

RECOMMENDED RESOURCE PROCESSING METHOD, APPARATUS, DEVICE, AND STORAGE MEDIUM

CROSS-REFERENCE TO RELATED APPLICATION(S)

[0001] The present application claims priority to Chinese Patent Application No. 202410509887.0, filed on April 25, 2024 and entitled “RECOMMENDED RESOURCE PROCESSING METHOD, APPARATUS, DEVICE, AND STORAGE MEDIUM”, which is hereby incorporated by reference in its entirety.

FIELD

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

BACKGROUND

[0003] With the continuous development of computer technologies, users' requirements for interaction functions related to resource recommendation become more and more diversified.

[0004] Therefore, how to further enrich interaction functions related to resource recommendation has become an urgent technical issue that needs to be solved.

SUMMARY

[0005] To solve the above technical problem, embodiments of the present disclosure provide a recommended resource processing method and apparatus, a device, and a storage medium.

[0006] In a first aspect, the present disclosure provides a recommended resource processing method, including: receiving a trigger operation for switching from a first live streaming page to a preview stream page corresponding to the first live streaming page, where the preview stream page is used to display a live streaming preview video corresponding to the first live streaming page; and displaying, in response to the trigger operation, at least one recommended resource on the preview stream page based on resource feature information corresponding to the first live streaming page, where the resource feature information is used to reflect a live streaming content feature corresponding to the first live streaming page, and the at least one recommended resource is determined based on the resource feature information.

[0007] In optional implementations, displaying, in response to the trigger operation, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page includes: determining, in response to the trigger operation, whether interaction information corresponding to the first live streaming page includes first target interaction information, where the first target interaction information is used to represent that a target user triggers a first target interaction operation; and displaying, in response to determining that the interaction information does not include the first target interaction information, the at least one recommended resource on the preview stream page based on the resource

feature information corresponding to the first live streaming page.

[0008] In optional implementations, the resource feature information corresponding to the first live streaming page includes feature information of a target live streaming object, and the target live streaming object includes a live streaming object for which a target user triggers a second target interaction operation; and displaying, in response to the trigger operation, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page includes: determining, in response to the trigger operation, whether interaction information corresponding to the first live streaming page includes second target interaction information, where the second target interaction information is used to represent that the target user triggers the second target interaction operation for the target live streaming object; and displaying, in response to determining that the interaction information includes the second target interaction information, the at least one recommended resource on the preview stream page based on the feature information of the target live streaming object indicated by the second target interaction information.

[0009] In optional implementations, the resource feature information corresponding to the first live streaming page includes object category information corresponding to the first live streaming page, and the method further includes: displaying, in response to determining that the interaction information does not include the second target interaction information, the at least one recommended resource on the preview stream page based on the object category information corresponding to the first live streaming page.

[0010] In optional implementations, the feature information of the target live streaming object includes category information of the target live streaming object, and displaying, in response to determining that the interaction information includes the second target interaction information, the at least one recommended resource on the preview stream page based on the at least one live streaming object indicated by the second target interaction information includes: displaying, in response to determining that the interaction information includes the second target interaction information, the at least one recommended resource on the preview stream page based on the category information of the target live streaming object indicated by the second target interaction information.

[0011] In optional implementations, the at least one recommended resource includes a recommended search term and/or object information of a recommended object.

[0012] In optional implementations, after displaying, in response to the trigger operation, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, the method further includes: in response to a trigger operation for a first recommended search term in the at least one recommended resource on the preview stream page, displaying a search result page corresponding to the first recommended search term, where a result object searched based on the first recommended search term is displayed on the search result page.

[0013] In optional implementations, the recommended search term includes a recommendation category search term, and the recommendation category search term is used to determine a result object belonging to a

category indicated by the recommendation category search term.

[0014] In optional implementations, after displaying, in response to the trigger operation, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, the method further includes: displaying, in response to a trigger operation for a first recommended object in the at least one recommended resource on the preview stream page, an object recommendation page, and displaying the first recommended object at a preset position on the object recommendation page, where the object recommendation page is used to display a recommended object set determined based on a preset recommendation strategy and the first recommended object.

[0015] In optional implementations, after displaying, in response to the trigger operation, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, the method further includes: displaying, in response to a trigger operation for a second recommended object in the at least one recommended resource on the preview stream page, a resource object display page corresponding to the second recommended object, and displaying the second recommended object at a preset position on the resource object display page, where the resource object display page is used to display a recommended object set corresponding to a resource object to which the second recommended object belongs.

[0016] In optional implementations, the at least one recommended resource is displayed on a recommended resource card on the preview stream page, and the method further includes: hiding, in response to a close trigger operation for the recommended resource card, display of the recommended resource card and the at least one recommended resource on the preview stream page.

[0017] In optional implementations, displaying, in response to the trigger operation, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page includes: determining, in response to the trigger operation, whether a live streaming room type corresponding to the first live streaming page belongs to a target live streaming room type; determining, in response to determining that the live streaming room type corresponding to the first live streaming page belongs to the target live streaming room type, a target resource object based on target position information; and displaying the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page and the target resource object.

[0018] In optional implementations, displaying, in response to determining that the interaction information does not include the first target interaction information, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page includes: displaying, in response to determining that the interaction information does not include the first target interaction information and that the interaction information includes third target interaction information, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, where the third target interaction information is used to represent that the target user triggers a display operation for a live streaming object list on the first live streaming page.

[0019] In optional implementations, displaying, in response to determining that the interaction information does not include the first target interaction information, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page includes: displaying, in response to determining that the interaction information does not include the first target interaction information and that the interaction information includes fourth target interaction information, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, where the fourth target interaction information is used to represent that a viewing duration of the target user for the first live streaming page reaches a preset duration.

[0020] In a second aspect, the present disclosure provides a recommended resource processing apparatus, including: a first receiving module, configured to receive a trigger operation for switching from a first live streaming page to a preview stream page corresponding to the first live streaming page, where the preview stream page is used to display a live streaming preview video corresponding to the first live streaming page; and a first display module, configured to, display, in response to the trigger operation, at least one recommended resource on the preview stream page based on resource feature information corresponding to the first live streaming page, where the resource feature information is used to reflect a live streaming content feature corresponding to the first live streaming page, and the at least one recommended resource is determined based on the resource feature information.

