation page is displayed in response to the trigger operation of the user on the first reference content, the user may also view the reference content information flow in the reference content presentation page.

[0132] The user may trigger a switching operation in the reference content presentation page, where the switching operation may be up-down sliding, left-right sliding, etc., or may be a trigger operation on a preset switching control, which is not limited by the present disclosure. In response to the switching operation triggered by the user, the second reference content in the reference content information flow may be switched and presented. The first reference content may be the reference content triggered by the user in the content presentation page, and the second reference content may be the reference content other than the first reference content in the reference content information flow.

[0133] According to the content presentation method provided by this embodiment, in response to the switching operation triggered by the user in the reference content presentation page, the second reference content in the reference content information flow is switched and presented, so that the user may view richer reference content according to actual needs, and the information acquisition efficiency of the user is improved.

[0134] Fig. 9 is a schematic structural diagram of a content presentation apparatus provided by an embodiment of the present disclosure. As shown in Fig. 9, the apparatus includes: a display module 91, a processing module 92, and a presentation module 93. The display module 91 is configured to display, in a preset display page, at least one item of associated theme content associated with a target theme, the associated theme content including an associated theme and at least part of text content associated with the associated theme. The processing module 92 is configured to display a content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset

display page. The presentation module 93 is configured to present, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, where the data volume of the text content presented in the content presentation page is greater than the data volume of the text content presented in the preset display page in the preset display page.

[0135] Further, based on any of the above embodiments, the preset display page includes a target theme associated page. The display module is configured to: display a trigger control associated with the target theme; display the target theme associated page in response to a trigger operation of the user on the trigger control; and display, in the target theme associated page, introduction content, at least one item of associated theme content, and at least one item of media content associated with the target theme.

[0136] Further, based on any of the above embodiments, the display module is configured to: present, in a preset theme presentation page, the trigger control associated with the target theme, the theme presentation page including a plurality of preset themes that meet a preset condition. And/or, the display module is configured to: present a preset media content stream in a preset media content presentation page; switch to present media content in the media content stream in response to a switching operation triggered by the user; and present, in a preset display position of the media content presentation page, the trigger control associated with the target theme, in response to the media content being associated with the target theme.

[0137] Further, based on any of the above embodiments, the display module is configured to: present, in the target theme associated page, the introduction content, the at least one item of associated theme content, and the at least one item of media content associated with the target theme, respectively, according to a preset content presentation format.

[0138] Further, based on any of the above embodiments, the content presentation format includes one or more of the presentation position, presentation size, presentation font and the number of text words of each item of presentation content.

[0139] Further, based on any of the above embodiments, the preset display page includes a media content presentation page. The display module is configured to: present a preset media content stream in the media content presentation page; and switch to present, in the media content presentation page, an associated theme content list associated with the target theme in response to a switching operation triggered by the user, the associated theme content list including at least part of information of at least one item of associated theme content.

[0140] Further, based on any of the above embodiments, the apparatus further includes: a switching module, configured to switch to present, in the content presentation page, other associated themes associated with the target theme and text content associated with the associated themes, in response to a target operation triggered by the user in the content presentation page.

