METHOD AND APPARATUS FOR POSTING MEDIA CONTENT, AND DEVICE AND PROGRAM PRODUCT

[0001] The present application claims priority to Chinese Patent Application No. 202410466079.0, filed on April 17, 2024 and entitled " METHOD, AND APPARATUS FOR RELEASING MEDIA CONTENT, AND DEVICE AND PROGRAM PRODUCT", which is hereby incorporated by reference in its entirety.

TECHNICAL FIELD

[0002] The present disclosure generally relates to the field of computers, and more particularly, to a method, an apparatus, an electronic device and a product for posting media content.

BACKGROUND

[0003] User submissions and user comments are two common forms of interaction in the network environment. User submission refers to a behavior that a user actively submits various types of content to a network platform, where the content includes but is not limited to multimedia forms such as text, pictures, and videos. Through submission, users can share their insights, experiences, creative works, etc., bringing fresh content and ideas to the platform. User submissions not only enrich the content library of the platform, but also enhance users' sense of participation and belonging, making the platform an important place for users to show themselves and exchange ideas.

[0004] User comments are personal views and opinions posted by users on existing content on the platform. A comment is a way for users to interact with the content, and is also an important way for users to communicate with each other. Through comments, users may express their like or dislike with the content, or may put forward their own views and opinions and carry out in-depth discussions with other users. The timeliness and subjectivity of user comments make them an important channel to reflect users' real needs and opinions, and have important reference value for the platform to improve content and services.

SUMMARY

[0005] Embodiments of the present disclosure provide a method, an apparatus, an electronic device and a product for posting media content.

[0006] According to a first aspect of the present disclosure, there is provided a method for posting media content. The method includes displaying a first button for submission in response to detecting that a first comment made by a user on first media content satisfies a predetermined condition. The method includes generating a preview page of second media content in response to detecting a click of the user on the first button, the preview page including at least the first comment and the first media content. In addition, the method further includes posting the second media content in response to detecting a click of the user on a second button for posting in the preview page.

[0007] In a second aspect of the present disclosure, there is provided an apparatus for posting media

content. The apparatus includes a first button display module configured to display a first button for submission in response to detecting that a first comment made by a user on first media content satisfies a predetermined condition. The apparatus further includes a preview page generation module configured to generate a preview page of second media content in response to detecting a click of the user on the first button, where the preview page includes at least the first comment and the first media content. In addition, the apparatus further includes a second media content posting module configured to post the second media content in response to detecting a click of the user on a second button for posting in the preview page.

[0008] In a third aspect of the present disclosure, there is provided an electronic device. The electronic device includes a processor and a memory coupled with the processor, the memory having instructions stored therein, the instructions, when executed by the processor, causing the electronic device to perform the method according to the first aspect.

[0009] In a fourth aspect of the present disclosure, there is provided a computer program product having stored thereon computer-executable instructions, where the computer-executable instructions are executed by a processor to implement the method of the first aspect.

[0010] The summary is provided to introduce a selection of concepts in a simplified form, which will be further described in detail below. The summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to limit the scope of the claimed subject matter.

BRIEF DESCRIPTION OF THE DRAWINGS

[0011] The foregoing and other features, advantages, and aspects of the embodiments of the present disclosure become more apparent with reference to the following detailed description and in conjunction with the drawings. In the drawings, the same or similar reference numerals denote the same or similar elements, where:

[0012] Fig. 1 shows a schematic diagram of an example environment in which some embodiments of the present disclosure may be implemented;

[0013] Fig. 2 shows a flowchart of a method for posting media content according to some embodiments of the present disclosure;

[0014] Fig. 3A shows a schematic diagram for displaying a page that notifies a user that a comment of the user is liked according to some embodiments of the present disclosure;

[0015] Fig. 3B shows a schematic diagram for displaying a message display page according to some embodiments of the present disclosure;

[0016] Fig. 3C shows a schematic diagram for displaying a submission preview page according to some embodiments of the present disclosure;

[0017] Fig. 3D shows a schematic diagram for displaying a page showing the posting progress according to some embodiments of the present disclosure;

[0018] Fig. 3E shows a schematic diagram for displaying a page notifying a user of successful submission

posting according to some embodiments of the present disclosure;