[0021] In a third aspect, the present disclosure provides a computer-readable storage medium, where the computer-readable storage medium stores instructions, and the instructions, when run on a terminal device, cause the terminal device to implement the above method.

[0022] In a fourth aspect, the present disclosure provides a recommended resource processing device, including: a memory, a processor, and a computer program stored on the memory and executable on the processor, where the processor, when executing the computer program, implements the above method.

[0023] In a fifth aspect, the present disclosure provides a computer program product, including a computer program/instruction, where the computer program/instruction, when executed by a processor, implements the above method.

BRIEF DESCRIPTION OF THE DRAWINGS

[0024] The drawings herein, which are incorporated into and constitute a part of this specification, illustrate embodiments consistent with the present disclosure and, together with the description, serve to explain the principles of the present disclosure.

[0025] To describe the technical solutions in the embodiments of the present disclosure or in the prior art more clearly, the following briefly introduces the drawings required for describing the embodiments or the prior art. Apparently, a person of ordinary skill in the art may still derive other drawings from these drawings without creative efforts.

[0026] Fig. 1 is a flowchart of a recommended resource processing method according to some embodiments of the present disclosure;

[0027] Fig. 2 is a schematic diagram of a preview stream page according to some embodiments of the present disclosure;

5 **[0028]** Fig. 3 is a schematic diagram of a search result page according to some embodiments of the present disclosure;

[0029] Fig. 4 is a schematic diagram of a preview stream page according to some embodiments of the present disclosure;

10 **[0030]** Fig. 5 is a schematic diagram of another preview stream page according to some embodiments of the present disclosure;

[0031] Fig. 6 is a schematic diagram of a resource display page according to some embodiments of the present disclosure;

[0032] Fig. 7 is a flowchart of another recommended resource processing method according to some embodiments of the present disclosure;

15 **[0033]** Fig. 8 is a schematic diagram of a structure of a recommended resource processing apparatus according to some embodiments of the present disclosure; and

[0034] Fig. 9 is a schematic diagram of a structure of a recommended resource processing device according to some embodiments of the present disclosure.

DETAILED DESCRIPTION OF EMBODIMENTS

20 **[0035]** To understand the above objectives, features, and advantages of the present disclosure more clearly, the solutions of the present disclosure are further described below. It should be noted that the embodiments of the present disclosure and the features in the embodiments may be combined with each other without conflict.

25 **[0036]** Many specific details are set forth in the following description to facilitate a full understanding of the present disclosure, but the present disclosure may also be implemented in other ways different from those described herein. Apparently, the described embodiments are part of the embodiments of the present disclosure, rather than all of the embodiments.

[0037] With the continuous development of computer technologies, users' requirements for interaction functions related to resource recommendation become more and more diversified.

30 **[0038]** Therefore, how to further enrich interaction functions related to resource recommendation has become an urgent technical issue that needs to be solved.

[0039] To this end, embodiments of the present disclosure provide a recommended resource processing method. Specifically, a trigger operation for switching from a first live streaming page to a preview stream page

corresponding to the first live streaming page is received, where the preview stream page is used to display a live streaming preview video corresponding to the first live streaming page; and in response to the trigger operation, at least one recommended resource is displayed on the preview stream page based on resource feature information corresponding to the first live streaming page, where the resource feature information is used to reflect a live streaming content feature corresponding to the first live streaming page, and the at least one recommended resource is determined based on the resource feature information.

[0040] It may be seen that in the embodiments of the present disclosure, when exiting from the first live streaming page, a function of displaying a recommended resource for a user based on the resource feature information corresponding to the exited first live streaming page is supported, which enriches implementation scenarios and related interaction functions of resource recommendation and meets the diversified requirements of the user.

[0041] Specifically, embodiments of the present disclosure provide a recommended resource processing method. Fig. 1 is a flowchart of a recommended resource processing method according to embodiments of the present disclosure. The method specifically includes the following steps.

[0042] S101: a trigger operation for switching from a first live streaming page to a preview stream page corresponding to the first live streaming page is received.

[0043] The preview stream page is used to display a live streaming preview video corresponding to the first live streaming page.

[0044] The recommended resource processing method provided in the embodiments of the present disclosure may be applied to a client. Specifically, the client may be deployed on a terminal such as a smart phone, a tablet computer, or a desktop computer.

[0045] In the embodiments of the present disclosure, the first live streaming page is used to display a live streaming image in a live streaming room. The first live streaming page may be a live streaming page corresponding to a live streaming room of any type. Specifically, the first live streaming page may be a live streaming page corresponding to a live streaming room that provides an immediate retail service, and the immediate retail may refer to a consumption mode in which delivery is completed within a short time, for example, a live streaming page for a live streaming “hourly delivery” commodity; or the first live streaming page may be a live streaming page corresponding to a live streaming room that provides a non-immediate retail service, for example, a live streaming page for a live streaming “online store” commodity.

[0046] In the embodiments of the present disclosure, the preview stream page is used to display the live streaming preview video, and the live streaming preview video may include a live streaming preview image on the live streaming page. By triggering a preset interaction operation on the preview stream page, the live streaming room page corresponding to the live streaming preview video may be entered.

[0047] Specifically, when a user triggers the preset interaction operation on the preview stream page, the first

live streaming page is displayed and the live streaming image on the first live streaming page is displayed. If the trigger operation for switching from the first live streaming page to the preview stream page corresponding to the first live streaming page is received at this time, the first live streaming page is exited and the preview stream page corresponding to the first live streaming page is displayed.

5 **[0048]** Fig. 2 is a schematic diagram of a preview stream page according to embodiments of the present disclosure. It may be seen from A in Fig. 2 that a live streaming preview video 201 is displayed on the preview stream page. When the preset interaction operation on the preview stream page is triggered, the live streaming room page corresponding to the live streaming preview video is entered, as shown in B in Fig. 2.

10 **[0049]** In addition, in the embodiments of the present disclosure, the live streaming preview video displayed on the preview stream page may belong to a media resource information flow of any type. By triggering a preset swipe operation on the preview stream page, the current live streaming preview video is switched to a media resource at an adjacent position for display. The media resource at the adjacent position and the live streaming preview video belong to the same media resource information flow. The media resource at the adjacent position may be a live streaming preview video or a non-live streaming preview video.