- [0141] Further, based on any of the above embodiments, the processing module is configured to: in response to a trigger operation of the user on any item of associated theme content in the preset display page, display the content presentation page associated with the associated theme content.
- [0142] Further, based on any of the above embodiments, the processing module is configured to: determine target associated theme content triggered by the user in the preset display page; present, in a first preset presentation position in the content presentation page, the associated theme and all text content associated with the target associated theme content; and present, in a second preset presentation position in the content presentation page, at least one associated theme other than the target associated theme content and all text content associated with the target theme.
- [0143] Further, based on any of the above embodiments, the associated theme content is generated based on a plurality of items of reference content associated with the target theme, the reference content including media content associated with the associated theme.
- [0144] Further, based on any of the above embodiments, the associated theme content is generated by a preset model based on the target theme and a plurality of items of reference content associated with the target theme.
- [0145] Further, based on any of the above embodiments, the apparatus further includes: a presentation module, configured to display, in a display area associated with the associated theme content, reference content information associated with the associated theme content, where the reference content information includes a trigger control corresponding to at least one item of reference content.
- [0146] Further, based on any of the above embodiments, the apparatus further includes: a display module, configured to display a reference content presentation page in response to a trigger operation of the user on a trigger control corresponding to first reference content; and a presentation module, configured to present, in the reference content presentation page, the first reference content triggered by the user.
- [0147] Further, based on any of the above embodiments, the reference content presentation page is used to present a reference content information flow, and the reference content information flow includes a plurality of items of reference content associated with the associated theme content; and the apparatus further includes: a switching module, configured to switch to present second reference content in the reference content information flow in response to a switching operation triggered by the user in the reference content presentation page.
- [0148] Further, based on any of the above embodiments, the presentation module is configured to present, in the content presentation page, a plurality of associated themes and all text content corresponding to the plurality of associated themes. Alternatively, the presentation module is configured to: present, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes; display a preset viewing control in a display area associated with the text content; and in response to a trigger operation of the user on a viewing control corresponding to any target

associated theme, present, in the content presentation page, all text content corresponding to the target associated theme.

[0149] The device provided by this embodiment may be used to implement the technical solutions of the above method embodiments, and the implementation principles and technical effects thereof are similar, which will not be repeated in this embodiment.

[0150] In order to implement the above embodiments, an embodiment of the present disclosure further provides a computer-readable storage medium, where a computer-executable instruction is stored in the computer-readable storage medium, and when the computer-executable instruction is executed by a processor, the content presentation method according to any of the above embodiments is implemented.

[0151] In order to implement the above embodiments, an embodiment of the present disclosure further provides a computer program product, including a computer program, where when the computer program is executed by a processor, the content presentation method according to any of the above embodiments is implemented.

[0152] In order to implement the above embodiments, an embodiment of the present disclosure further provides an electronic device, including: a processor and a memory;

[0153] the memory stores a computer-executable instruction; and

[0154] the processor executes the computer-executable instruction stored in the memory, so that the processor executes the content presentation method according to any of the above embodiments.

[0155] Fig. 10 is a schematic structural diagram of an electronic device provided by an embodiment of the present disclosure, and the electronic device 1000 may be a terminal device or a server. The terminal device may include, but is not limited to, mobile terminals such as a mobile phone, a notebook computer, a digital broadcast receiver, a personal digital assistant (abbreviated as PDA), a tablet computer, a portable media player (abbreviated as PMP), a vehicle-mounted terminal (such as a vehicle navigation terminal), etc., and fixed terminals such as a digital TV, a desktop computer, etc. The electronic device shown in Fig. 10 is only an example, and should not impose any limitation on the function and scope of use of the embodiments of the present disclosure.

[0156] As shown in Fig. 10, the electronic device 1000 may include a processing apparatus (such as a central processing unit, a graphics processor, etc.) 1001, which may perform various suitable actions and processing according to a program stored in a read-only memory (abbreviated as ROM) 1002 or a program loaded from a storage apparatus 1008 into a random access memory (abbreviated as RAM) 1003. The RAM 1003 further stores various programs and data required for the operation of the electronic device 1000. The processing apparatus 1001, the ROM 1002 and the RAM 1003 are connected to each other through a bus 1004. An input/output (I/O) interface 1005 is also connected to the bus 1004.

[0157] Usually, the following apparatuses may be connected to the I/O interface 1005: an input apparatus 1006 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, a gyroscope, etc.; an output apparatus 1007 including, for example, a

liquid crystal display (abbreviated as LCD), a speaker, a vibrator, etc.; the storage apparatus 1008 including, for example, a magnetic tape, a hard disk, etc.; and a communication apparatus 1009. The communication apparatus 1009 may allow the electronic device 1000 to perform wireless or wired communication with other devices to exchange data. Although Fig. 10 shows the electronic device 1000 having various apparatuses, it should be understood that it is not required to implement or have all the apparatuses shown. Alternatively, more or fewer apparatuses may be implemented or provided.