[0019] Fig. 3F shows a schematic diagram for displaying a new video page of a posted submission according to some embodiments of the present disclosure;

[0020] Fig. 4A shows another schematic diagram for displaying a message display page according to some embodiments of the present disclosure;

[0021] Fig. 4B shows a schematic diagram for displaying a comment area page according to some embodiments of the present disclosure;

[0022] Fig. 4C shows another schematic diagram for displaying a submission preview page according to some embodiments of the present disclosure;

[0023] Fig. 5A shows another schematic diagram for displaying a page of a new video of a posted submission according to some embodiments of the present disclosure;

[0024] Fig. 5B shows a schematic diagram for playing a new video of a posted submission according to some embodiments of the present disclosure;

[0025] Fig. 5C shows a schematic diagram for displaying that clicking on an original video in a new video navigates to the original video according to some embodiments of the present disclosure;

[0026] Fig. 6 shows a block diagram for an apparatus for posting media content according to some embodiments of the present disclosure; and

[0027] Fig. 7 shows a block diagram for an electronic device according to some embodiments of the present disclosure.

[0028] Throughout the drawings, the same or similar reference numerals denote the same or similar elements.

DETAILED DESCRIPTION OF EMBODIMENTS

[0029] It may be understood that the data involved in the technical solution (including but not limited to the data itself, acquisition or use of the data) shall comply with requirements of corresponding laws, regulations, and related provisions.

[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 the authorization of the user shall be obtained in an appropriate manner in accordance with relevant laws and regulations.

[0031] For example, when receiving an active request from a user, prompt information is sent to the user to clearly inform 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, based on the prompt information, whether to provide the personal information to software or hardware, such as an electronic device, an application, a server, or a storage medium, that performs the operations of the technical solutions of the present disclosure.

[0032] As an optional but non-limiting implementation, in response to receiving the active request from the user, the prompt information may be sent to the user in the form of, for example, a pop-up window, in which the prompt information may be presented in text. In addition, the pop-up window may also include a selection control for the user to choose whether to "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 methods that satisfy relevant laws and regulations may also be applied in the implementations of the present disclosure.

[0034] The embodiments of the present disclosure will be 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 exemplary purposes, and are not used to limit the scope of protection of the present disclosure.

[0035] In the description of the embodiments of the present disclosure, the term "include/comprise" and similar terms thereof shall be understood as open-ended inclusions, that is, "include/comprise but not limited to". The term "based on" shall be understood as "at least partially based on". The term "an embodiment" or "the embodiment" shall be understood as "at least one embodiment". The terms "first", "second", etc. may refer to different or same objects, unless explicitly stated otherwise. Other definitions, both explicit and implicit, may be included below.

[0036] At present, the process of a user posting a work on a media content platform is relatively simple, but there is still a certain complexity. Generally speaking, the user needs to choose to shoot or upload existing media content. After shooting or uploading is completed, the user also needs to edit the media content, including clipping, adding effects, soundtrack, etc. Next, the user also needs to add information such as a title, description, and tags to the media content, so that other users can more easily find and understand the work. Finally, after waiting for the platform to review and approve, the user's work can be displayed on the platform for other users to watch and interact with. In order to increase the exposure and attractiveness of the work, the user needs to invest a certain amount of time and energy in the planning and creation of the media content. This process of posting media content works with a certain complexity reduces the user's enthusiasm for creating and posting works on the media content platform, thereby reducing the output of creation works, and will also hinder new users from getting started to some extent. In addition, the complex submission process not only affects users, but also affects the operation and management efficiency of the platform.

[0037] According to the embodiments of the present disclosure, when a user comments on certain media content such as a video, the system will detect in real time whether these comments meet a predetermined condition. Once the comments meet the condition, the system will automatically display a button for submission, so as to encourage the user to convert the comments into more formal submission content. After

the user clicks the button, the system will generate a preview page, which not only contains the user's original comments, but also integrates the original media content. Such preview design makes the new submission content highly readable and attractive before being posted. In order to ensure the quality of the submission content, the preview page also includes a button for posting. After being satisfied with the preview content, the user may click the button to officially post the submission.

[0038] Through this way of converting comments into submissions, the threshold of content creation can be reduced, allowing more users to participate in content creation. At the same time, this also simplifies the submission process and improves the user's operation experience. More importantly, this way improves users' participation and activity, enriches the content ecosystem of the platform, and thus improves the user experience.