15 **[0050]** In the embodiments of the present disclosure, the trigger operation for switching from the first live streaming page to the preview stream page corresponding to the first live streaming page may include setting an exit operation on the first live streaming page. When an exit trigger operation for the first live streaming page is received, the preview stream page corresponding to the first live streaming page is displayed, and the live streaming preview video corresponding to the first live streaming page is displayed on the preview stream page,
20 so that the user may preview the live streaming content of the first live streaming page.

[0051] As shown in A in the preview stream page in Fig. 2, when the exit trigger operation for the first live streaming page is received, the preview stream page corresponding to the first live streaming page is displayed, and the live streaming preview video 201 corresponding to the first live streaming page is displayed on the preview stream page.

25 **[0052]** S102: in response to the trigger operation, at least one recommended resource is displayed on the preview stream page based on resource feature information corresponding to the first live streaming page.

[0053] The resource feature information is used to reflect a live streaming content feature corresponding to the first live streaming page, and the at least one recommended resource is determined based on the resource feature information.

30 **[0054]** In the embodiments of the present disclosure, the resource feature information corresponding to the first live streaming page is used to determine the recommended resource. One or more recommended resources may exist. The recommended resource is displayed on the preview stream page, and specifically, image information, name information, etc. of the recommended resource may be displayed.

[0055] In practical applications, before determining the recommended resource displayed on the preset stream

page based on the resource feature information corresponding to the first live streaming page, it may first be determined whether interaction information corresponding to the first live streaming page includes first target interaction information, to determine whether the recommended resource is displayed on the preview stream page. The interaction information corresponding to the first live streaming page may be information that records behavioral operations of a target user on the live streaming page. Specifically, historical log information corresponding to a period of time during which the target user is on the first live streaming page before the trigger operation for switching from the first live streaming page to the preview stream page corresponding to the first live streaming page is received may be referred to as the interaction information corresponding to the first live streaming page. The first target interaction information is used to represent that the target user triggers a first target interaction operation, and may include an object acquisition operation of the target user for any live streaming object on the first live streaming page, which may specifically be a commodity order operation. The target user may be a currently logged-in user.

[0056] Specifically, when the trigger operation for switching from the first live streaming page to the preset stream page corresponding to the first live streaming page is received, it is first determined whether the interaction information corresponding to the first live streaming page includes the first target interaction information; and then, in response to determining that the interaction information does not include the first target interaction information, the recommended resource is determined based on the resource feature information corresponding to the first live streaming page, and the at least one recommended resource is displayed on the preview stream page. In other words, by viewing the interaction information corresponding to the first live streaming page, it may be determined whether the target user triggers the object acquisition operation for the live streaming object on the first live streaming page.

[0057] On the basis of the above embodiments, if it is determined that the interaction information corresponding to the first live streaming page does not include the first target interaction information, in the embodiments of the present disclosure, it may further be determined whether the interaction information includes other target interaction information, to limit the frequency of displaying the recommended resource on the preview stream page. The other target interaction information may include third target interaction information and fourth target interaction information.

[0058] In optional implementations, on the premise that it is determined that the interaction information corresponding to the first live streaming page does not include the first target interaction information, it is further determined whether the interaction information includes the third target interaction information; and only when the interaction information includes the third target interaction information, the recommended resource is determined based on the resource feature information corresponding to the first live streaming page, and the at least one recommended resource is displayed on the preview stream page.

[0059] The third target interaction information may be used to indicate that the target user triggers a display operation for a live streaming object list on the first live streaming page. The triggering the display operation for the live streaming object list on the first live streaming page may include triggering a trigger operation for a

target interaction control on the first live streaming page, specifically, for example, clicking on a “yellow car” control displayed on the first live streaming page to display the live streaming object list on the first live streaming page.

[0060] In other words, by viewing the interaction information corresponding to the first live streaming page, it is necessary to determine whether the target user triggers the object acquisition operation for the live streaming object on the first live streaming page, and it is also necessary to determine whether the target user triggers the display operation for the live streaming object list on the first live streaming page.

[0061] In another optional implementation, on the premise that it is determined that the interaction information corresponding to the first live streaming page does not include the first target interaction information, it is further determined whether the interaction information includes the fourth target interaction information; and only when the interaction information includes the fourth target interaction information, the recommended resource is determined based on the resource feature information corresponding to the first live streaming page, and the at least one recommended resource is displayed on the preview stream page.

[0062] The fourth target interaction information may be used to indicate that a viewing duration of the target user on the first live streaming page reaches a preset duration. The preset duration may be a preset duration, specifically, for example, 10s. In other words, by viewing the interaction information corresponding to the first live streaming page, it is necessary to determine whether the target user triggers the object acquisition operation for the live streaming object on the first live streaming page, and it is also necessary to determine whether the time for which the target user stays on the first live streaming page reaches the preset duration.

[0063] In practical applications, to avoid frequently displaying the recommended resource on the preview stream page, which affects user experience, on the basis of the above embodiments, in the embodiments of the present disclosure, it may further be determined whether the interaction information corresponding to the first live streaming page includes the first target interaction information, the third target interaction information, and the fourth target interaction information in combination with the first target interaction information, the third target interaction information, and the fourth target interaction information.

[0064] In preferred implementations, when the trigger operation for switching from the first live streaming page to the preset stream page corresponding to the first live streaming page is received, it is first determined whether the interaction information corresponding to the first live streaming page includes the first target interaction information; then, if it is determined that the interaction information does not include the first target interaction information, it is further determined whether the mutual information includes the third target interaction information; if it is determined that the interaction information includes the third target interaction information, it is further determined whether the mutual information includes the fourth target interaction information; and only when it is determined that the interaction information includes the fourth target interaction information, the recommended resource is determined based on the resource feature information corresponding to the first live streaming page, and the at least one recommended resource is displayed on the preview stream page.

[0065] By performing the operations in the above embodiments, the scope of the interaction information may be further limited, thereby reducing the frequency of displaying the recommended resource on the preview stream page and improving user experience.