[0158] 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 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 through the communication apparatus 1009, or installed from the storage apparatus 1008, or installed from the ROM 1002. When the computer program is executed by the processing apparatus 1001, the above-mentioned functions defined in the method of the embodiment of the present disclosure are executed.

[0159] 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 of the two. The computer-readable storage medium may be, for example, but not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus or device, or any combination of the above. 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 of the above. In the present disclosure, the computer-readable storage medium may be any tangible medium that contains or stores a program, and the program 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 in a baseband or as a part of a carrier wave, and computer-readable program code is carried in the data signal. This propagated data signal may adopt many forms, including but not limited to an electromagnetic signal, an optical signal, or any suitable combination of the above. 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 by any suitable medium, including but not limited to: a wire, an optical cable, a radio frequency (RF), etc., or any suitable combination of the above.

[0160] The above computer-readable medium may be included in the above electronic device; or it may exist alone without being assembled into the electronic device.

[0161] The above computer-readable medium carries one or more programs, and when the one or more programs are executed by the electronic device, the electronic device executes the method shown in the above embodiments.

[0162] The computer program code for performing the operations of the present disclosure may be written in one or more programming languages or a combination thereof, where the programming languages include 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 completely executed on a computer of the user, partially executed on a computer of the user, executed as an independent software package, partially executed on a computer of the user and partially executed on a remote computer, or completely executed on a remote computer or server. In the case of involving the remote computer, the remote computer may be connected to the computer of the user through any kind of network, including a local area network (abbreviated as LAN) or a wide area network (abbreviated as WAN), or it may be connected to an external computer (for example, connected by using Internet provided by an Internet service provider).

[0163] 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, and the module, program segment, or part of code 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.

[0164] The units involved in the embodiments of the present disclosure may be implemented by software or by hardware. The name of the unit does not constitute a limitation on the unit itself under certain circumstances, for example, the first acquisition unit may also be described as "a unit for acquiring at least two internet protocol addresses".

[0165] The functions described above may be performed at least partially 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.

[0166] In the context of the present disclosure, the machine-readable medium may be a tangible medium that may contain or store programs 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 will include an electrical connection based on one or more wires, a portable computer disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disk read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination of the above.

[0167] In a first aspect, according to one or more embodiments of the present disclosure, a content presentation method is provided, including:

[0168] displaying at least one item of associated theme content associated with a target theme in a preset display page, the associated theme content including an associated theme and at least part of text content associated with the associated theme;

[0169] displaying a content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset display page; and

[0170] presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, where a data volume of the text content presented in the content presentation page is greater than a data volume of the text content presented in the preset display page in the preset display page.

[0171] According to one or more embodiments of the present disclosure, the preset display page includes a target theme associated page; and displaying at least one item of associated theme content associated with a target theme in a preset display page includes:

[0172] displaying a trigger control associated with the target theme;

[0173] displaying the target theme associated page in response to a trigger operation of the user on the trigger control; and

[0174] displaying, in the target theme associated page, introduction content, at least one item of associated theme content, and at least one item of media content associated with the target theme.

[0175] According to one or more embodiments of the present disclosure, displaying the trigger control associated with the target theme includes:

[0176] presenting, in a preset theme presentation page, the trigger control associated with the target theme, the theme presentation page including a plurality of preset themes that meet a preset condition;

[0177] and/or, displaying the trigger control associated with the target theme includes:

- [0178] presenting a preset media content stream in a preset media content presentation page;
- [0179] switching to present media content in the media content stream in response to a switching operation triggered by the user; and
- [0180] presenting, in a preset display position of the media content presentation page, the trigger control associated with the target theme, in response to the media content being associated with the target theme.
- [0181] According to one or more embodiments of the present disclosure, displaying, in the target theme associated page, the introduction content, at least one item of associated theme content, and at least one item of media content associated with the target theme includes:
- [0182] presenting, in the target theme associated page, the introduction content, the at least one item of associated theme content, and the at least one item of media content associated with the target theme, respectively, according to a preset content presentation format.
- [0183] According to one or more embodiments of the present disclosure, the content presentation format includes one or more of the presentation position, presentation size, presentation font and the number of text words of each item of presentation content.
- [0184] According to one or more embodiments of the present disclosure, the preset display page includes a media content presentation page; and displaying at least one item of associated theme content associated with a target theme in a preset display page includes:
- [0185] presenting a preset media content stream in the media content presentation page; and
- [0186] switching to present, in the media content presentation page, an associated theme content list associated with the target theme in response to a switching operation triggered by the user, the associated theme content list including at least part of information of at least one item of associated theme content.
- [0187] According to one or more embodiments of the present disclosure, after presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, the method further includes:
- [0188] switching to present, in the content presentation page, other associated themes associated with the target theme and text content associated with the associated themes, in response to a target operation triggered by the user in the content presentation page.
- [0189] According to one or more embodiments of the present disclosure, displaying the content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset display page includes:
- [0190] in response to a trigger operation of the user on any item of associated theme content in the preset display page, displaying the content presentation page associated with the associated theme content.
- [0191] According to one or more embodiments of the present disclosure, the in response to a trigger operation of the user on any item of associated theme content in the preset display page, displaying the content presentation page associated with the associated theme content includes:
- [0192] determining target associated theme content triggered by the user in the preset display page;

- [0193] presenting, in a first preset presentation position in the content presentation page, the associated theme and all text content associated with the target associated theme content; and
- [0194] presenting, in a second preset presentation position in the content presentation page, at least one associated theme other than the target associated theme content and all text content associated with the target theme.
- [0195] According to one or more embodiments of the present disclosure, the associated theme content is generated based on a plurality of items of reference content associated with the target theme, the reference content including media content associated with the associated theme.
- [0196] According to one or more embodiments of the present disclosure, the associated theme content is generated by a preset model based on the target theme and a plurality of items of reference content associated with the target theme. The associated theme content is generated by the preset model based on the target theme and a plurality of items of reference content associated with the target theme.
- [0197] According to one or more embodiments of the present disclosure, after displaying the content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset display page, the method further includes:
- [0198] displaying, in a display area associated with the associated theme content, reference content information associated with the associated theme content;
- [0199] where the reference content information includes a trigger control corresponding to at least one item of reference content.
- [0200] According to one or more embodiments of the present disclosure, after displaying, in the display area associated with the associated theme content, the reference content information associated with the associated theme content, the method further includes:
- [0201] displaying a reference content presentation page in response to a trigger operation of the user on a trigger control corresponding to first reference content; and
- [0202] presenting, in the reference content presentation page, the first reference content triggered by the user.
- [0203] According to one or more embodiments of the present disclosure, the reference content presentation page is used to present a reference content information flow, and the reference content information flow includes a plurality of items of reference content associated with the associated theme content; and after presenting, in the reference content presentation page, the first reference content triggered by the user, the method further includes:
- [0204] switching to present second reference content in the reference content information flow in response to a switching operation triggered by the user in the reference content presentation page.
- [0205] According to one or more embodiments of the present disclosure, presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes includes:

- [0206] presenting, in the content presentation page, a plurality of associated themes and all text content corresponding to the plurality of associated themes;
- [0207] alternatively, presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes includes:
- [0208] presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, and displaying a preset viewing control in a display area associated with the text content; and
- [0209] in response to a trigger operation of the user on a viewing control corresponding to any target associated theme, presenting, in the content presentation page, all text content corresponding to the target associated theme.
- [0210] In a second aspect, according to one or more embodiments of the present disclosure, a content presentation apparatus is provided, including:
- [0211] a display module, configured to display at least one item of associated theme content associated with a target theme in a preset display page, the associated theme content including an associated theme and at least part of text content associated with the associated theme;
- [0212] a processing module, configured to display a content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset display page; and
- [0213] a presentation module, configured to present, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, where a data volume of the text content presented in the content presentation page is greater than a data volume of the text content presented in the preset display page in the preset display page.
- [0214] According to one or more embodiments of the present disclosure, the preset display page includes a target theme associated page; and the display module is configured to:
- [0215] display a trigger control associated with the target theme;
- [0216] display the target theme associated page in response to a trigger operation of the user on the trigger control; and
- [0217] display, in the target theme associated page, introduction content, at least one item of associated theme content, and at least one item of media content associated with the target theme.
- [0218] According to one or more embodiments of the present disclosure, the display module is configured to:
- [0219] present, in a preset theme presentation page, the trigger control associated with the target theme, the theme presentation page including a plurality of preset themes that meet a preset condition;
- [0220] and/or, the display module is configured to:
- [0221] present a preset media content stream in a preset media content presentation page;
- [0222] switch to present media content in the media content stream in response to a switching operation triggered by the user; and