[0039] Fig. 1 shows a schematic diagram for an example environment 100 in which some embodiments of the present disclosure may be implemented. As shown in Fig. 1, an interface 102 may be a mobile terminal display interface of a user T. In some embodiments, when the user plays a video, such as a short video of a user D, the content of the short video 104 will occupy most of the interface 102. When the user clicks on a comment icon (not shown in Fig. 1) displayed on the short video interface 102, a comment area 106 will be displayed on an upper layer of the short video 104 by means of a half pop-up layer from the bottom of the interface 102. The display background of the comment area 106 is usually white or light gray, which is consistent with the style of the short video platform.

[0040] The main part of the comment area 106 is a list of comments added by users. Each comment will be displayed in the form of an independent information bar, which usually includes a user avatar, a user nickname, and comment content. The comment content may be text, emoticons, etc. For example, a comment of the user A is text, while a comment of the user C is an emoji sticker. Users may scroll the screen to view more comments. Under each comment, some operation options relevant to the comment, such as liking and reply, will also be displayed, and the user may interact with other users through these options. As shown in Fig. 1, a user L commented on the short video of the user D: "My God!!! This cloud is amazing!!!!!". The time when the user L posted this comment may also be displayed under this comment, and other users may also interact with the user L through "Reply".

[0041] The comment area may also have some special features, such as @friends, topic tags, and emoji stickers. Users may mention other users through the @friends feature, which increases the fun of interaction. Users may also participate in or create hot topic discussions through the topic tag feature. In addition, users may also use a rich set of emoji stickers to express their emotions through the emoticon feature.

[0042] As shown in Fig. 1, the user T is viewing the comment area 106 of the short video creation 104 of the user D. At the top of the comment posting area 108 are emoji that the user T may use when posting comments, an avatar that the user T is using, and a text input box for posting comments. The user T may comment on the short video creation 104 of the user D in the comment posting area 108 of the comment area 106, for example, the user T commented on the video of the user D as follows: "They are all called pearl clouds in Norway, but this was a fancy name too.". After the user T posts a comment, other users may interact

with the comment posted by the user T, for example, the user T's comment may be liked through 112. The number of likes given by other users to the user T is displayed on the right of 112, for example, in Fig. 1, the number of likes given to the comment of the user T is 4.

[0043] Continuing to refer to Fig. 1, in some embodiments, when the number of likes given to a user meets a certain condition, for example, reaches 3 or more, a button "Add a post" may be displayed under the user's comment. Through this button, the user may quickly submit his/her comment as a formal work. In some embodiments, the interaction with the user T will be notified to the user T, for example, if user E likes the comment of the user T, the user T may receive a notification message "User E liked your comment". In some embodiments, the user T may re-enter the comment area 106 by clicking on this message.

[0044] The process according to the embodiments of the present disclosure will be described in detail below with reference to Fig. 2 to Fig. 7. For ease of understanding, the specific data mentioned in the following description is exemplary and is not intended to limit the scope of protection of the present disclosure. It may be understood that the embodiments described below may further include additional actions not shown and/or may omit the actions shown, and the scope of the present disclosure is not limited in this respect.

[0045] Fig. 2 shows a flowchart of a method 200 for posting media content according to some embodiments of the present disclosure. At block 202, a first button for submission is displayed in response to detecting that a first comment made by a user on first media content satisfies a predetermined condition. Optionally, the first media content is media content posted by other users, for example, a short video 104 posted by other users. Alternatively, the media content may also be text, pictures or other types of media content posted by other users. In some embodiments, other users may comment on these posted short videos to express their views, opinions or emotions about the short videos. For example, the user T commented on the short video of the user D with comment 110. In some embodiments, other users may interact with the comment of the user T, for example, by replying to the comment 110 of the user T or by liking the comment 110 of the user T through the button 112. In some embodiments, when the number of likes given to the comment of the user T meets a predetermined condition, a button for submission will be displayed. For example, after the number of likes given to the comment 110 of the user T is greater than 3, a button "Add a post" may be displayed near the comment 110 of the user T, and the button is used to post the comment 110 of the user T as a new short video creation.