[0066] In the embodiments of the present disclosure, the resource feature information is used to represent the live streaming content feature corresponding to the first live streaming page, which may specifically be live streaming content that a target user is interested in on the first live streaming page.

[0067] In optional implementations, the resource feature information may include feature information of a target live streaming object in the first live streaming page. The target live streaming object may include a live streaming object for which a target user triggers a second target interaction operation on the first live streaming page.

[0068] Specifically, when the resource feature information corresponding to the first live streaming page includes the feature information of the target live streaming object, and when the trigger operation for switching from the first live streaming page to the preview stream page corresponding to the first live streaming page is received, it may be determined whether the interaction information corresponding to the first live streaming page includes second target interaction information; and when it is determined that the interaction information includes the second target interaction information, the recommended resource is determined based on the feature information of the target live streaming object indicated by the second target interaction information, and then the at least one recommended resource is displayed on the preview stream page.

[0069] The second target interaction information may be used to represent that the target user triggers the second target interaction operation for one or more target live streaming objects. The object of the second target interaction operation is the target live streaming object. The second target interaction operation may be a preset interaction operation other than the first target interaction operation, and may be a click operation for the live streaming object on the first live streaming page, specifically, for example, “adding to shopping cart”, “viewing detailed information of live streaming object”, etc.

[0070] The recommended resource is determined based on the feature information of the target live streaming object indicated by the second target interaction information, where the recommended resource may be all resources related to the feature information of the target live streaming object. The feature information of the target live streaming object may be name information, brand information, etc. of the target live streaming object.

[0071] In practical applications, to improve the accuracy of the recommended resource, the recommended resource may also be determined based on category information of the target live streaming object, to further narrow down the scope of the recommended resource and improve the accuracy of the recommended resource.

[0072] In optional implementations, in response to determining that the interaction information corresponding to the first live streaming page includes the second target interaction information, the category information of the target live streaming object indicated by the second target interaction information is acquired; and then, the recommended resource is determined based on the category information of the target live streaming object, and

the recommended resource is displayed on the preview stream page. The recommended resource determined in this case may include a recommended resource having the same category information as the target live streaming object, specifically, for example, a commodity of the same style.

[0073] On the basis that the above resource feature information includes the feature information of the target live streaming object on the first live streaming page, the resource feature information may further include object category information corresponding to the first live streaming page. Specifically, after it is determined that the interaction information corresponding to the first live streaming page does not include the second target interaction information, the recommended resource is determined based on the object category information corresponding to the first live streaming page and is displayed on the preview stream page.

[0074] In other words, if the target user does not trigger the second target interaction operation for the target live streaming object on the first live streaming page, the recommended resource is determined based on the object category information corresponding to the first live streaming page.

[0075] The object category information corresponding to the first live streaming page may be category information of a main object on the first live streaming page. Specifically, for example, if live streaming commodities displayed on the first live streaming page are a coat, a shoe, and a pair of pants, the object category information corresponding to the first live streaming page may be clothing.

[0076] In practical applications, since a huge number of recommended resources may be determined based on the resource feature information, to avoid displaying a large number of recommended resources on the preview stream page, in the embodiments of the present disclosure, when the number of recommended resources exceeds a certain preset number threshold, a selection strategy may be used to determine the recommended resource displayed on the preview stream page. The preset number threshold may be a preset number, for example, the preset number threshold is four.

[0077] The recommended resource displayed on the preview stream page is determined based on the selection strategy. In optional implementations, a part of recommended resources may be randomly selected from all determined recommended resources and are displayed on the preview stream page. In another optional implementation, the first few of all recommended resources may be acquired and displayed on the preview stream page. In this regard, the selection strategy is not specifically limited in the embodiments of the present disclosure.

[0078] In addition, the number of recommended resources displayed on the preview stream page may also be set. For example, the number of recommended resources displayed is four.

[0079] By setting the selection strategy and the number of recommended resources displayed, the degree of occlusion of the recommended resource on the preview stream page may be reduced to some extent, and user experience may be improved.

[0080] On the basis of the above embodiments, after the recommended resource is determined and displayed

on the preview stream page based on the resource feature information corresponding to the first live streaming page, the embodiments of the present disclosure further support a trigger operation for the recommended resource. The recommended resource displayed on the preview stream page may include a recommended search term and/or object information of a recommended object.

5 **[0081]** In optional implementations, when the trigger operation for switching from the first live streaming page to the preview stream page corresponding to the first live streaming page is received, if the recommended resource determined based on the resource feature information corresponding to the first live streaming page includes the recommended search term, the recommended search term is displayed on the preview stream page, and specifically, the recommended search term and image information related to the recommended search term
10 may be displayed; and then, when a trigger operation for a first recommended search term on the preview stream page is received, a result object is searched based on the first recommended search term, and the result object is displayed on a search result page corresponding to the first recommended search term. The first recommended search term may be any recommendation category displayed on the preview stream page.

15 **[0082]** The recommended search term may include a recommendation category search term, and the recommendation category search term is used to determine a result object belonging to a category indicated by the recommendation category search term.

20 **[0083]** In other words, the category information of the result object is the first recommendation category search term. Specifically, the result object may be an object under the first recommendation category search term. Specifically, image information, name information, resource attribute value information, resource object information to which the result object belongs, etc. of the result object may be displayed on the search result page, where the resource attribute value information may be price information of the result object, and the resource object information may be store information of the result object.

25 **[0084]** In the preview stream page shown in Fig. 2, the preview stream page includes a recommendation category search term 202 and image information 203 related to the recommendation category search term 202. When a trigger operation for the recommendation category search term 202 on the preview stream page is received, a result object is searched based on the recommendation category search term 202 and is displayed on the search result page.

30 **[0085]** Fig. 3 is a schematic diagram of a search result page according to embodiments of the present disclosure. The search term in a search box on the search result page is a recommendation category search term 301, and the result object is a result object searched based on the recommendation category search term 301, for example, a result object 302.

35 **[0086]** In another optional implementation, when the trigger operation for switching from the first live streaming page to the preview stream page corresponding to the first live streaming page is received, if the recommended resource determined based on the resource feature information corresponding to the first live streaming page is the recommended object, the recommended object is displayed on the preview stream page;

and when a trigger operation for a first recommended object on the preview stream page is received, a recommended object is determined based on the first recommended object and a preset recommendation strategy, an object recommendation page is displayed, and the first recommended object is displayed at a preset position on the object recommendation page. The first recommended object may be any recommended object displayed on the preview stream page.