- [0223] present, in a preset display position of the media content presentation page, the trigger control associated with the target theme, in response to the media content being associated with the target theme.
- [0224] According to one or more embodiments of the present disclosure, the display module is configured to:
- [0225] present, in the target theme associated page, the introduction content, the at least one item of associated theme content, and the at least one item of media content associated with the target theme, respectively, according to a preset content presentation format.
- [0226] According to one or more embodiments of the present disclosure, the content presentation format includes one or more of the presentation position, presentation size, presentation font and the number of text words of each item of presentation content.
- [0227] According to one or more embodiments of the present disclosure, the preset display page includes a media content presentation page; and the display module is configured to:
- [0228] present a preset media content stream in the media content presentation page; and
- [0229] switch to present, in the media content presentation page, an associated theme content list associated with the target theme in response to a switching operation triggered by the user, the associated theme content list including at least part of information of at least one item of associated theme content.
- [0230] According to one or more embodiments of the present disclosure, the apparatus further includes:
- [0231] a switching module, configured to switch to present, in the content presentation page, other associated themes associated with the target theme and text content associated with the associated themes, in response to a target operation triggered by the user in the content presentation page.
- [0232] According to one or more embodiments of the present disclosure, the processing module is configured to:
- [0233] in response to a trigger operation of the user on any item of associated theme content in the preset display page, display the content presentation page associated with the associated theme content.
- [0234] According to one or more embodiments of the present disclosure, the processing module is configured to:
- [0235] determine target associated theme content triggered by the user in the preset display page;
- [0236] present, in a first preset presentation position in the content presentation page, the associated theme and all text content associated with the target associated theme content; and
- [0237] present, in a second preset presentation position in the content presentation page, at least one associated theme other than the target associated theme content and all text content associated with the target theme.
- [0238] According to one or more embodiments of the present disclosure, the associated theme content is generated based on a plurality of items of reference content associated with the target theme, the reference content including media content associated with the associated theme.

- [0239] According to one or more embodiments of the present disclosure, the associated theme content is generated based on a plurality of items of reference content associated with the target theme, the reference content including media content associated with the associated theme.
- [0240] According to one or more embodiments of the present disclosure, the apparatus further includes:
- [0241] a presentation module, configured to display, in a display area associated with the associated theme content, reference content information associated with the associated theme content;
- [0242] where the reference content information includes a trigger control corresponding to at least one item of reference content.
- [0243] According to one or more embodiments of the present disclosure, the apparatus further includes:
- [0244] a display module, configured to display a reference content presentation page in response to a trigger operation of the user on a trigger control corresponding to first reference content; and
- [0245] a presentation module, configured to present, in the reference content presentation page, the first reference content triggered by the user.
- [0246] According to one or more embodiments of the present disclosure, the reference content presentation page is used to present a reference content information flow, and the reference content information flow includes a plurality of items of reference content associated with the associated theme content; and the apparatus further includes:
- [0247] a switching module, configured to switch to present second reference content in the reference content information flow in response to a switching operation triggered by the user in the reference content presentation page.
- [0248] According to one or more embodiments of the present disclosure, the presentation module is configured to present, in the content presentation page, a plurality of associated themes and all text content corresponding to the plurality of associated themes;
- [0249] alternatively, the presentation module is configured to: present, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, and display a preset viewing control in a display area associated with the text content; and
- [0250] in response to a trigger operation of the user on a viewing control corresponding to any target associated theme, present, in the content presentation page, all text content corresponding to the target associated theme.
- [0251] In a third aspect, according to one or more embodiments of the present disclosure, an electronic device is provided, including: at least one processor and a memory;
- [0252] the memory stores a computer-executable instruction; and
- [0253] the at least one processor executes the computer-executable instruction stored in the memory, so that the at least one processor executes the content presentation method according to the first aspect and various possible designs of the first aspect.