[0046] At block 204, a preview page of second media content is generated in response to detecting a click of the user on the first button, the preview page including at least the first comment and the first media content. In some embodiments, the second media content is the same type of media content as the first media content. In some embodiments, the first media content is a short video, and the second media content is also a short video. In some embodiments, the user may click the button "Add a post", and upon the click of the user, a preview page of a new short video to be posted will be displayed on the top layer of the interface 102. In some embodiments, the preview page includes the original short video work and a comment on the original short work, and the comment corresponds to the button "Add a post". For example, when the number of likes given to the comment 110 made by the user T on the work of the user D reaches 3 or more, the button "Add a post"

may be displayed under the comment of the user T, and when the user T clicks the button "Add a post", a preview page of the work that the user T is about to post may be generated, in which there is the comment 110 of the user T and the video 104 of the user D, as well as information such as the nicknames and avatars of the user T and the user D.

[0047] At block 206, the second media content is posted in response to detecting a click of the user on a second button for posting in the preview page. In some embodiments, when the user clicks the "Post" button on the preview page, new media content such as a video work may be posted on a video platform, and other users may interact with the new video work.

[0048] In the embodiments of the present disclosure, through this way of converting comments into submissions, the traditional boundaries of content creation are broken, and more users are attracted to actively participate. At the same time, this simplified submission process also improves the user's operation experience, making content creation easier and more efficient. More importantly, this way stimulates users' enthusiasm for participation, improves their activity on the platform, and brings a richer and more diverse content ecosystem to the platform. In this way, not only a platform is provided for users to display their works, but also vitality is injected into the platform itself.

[0049] Fig. 3A shows a schematic diagram for displaying a page 300A that notifies a user that a comment of the user is liked according to some embodiments of the present disclosure. Referring to Fig. 3A, an interface 302A is an application display interface for the user, for example, may be an interface for the user T. In the interface 302A, there may be a status bar display component 304A, a quick access user bar 306A, a message display bar 308A, and a page component bar 312A. In the status bar display component 304A, a time state, a mobile phone signal state and a power state are displayed from left to right. In the quick access user bar 306A, the user T may quickly initiate an interaction with another user by clicking on an avatar of the user. For example, the user T may click on an avatar of a user X to send private messages to each other with the user X.

[0050] Referring to Fig. 3A, in the message display bar 308A, there may be messages of private communication between the user T and other users, messages of other users following the user T, and messages of group communication, as well as a collection of interaction messages 310A between other users and the user T. The message display bar 308A may also have other functions or prompts, such as a prompt of the number of unread messages. For example, in a chat box of the user A, the number 2 indicates that there are still 2 unread messages sent by the user A to the user T. The page component bar 312A includes "Home", "Friends", "Messages", and "Me", and the user may switch to different pages by clicking on different components. For example, by clicking on the "Messages" component, the interface 302A may be entered.

[0051] Continuing to refer to Fig. 3A, after one user adds a comment in a comment area of a short video work submitted and posted by another user, the another user may interact with the comment posted by this user, for example, may like the comment of this user. For example, the user T comments in the comment area of the short video work posted by the user D, other users such as the user E may like the comment posted by the user T, and the user T may receive, in real time in the interaction message collection 310A, a message that the user E likes his/her comment.

[0052] Through this method of receiving messages that comments are liked by other users, users may be encouraged to share more comments, which also helps to establish a positive and healthy platform atmosphere, thereby improving the user experience.

[0053] Fig. 3B show a schematic diagram for displaying a message display page 300B according to some embodiments of the present disclosure. In Fig. 3A, the user T may navigate to the message display page 302B in Fig. 3B by clicking on the interaction message collection 310A. In the message display page 302B, an interaction message displaying area 304B, a view more icon 306B, and a user suggested area 308B are displayed from top to bottom.

[0054] In the interaction message display area 304B, multiple interaction messages of different categories may be seen, which may be multiple notification messages such as "Likes", "Comments", or "@Me". "Likes" will show the like notifications received by a video or comment posted by the user, "Comments" will show the comments received under a work or comment posted by the user, and "@Me" will show the messages that other users mentioned the user in their content.