[0087] The object recommendation page is used to display a recommended object set to the user. Specifically, the recommended object set is determined based on the preset recommendation strategy in combination with the first recommended object, and is displayed on the object recommendation page.

[0088] The preset recommendation strategy may be a preset recommendation strategy. The recommended object set includes both a recommended object determined by the preset recommendation strategy and the first recommended object.

[0089] The first recommended object is displayed at the preset position, and the preset position may specifically be the first position, specifically, for example, the first recommended object is displayed at the top. In addition, to further increase the attention of the user, an effect may also be added to the first recommended object, for example, the first recommended object is highlighted.

[0090] The first recommended object is displayed at the preset position, and specifically, image information, resource attribute value information, resource object information to which the first recommended object belongs, etc. of the first recommended object may be displayed. The image information may specifically be an image of the first recommended object, the resource attribute value information may be price information of the first recommended object, and the resource object information may be store information of the first recommended object, specifically, for example, a store logo, a store name, etc.

[0091] Fig. 4 is a schematic diagram of a preview stream page according to embodiments of the present disclosure. A recommended object 401 is displayed on the preview stream page. When a trigger operation for the recommended object 401 is received, a recommended object is determined based on the recommended object 401 and a preset recommendation strategy, an object recommendation page is displayed, and the recommended object 401 is displayed at a preset position on the object recommendation page. Specifically, image information, resource attribute value information, and resource object information to which the recommended object 401 belongs are displayed.

[0092] Fig. 5 is a schematic diagram of an object recommendation page according to embodiments of the present disclosure. A first recommended object 501 is displayed at a preset position on the object recommendation page. Specifically, image information, resource attribute value information, and resource object information to which the first recommended object belongs are displayed.

[0093] In practical applications, in the process of displaying the first recommended object on the object recommendation page, other recommended objects may also be displayed on the object recommendation page. The other recommended objects include recommended objects other than the first recommended object that are

displayed on the preview stream page, and may also include recommended objects determined based on the preset recommendation strategy, to facilitate the user to view detailed information of other recommended objects.

[0094] In optional implementations, on the basis that the first recommended object is displayed at the preset position on the object recommendation page, recommended objects other than the first recommended object on the preview stream page are displayed at a front position on the object recommendation page, and the recommended object determined based on the preset recommendation strategy is displayed at other remaining positions on the object recommendation page. The front position on the object recommendation page may be a position adjacent to the preset position, specifically, for example, a position adjacent to the first position.

[0095] In the schematic diagram of the object recommendation page shown in Fig. 5, recommended objects 502-504 are displayed at a position adjacent to the preset position on the recommended object page, where the recommended objects 502-504 are recommended objects displayed on the preview stream page, and a recommended object 505 determined based on the preset recommendation strategy is displayed at other remaining positions on the recommended object page.

[0096] In addition, in the process of displaying the first recommended object on the object recommendation page, the user may trigger the recommended object on the object recommendation page to perform a related interaction operation for the recommended object, such as a “placing order and purchasing operation”. In optional implementations, when a trigger operation for the first recommended object on the recommended object page is received, a resource display page corresponding to the first recommended object is displayed, and then an object acquisition operation for the first recommended object may be triggered.

[0097] On the basis of the above embodiments, to shorten the interaction path, after the recommended object is displayed on the preview stream page, if a trigger operation for a second recommended object on the preview stream page is received, a resource object display page corresponding to the second recommended object may be displayed based on a resource object to which the second recommended object belongs. The resource display page is used to display a recommended object set corresponding to the resource object. In other words, when the recommended object on the preview stream page is triggered, the resource object display page corresponding to the recommended object may be directly displayed. The second recommended object may be any recommended object displayed on the preview stream page.

[0098] The resource object may be a store to which the second recommended object belongs, specifically, for example, an offline store, an online store, etc. The recommended object set corresponding to the resource object may be all recommended objects belonging to the resource object, specifically, for example, all commodities in the store.

[0099] In addition, the resource object information may also be displayed on the resource object display page, which may specifically be identification information, name information, etc. of the resource object, such as a store logo and a store name. In the process of displaying the resource object display page, the object acquisition operation for the second recommended object and other recommended objects may also be triggered, for

example, the placing order and purchasing operation.

[00100] By way of example, when the trigger operation for the recommended object 401 in Fig. 4 is received, the resource display page is displayed. Fig. 6 is a schematic diagram of a resource display page according to embodiments of the present disclosure. A second recommended object 601 and resource object information 602 to which the second recommended object belongs are displayed on the resource display page.

[00101] In practical applications, in the process of displaying the recommended resource on the preview stream page, the embodiments of the present disclosure further support hiding the display of the recommended resource.

[00102] In optional implementations, first, the recommended resource card is displayed on the preview stream page, and the recommended resource may be displayed on the recommended resource card on the preview stream page; and when a close operation for the recommended resource card is received, the display of the recommended resource card and the recommended resource displayed on the preview stream page is hidden on the preview stream page.

[00103] The recommended resource card may be displayed in any display position on the preview stream page. The close operation for the recommended resource card may include displaying a close control, and by triggering the close control, the display of the recommended resource card and the recommended resource is hidden on the preview stream page. As shown in the preview stream page in Fig. 2, a recommendation category 202 is displayed on a recommended resource card 204, and a close control 205 is also displayed on the preview stream page.

[00104] In practical applications, since the recommended resource may include the recommended object and the recommendation category, to be convenient for the user to know the difference between the recommended resources, recommended resource identification information may also be displayed on the preview stream page.

[00105] In optional implementations, if the recommended resource includes the recommended object, when the recommended object is displayed on the preview stream page, the displaying the recommended resource identification information on the preview stream page may include displaying recommended object identification information, for example, displaying “good things of interest” on the preview stream page, as shown in the preview stream page in Fig. 4. If the recommended resource includes the recommendation category, when the recommended search term is displayed on the preview stream page, the displaying the recommended resource identification information on the preview stream page may include displaying recommendation search identification information, for example, displaying “related search” and a search identification on the preview stream page, as shown in A in the preview stream page shown in Fig. 2.