[0254] In a fourth aspect, according to one or more embodiments of the present disclosure, a computer-readable storage medium is provided, where a computer-executable instruction is stored in the computer-readable storage medium, and when the computer-executable instruction is executed by a processor, the content presentation method according to the first aspect and various possible designs of the first aspect is implemented.

[0255] In a fifth aspect, according to one or more embodiments of the present disclosure, a computer program product is provided, including a computer program, where when the computer program is executed by a processor, the content presentation method according to the first aspect and various possible designs of the first aspect is implemented.

[0256] The above description is only preferred embodiments of the present disclosure and an explanation of the applied technical principles. Those skilled in the art should understand that the scope of disclosure involved in the present disclosure is not limited to the technical solutions formed by 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 disclosure concept. For example, the above features and the technical features provided in the present disclosure (but not limited to) with similar functions are replaced each other to form a technical solution.

[0257] In addition, although the operations are depicted in a specific order, this should not be understood as requiring the operations to be performed in the specific order shown or in a sequential order. Under certain circumstances, multitasking and parallel processing may be beneficial. Similarly, although the above discussion contains a number of specific implementation details, these should not be interpreted as limiting the scope of the present disclosure. Certain features described in the context of separate embodiments may also be implemented in a single embodiment in combination. On the contrary, 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.

[0258] Although the subject matter has been described in a language specific to structural features and/or method logic actions, 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. On the contrary, the specific features and actions described above are only exemplary forms for implementing the claims.

CLAIMS

1. A content presentation method, comprising:
 - displaying at least one item of associated theme content associated with a target theme in a preset display page, the associated theme content comprising an associated theme and at least part of text content associated with the associated theme;
 - displaying a content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset display page; and
 - presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, wherein a data volume of the text content presented in the content presentation page is greater than a data volume of the text content presented in the preset display page in the preset display page.
2. The method of claim 1, wherein the preset display page comprises a target theme associated page; and the displaying at least one item of associated theme content associated with a target theme in a preset display page comprises:
 - displaying a trigger control associated with the target theme;
 - displaying the target theme associated page in response to a trigger operation of the user on the trigger control; and
 - displaying, in the target theme associated page, introduction content, the at least one item of associated theme content, and at least one item of media content associated with the target theme.
3. The method of claim 2, wherein the displaying a trigger control associated with the target theme comprises:
 - presenting, in a preset theme presentation page, the trigger control associated with the target theme, the theme presentation page comprising a plurality of preset themes that meet a preset condition.
4. The method of claim 2, wherein the displaying a trigger control associated with the target theme comprises:
 - presenting a preset media content stream in a preset media content presentation page;
 - switching to present media content in the media content stream in response to a switching operation triggered by the user; and
 - presenting, in a preset display position of the media content presentation page, the trigger control associated with the target theme in response to the media content being associated with the target theme.

5. The method of claim 2 or 3, wherein the displaying, in the target theme associated page, introduction content, the at least one item of associated theme content, and at least one item of media content associated with the target theme comprises:

presenting, in the target theme associated page, the introduction content, the at least one item of associated theme content, and the at least one item of media content associated with the target theme, respectively, according to a preset content presentation format.

6. The method of claim 5, wherein the content presentation format comprises one or more of a presentation position, presentation size, presentation font, and the number of text words of each item of presentation content.

7. The method of any one of claims 1 to 6, wherein the preset display page comprises a media content presentation page; and the displaying at least one item of associated theme content associated with a target theme in a preset display page comprises:

presenting a preset media content stream in the media content presentation page; and

switching to present, in the media content presentation page, an associated theme content list associated with the target theme in response to a switching operation triggered by the user, the associated theme content list comprising at least part of information of the at least one item of associated theme content.