[00106] In the recommended resource processing method provided in the embodiments of the present disclosure, first, a trigger operation for switching from a first live streaming page to a preview stream page corresponding to the first live streaming page is received, where the preview stream page is used to display a live streaming preview video corresponding to the first live streaming page; and in response to the trigger operation, at least one recommended resource is displayed on the preview stream page based on resource feature

information corresponding to the first live streaming page, where the resource feature information is used to reflect a live streaming content feature corresponding to the first live streaming page, and the at least one recommended resource is determined based on the resource feature information.

[00107] It may be seen that in the embodiments of the present disclosure, when exiting from the first live streaming page, a function of displaying a recommended resource for a user based on the resource feature information corresponding to the exited first live streaming page is supported, which enriches implementation scenarios and related interaction functions of resource recommendation and meets the diversified requirements of the user.

[00108] On the basis of the above embodiments, to provide the user with the function of the immediate retail service, in the embodiments of the present disclosure, the resource feature information may also be combined with the target resource object to determine the recommended resource together. Fig. 7 is a flowchart of another recommended resource processing method according to embodiments of the present disclosure. The target resource object may be a store that provides an immediate retail service.

[00109] S701: a trigger operation for switching from a first live streaming page to a preview stream page corresponding to the first live streaming page is received, where the preview stream page is used to display a live streaming preview video corresponding to the first live streaming page.

[00110] For S701, reference may be made to the description of S101 above, and details are not repeated herein.

[00111] S702: in response to the trigger operation, it is determined whether a live streaming room type corresponding to the first live streaming page belongs to a target live streaming room type.

[00112] In the embodiments of the present disclosure, the live streaming room type corresponding to the first live streaming page may include a live streaming room that supports an immediate retail service and a live streaming room that supports a non-immediate retail service, where the target live streaming room type may be a live streaming room that provides the immediate retail service. That is, the first live streaming room belonging to the target live streaming room type is related to the geographic location of the target user.

[00113] S703: if it is determined that the live streaming room type corresponding to the first live streaming page belongs to the target live streaming room type, a target resource object is determined based on target position information.

[00114] When the live streaming room type corresponding to the first live streaming page belongs to the target live streaming room type, the target resource object is determined based on the target position information. Specifically, the target resource object may be determined based on geographic location information of the target user, and the target resource object may be a store that provides the immediate retail service.

[00115] S704: at least one recommended resource on the preview stream page is determined based on the resource feature information corresponding to the first live streaming page and the target resource object.

[00116] In optional implementations, after the target resource object is determined, the recommended resource

may be determined based on a recommended object set corresponding to the target resource object and the resource feature information corresponding to the first live streaming page. The recommended resource has an association relationship with the target resource object, and specifically, a resource object to which the recommended resource belongs may be the target resource object.

5 **[00117]** The recommended resource processing method provided in the embodiments of the present disclosure determines the recommended object based on the resource feature information corresponding to the first live streaming page and the target resource object, and implements the processing function of the recommended resource for the immediate retail service.

10 **[00118]** Based on the above method embodiments, the present disclosure further provides a recommended resource processing apparatus. Fig. 8 is a schematic diagram of a structure of a recommended resource processing apparatus according to embodiments of the present disclosure, and the apparatus includes:

[00119] a first receiving module 801, configured to receive a trigger operation for switching from a first live streaming page to a preview stream page corresponding to the first live streaming page, where the preview stream page is used to display a live streaming preview video corresponding to the first live streaming page; and

15 **[00120]** a first display module 802, configured to, display, in response to the trigger operation, at least one recommended resource on the preview stream page based on resource feature information corresponding to the first live streaming page, where the resource feature information is used to reflect a live streaming content feature corresponding to the first live streaming page, and the at least one recommended resource is determined based on the resource feature information.

20 **[00121]** In optional implementations, the first display module includes:

[00122] a first determination sub-module, configured to, determine, in response to the trigger operation, whether interaction information corresponding to the first live streaming page includes first target interaction information, where the first target interaction information is used to represent that a target user triggers a first target interaction operation; and

25 **[00123]** a first display sub-module, configured to, display, in response to determining that the interaction information does not include the first target interaction information, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page.

30 **[00124]** In optional implementations, the resource feature information corresponding to the first live streaming page includes feature information of a target live streaming object, and the target live streaming object includes a live streaming object for which a target user triggers a second target interaction operation; and the first display module includes:

[00125] a second determination sub-module, configured to, determine, in response to the trigger operation, whether interaction information corresponding to the first live streaming page includes second target interaction information, where the second target interaction information is used to represent that the target user triggers the

second target interaction operation for the target live streaming object; and

[00126] a second display sub-module, configured to, display, in response to determining that the interaction information includes the second target interaction information, the at least one recommended resource on the preview stream page based on the feature information of the target live streaming object indicated by the second target interaction information.

[00127] In optional implementations, the resource feature information corresponding to the first live streaming page includes object category information corresponding to the first live streaming page, and the apparatus further includes:

[00128] a second display module, configured to, display, in response to determining that the interaction information does not include the second target interaction information, the at least one recommended resource on the preview stream page based on the object category information corresponding to the first live streaming page.

[00129] In optional implementations, the feature information of the target live streaming object includes category information of the target live streaming object, and display, in response to determining that the interaction information includes the second target interaction information, the at least one recommended resource on the preview stream page based on the at least one live streaming object indicated by the second target interaction information includes:

[00130] displaying, in response to determining that the interaction information includes the second target interaction information, the at least one recommended resource on the preview stream page based on the category information of the target live streaming object indicated by the second target interaction information.

[00131] In optional implementations, the at least one recommended resource includes a recommended search term and/or object information of a recommended object.

[00132] In optional implementations, the apparatus further includes:

[00133] a third display module, configured to, in response to a trigger operation for a first recommended search term in the at least one recommended resource on the preview stream page, display a search result page corresponding to the first recommended search term, where a result object searched based on the first recommended search term is displayed on the search result page.

[00134] In optional implementations, the recommended search term includes a recommendation category search term, and the recommendation category search term is used to determine a result object belonging to a category indicated by the recommendation category search term.

[00135] In optional implementations, the apparatus further includes:

[00136] a fourth display module, configured to, display, in response to a trigger operation for a first recommended object in the at least one recommended resource on the preview stream page, an object

recommendation page, and displaying the first recommended object at a preset position on the object recommendation page, where the object recommendation page is used to display a recommended object set determined based on a preset recommendation strategy and the first recommended object.

[00137] In optional implementations, the apparatus further includes:

5 **[00138]** a fifth display module, configured to, display, in response to a trigger operation for a second recommended object in the at least one recommended resource on the preview stream page, a resource object display page corresponding to the second recommended object, and displaying the second recommended object at a preset position on the resource object display page, where the resource object display page is used to display a recommended object set corresponding to a resource object to which the second recommended object belongs.

10 **[00139]** In optional implementations, the at least one recommended resource is displayed on a recommended resource card on the preview stream page, and the apparatus further includes:

[00140] a hiding display module, configured to, hide, in response to a close trigger operation for the recommended resource card, display of the recommended resource card and the at least one recommended resource on the preview stream page.

15 **[00141]** In optional implementations, the first display module includes:

[00142] a third determination sub-module, configured to, determine, in response to the trigger operation, whether a live streaming room type corresponding to the first live streaming page belongs to a target live streaming room type;

20 **[00143]** a fourth determination sub-module, configured to, determine, in response to determining that the live streaming room type corresponding to the first live streaming page belongs to the target live streaming room type, a target resource object based on target position information; and

[00144] a third display sub-module, configured to display the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page and the target resource object.

25 **[00145]** In optional implementations, the first display sub-module is further configured to:

30 **[00146]** display, in response to determining that the interaction information does not include the first target interaction information and that the interaction information includes third target interaction information, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, where the third target interaction information is used to represent that the target user triggers a display operation for a live streaming object list on the first live streaming page.

[00147] In optional implementations, the first display sub-module includes:

[00148] display, in response to determining that the interaction information does not include the first target interaction information and that the interaction information includes fourth target interaction information, the at

least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, where the fourth target interaction information is used to represent that a viewing duration of the target user for the first live streaming page reaches a preset duration.

[00149] In the recommended resource processing apparatus provided in the embodiments of the present disclosure, specifically, a trigger operation for switching from a first live streaming page to a preview stream page corresponding to the first live streaming page is received, where the preview stream page is used to display a live streaming preview video corresponding to the first live streaming page; and in response to the trigger operation, at least one recommended resource is displayed on the preview stream page based on resource feature information corresponding to the first live streaming page, where the resource feature information is used to reflect a live streaming content feature corresponding to the first live streaming page, and the at least one recommended resource is determined based on the resource feature information.

[00150] It may be seen that in the embodiments of the present disclosure, when exiting from the first live streaming page, a function of displaying a recommended resource for a user based on the resource feature information corresponding to the exited first live streaming page is supported, which enriches implementation scenarios and related interaction functions of resource recommendation and meets the diversified requirements of the user.

[00151] In addition to the above methods and apparatuses, the embodiments of the present disclosure further provide a computer-readable storage medium, where instructions are stored in the computer-readable storage medium, and the instructions, when run on a terminal device, cause the terminal device to implement the recommended resource processing method according to the embodiments of the present disclosure.

[00152] The embodiments of the present disclosure further provide a computer program product, which includes a computer program/instruction, where the computer program/instruction, when executed by a processor, implements the recommended resource processing method according to the embodiments of the present disclosure.

[00153] In addition, the embodiments of the present disclosure further provide a recommended resource processing device, which, as shown in Fig. 9, may include:

[00154] a processor 901, a memory 902, an input unit 903, and an output unit 904. The number of processors 901 in the recommended resource processing device may be one or more, and one processor is used as an example in Fig. 9. In some embodiments of the present disclosure, the processor 901, the memory 902, the input unit 903, and the output unit 904 may be connected through a bus or in other ways. For example, connection through a bus is used as an example in Fig. 9.

[00155] The memory 902 may be used to store software programs and modules, and the processor 901 executes various functional applications and data processing of the recommended resource processing device by running the software programs and modules stored in the memory 902. The memory 902 may mainly include a program storage area and a data storage area, where the program storage area may store an operating system, an

application program required by at least one function, etc. In addition, the memory 902 may include a high-speed random access memory or a non-volatile memory, such as at least one magnetic disk storage device, a flash memory device, or other volatile solid-state storage devices. The input unit 903 may be used to receive input digital or character information and generate a signal input related to user settings and function control of the recommended resource processing device.

[00156] Specifically, in these embodiments, the processor 901 may follow the following instructions to load an executable file corresponding to a process of one or more application programs into the memory 902, and the processor 901 runs the application programs stored in the memory 902 to implement various functions of the above recommended resource processing device.

[00157] It should be noted that in this article, relational terms such as “first” and “second” are only used to distinguish one entity or operation from another entity or operation, and do not necessarily require or imply any actual relationship or order between these entities or operations. Moreover, the terms “include”, “include”, or any other variation thereof are intended to cover non-exclusive inclusion, so that a process, method, object, or device that includes a list of elements includes not only those elements, but also other elements not explicitly listed or elements inherent to such process, method, object, or device. Without further restrictions, an element defined by the phrase “includes a” does not exclude the existence of other identical elements in the process, method, object, or device that includes the element.

[00158] The above descriptions are only specific implementations of the present disclosure, so that those skilled in the art may understand or implement the present disclosure. Various modifications to these embodiments will be apparent to those skilled in the art, and the generic principles defined herein may be implemented in other embodiments without departing from the spirit or scope of the present disclosure. Therefore, the present disclosure will not be limited to these embodiments described herein, but rather to the widest scope consistent with the principles and novel features disclosed herein.

[00159] The embodiments of the present disclosure are described in more detail below with reference to the drawings. Although some embodiments of the present disclosure are shown in the drawings, it should be understood that the present disclosure may be implemented in various forms and should not be construed as being limited to the embodiments set forth herein. Instead, these embodiments are provided for a more thorough and complete understanding of the present disclosure. It should be understood that the drawings and embodiments of the present disclosure are only used for illustrative purposes, and are not intended to limit the protection scope of the present disclosure.