8. The method of any one of claims 1 to 7, wherein after the presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, the method further comprises:

switching to present, in the content presentation page, other associated themes associated with the target theme and text content associated with the associated themes, in response to a target operation triggered by the user in the content presentation page.

9. The method of any one of claims 1 to 8, wherein the displaying a content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset display page comprises:

in response to a trigger operation of the user on any item of associated theme content in the preset display page, displaying the content presentation page associated with the associated theme content.

10. The method of claim 9, wherein the in response to a trigger operation of the user on any item of associated theme content in the preset display page, displaying the content presentation page associated with the associated theme content comprises:

determining target associated theme content triggered by the user in the preset display page;

presenting, in a first preset presentation position in the content presentation page, the associated theme and all text content associated with the target associated theme content; and

presenting, in a second preset presentation position in the content presentation page, at least one associated theme other than the target associated theme content and all text content associated with the target theme.

11. The method of any one of claims 1 to 10, wherein the associated theme content is generated based on a plurality of items of reference content associated with the target theme, and the reference content comprises media content associated with the associated theme.

12. The method of claim 11, wherein the associated theme content is generated according to a preset model based on the target theme and the plurality of items of reference content associated with the target theme.

13. The method of claim 11 or 12, wherein after the displaying a content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset display page, the method further comprises:

displaying, in a display area associated with the associated theme content, reference content information associated with the associated theme content;

wherein the reference content information comprises a trigger control corresponding to at least one item of reference content.

14. The method of claim 13, wherein after the displaying, in a display area associated with the associated theme content, reference content information associated with the associated theme content, the method further comprises:

displaying a reference content presentation page in response to a trigger operation of the user on a trigger control corresponding to first reference content; and

presenting, in the reference content presentation page, the first reference content triggered by the user.

15. The method of claim 14, wherein the reference content presentation page is configured to present a reference content information flow, and the reference content information flow comprises a plurality of items of reference content associated with the associated theme content; and after the presenting, in the reference content presentation page, the first reference content triggered by the user, the method further comprises:

switching to present second reference content in the reference content information flow in response to a switching operation triggered by the user in the reference content presentation page.

16. The method of any one of claims 1 to 15, wherein the presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes comprises:

presenting, in the content presentation page, a plurality of associated themes and all text content corresponding to the plurality of associated themes;

17. The method of any one of claims 1 to 15, wherein the presenting, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes comprises:

presenting, in the content presentation page, the plurality of associated themes and text content corresponding to the plurality of associated themes, and displaying a preset viewing control in a display area associated with the text content; and

in response to a trigger operation of the user on a viewing control corresponding to any target associated theme, presenting, in the content presentation page, all text content corresponding to the target associated theme.

18. A content presentation apparatus, comprising:

a display module, configured to display at least one item of associated theme content associated with a target theme in a preset display page, the associated theme content comprising an associated theme and at least part of text content associated with the associated theme;

a processing module, configured to display a content presentation page associated with the associated theme content in response to a trigger operation of a user in the preset display page; and

a presentation module, configured to present, in the content presentation page, a plurality of associated themes and text content corresponding to the plurality of associated themes, wherein a data volume of the text content presented in the content presentation page is greater than a data volume of the text content presented in the preset display page in the preset display page.

19. An electronic device, comprising: a processor and a memory; wherein

the memory stores a computer-executable instruction; and

the processor executes the computer-executable instruction stored in the memory, causing the processor to execute the content presentation method of any one of claims 1 to 17.

20. A computer-readable storage medium, wherein a computer-executable instruction is stored in the computer-readable storage medium, and the computer-executable instruction, when executed by a processor, causes the processor to implement the content presentation method of any one of claims 1 to 17.

21. A computer program product, comprising a computer program, wherein the computer program, when executed by a processor, causes the processor to implement the content presentation method of any one of claims 1 to 17.