I/We Claim:

1. A recommended resource processing method, comprising:

receiving a trigger operation for switching from a first live streaming page to a preview stream page corresponding to the first live streaming page, wherein the preview stream page is used to display a live streaming preview video corresponding to the first live streaming page; and

displaying, in response to the trigger operation, at least one recommended resource on the preview stream page based on resource feature information corresponding to the first live streaming page, wherein the resource feature information is used to reflect a live streaming content feature corresponding to the first live streaming page, and the at least one recommended resource is determined based on the resource feature information.

2. The method of claim 1, wherein displaying, in response to the trigger operation, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page comprises:

determining, in response to the trigger operation, whether interaction information corresponding to the first live streaming page comprises first target interaction information, wherein the first target interaction information is used to represent that a target user triggers a first target interaction operation; and

displaying, in response to determining that the interaction information does not comprise the first target interaction information, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page.

3. The method of claim 1, wherein the resource feature information corresponding to the first live streaming page comprises feature information of a target live streaming object, and the target live streaming object comprises a live streaming object for which a target user triggers a second target interaction operation; and displaying, in response to the trigger operation, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page comprises:

determining, in response to the trigger operation, whether interaction information corresponding to the first live streaming page comprises second target interaction information, wherein the second target interaction information is used to represent that the target user triggers the second target interaction operation for the target live streaming object; and

displaying, in response to determining that the interaction information comprises the second target interaction information, the at least one recommended resource on the preview stream page based on the feature information of the target live streaming object indicated by the second target interaction information.

4. The method of claim 3, wherein the resource feature information corresponding to the first live streaming page comprises object category information corresponding to the first live streaming page, and the method further comprises:

displaying, in response to determining that the interaction information does not comprise the second target interaction information, the at least one recommended resource on the preview stream page based on the object category information corresponding to the first live streaming page.

5 5. The method of claim 3, wherein the feature information of the target live streaming object comprises category information of the target live streaming object, and displaying, in response to determining that the interaction information comprises the second target interaction information, the at least one recommended resource on the preview stream page based on the at least one live streaming object indicated by the second target interaction information comprises:

10 displaying, in response to determining that the interaction information comprises the second target interaction information, the at least one recommended resource on the preview stream page based on the category information of the target live streaming object indicated by the second target interaction information.

15 6. The method of claim 1, wherein the at least one recommended resource comprises a recommended search term and/or object information of a recommended object.

 7. The method of claim 6, wherein after displaying, in response to the trigger operation, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, the method further comprises:

20 in response to a trigger operation for a first recommended search term in the at least one recommended resource on the preview stream page, displaying a search result page corresponding to the first recommended search term, wherein a result object searched based on the first recommended search term is displayed on the search result page.

25 8. The method of claim 7, wherein the recommended search term comprises a recommendation category search term, and the recommendation category search term is used to determine a result object belonging to a category indicated by the recommendation category search term.

30 9. The method of claim 6, wherein after displaying, in response to the trigger operation, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, the method further comprises:

 displaying, in response to a trigger operation for a first recommended object in the at least one recommended resource on the preview stream page, an object recommendation page, and displaying the first recommended object at a preset position on the object recommendation page, wherein the object recommendation page is used to display a recommended object set determined based on a preset recommendation strategy and the first recommended object.

10. The method of claim 6, wherein after displaying, in response to the trigger operation, the at least one

recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, the method further comprises:

displaying, in response to a trigger operation for a second recommended object in the at least one recommended resource on the preview stream page, a resource object display page corresponding to the second recommended object, and displaying the second recommended object at a preset position on the resource object display page, wherein the resource object display page is used to display a recommended object set corresponding to a resource object to which the second recommended object belongs.

11. The method of claim 1, wherein the at least one recommended resource is displayed on a recommended resource card on the preview stream page, and the method further comprises:

hiding, in response to a close trigger operation for the recommended resource card, display of the recommended resource card and the at least one recommended resource on the preview stream page.

12. The method of claim 1, wherein displaying, in response to the trigger operation, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page comprises:

determining, in response to the trigger operation, whether a live streaming room type corresponding to the first live streaming page belongs to a target live streaming room type;

determining, in response to determining that the live streaming room type corresponding to the first live streaming page belongs to the target live streaming room type, a target resource object based on target position information; and

displaying the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page and the target resource object.

13. The method of claim 2, wherein displaying, in response to determining that the interaction information does not comprise the first target interaction information, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page comprises:

displaying, in response to determining that the interaction information does not comprise the first target interaction information and that the interaction information comprises third target interaction information, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, wherein the third target interaction information is used to represent that the target user triggers a display operation for a live streaming object list on the first live streaming page.

14. The method of claim 2, wherein displaying, in response to determining that the interaction information does not comprise the first target interaction information, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page comprises:

displaying, in response to determining that the interaction information does not comprise the first target interaction information and that the interaction information comprises fourth target interaction information, the at least one recommended resource on the preview stream page based on the resource feature information corresponding to the first live streaming page, wherein the fourth target interaction information is used to represent that a viewing duration of the target user for the first live streaming page reaches a preset duration.

15. A recommended resource processing apparatus, comprising:

a first receiving module, configured to receive a trigger operation for switching from a first live streaming page to a preview stream page corresponding to the first live streaming page, wherein the preview stream page is used to display a live streaming preview video corresponding to the first live streaming page; and

a first display module, configured to, display, in response to the trigger operation, at least one recommended resource on the preview stream page based on resource feature information corresponding to the first live streaming page, wherein the resource feature information is used to reflect a live streaming content feature corresponding to the first live streaming page, and the at least one recommended resource is determined based on the resource feature information.

16. A computer-readable storage medium, wherein the computer-readable storage medium stores instructions, and the instructions, when run on a terminal device, cause the terminal device to implement the method of any of claims 1 to 14.

17. A recommended resource processing device, comprising: a memory, a processor, and a computer program stored on the memory and executable on the processor, wherein the processor, when executing the computer program, implements the method of any of claims 1 to 14.

18. A computer program product, wherein the computer program product comprises a computer program/instruction, and the computer program/instruction, when executed by a processor, implements the method of any of claims 1 to 14.