[0055] In some embodiments, for example, the user T may receive a like from the user E for a comment made by the user T on a work of the user D, the user T may receive a like from a user H for a comment made by the user T on a work of the user D, and the user T may also receive a comment from a user S. The user T may also click on the view more icon 306B to view more interaction notification messages. In the user suggested area 308B, some people that may be known by the user T may be recommended to the user T, for example, user I, user J and user K are all friends with a user C, and the user C is a friend with the user T, then the user I, the user J and the user K may be recommended to the user T.

[0056] Continuing to refer to Fig. 3B, when the number of likes given to a comment made by a user exceeds a certain threshold, for example, the number of likes exceeds 3, the comment made by the user may be determined to be a high-quality comment. Alternatively, when the number of replies to the user's comment exceeds 3, the comment made by the user may also be considered to be a high-quality comment. Alternatively, the system may also use analysis techniques to determine the sentiment of the comment, to avoid overly negative or offensive comments being considered as high-quality comments. Alternatively, scoring techniques may also be used to determine whether the comment is of high quality, and when the score of the comment made by the user reaches 90 or above, the comment made by the user may be considered as a high-quality comment. The user's historical comment quality, activity, whether there are violations, etc. may also be used as a reference for evaluating the quality of his/her current comment.

[0057] When the user enters the message display page 302B in Fig. 3B by clicking on 310A in Fig. 3A, a button "Add a post" 310B is displayed under the like notification message. For example, the user E is the fourth user who likes the comment posted by the user T, when the user T enters the message display page 302B in Fig. 3B, the button "Add a post" 310B may be displayed under a like message of the user E, and if the user H is the second user who likes the comment, but the number of likes does not reach the threshold number, then the button "Add a post" may not be displayed under a like message of the user H. In some embodiments, when the number of likes given to the comment of the user reaches a threshold condition, the button "Add a post"

310B will be displayed under the corresponding like notification message.

[0058] When the number of likes given to a comment made by a user reaches a certain threshold condition, the comment made by the user may be defined as a high-quality comment, and once the user's comment is determined to be a high-quality comment, a submission button may be opened to the user, so that it is convenient for the user to submit his/her comment as a formal work. This method may stimulate the user's creative enthusiasm and initiative, and enhance the user's sense of belonging and confidence, thereby improving the user experience.

[0059] Fig. 3C shows a schematic diagram for displaying a submission preview page 300C according to some embodiments of the present disclosure. When the user clicks on the button "Add a post" 310B in Fig. 3B, a preview panel 304C may be generated. Referring to Fig. 3C, in an interface 302C, the preview panel 304C is generated at the bottom of the interface 302C by means of a pop-up window. In the preview panel 304C, there may be a preview page 306C and a post button 316C. There is also a "×" button in the preview panel 304C, and if the user is not satisfied with the generated preview page, the user may click on "×" to cancel the submission of the comment. The preview page 306C may include a user avatar and nickname 308C, user comment content 310C, an original video 312C commented by the user, and a title and creator 314C of the original video.

[0060] For example, the user T commented on a submission work of the user D: "They are all called pearl clouds in Norway, but this was a fancy name too.", and then other users may like the comment of the user T, and the like dynamics of each user will be pushed to the user T. It is assumed that when the user E likes the comment, the number of likes given to the comment of the user T just meets the threshold condition set by the system. At this time, the comment of the user T will be considered as a high-quality comment, then when the user T clicks into the interface 302C, the button "Add a post" may be displayed under the like message of the user E, and when the user T clicks the button "Add a post", the preview page 306C may appear. The preview page 306C includes the avatar and nickname 308C of the user T, the comment of the user T: "They are all called pearl clouds in Norway, but this was a fancy name too." 310C, the original video 312C posted by the user D, and the title "Share wonderful life" and the creator user D 314C.

[0061] In some embodiments, a background of the preview page 306C is a solid color background, which may be consistent with a style of the interface 302C. In some embodiments, the user avatar and nickname 308C, the user comment content 310C, the original video 312C commented by the user, and the title and creator 314C of the original video are arranged in sequence from top to bottom. This method of displaying a preview page may help users check and confirm the content of a submission, and help reduce posting mistakes and improve the quality of the submission.

[0062] Fig. 3D shows a schematic diagram for displaying a page 300D showing posting progress according to some embodiments of the present disclosure. As shown in Fig. 3D, there is a posting progress icon 304D in an interface 302D. When the user clicks on the button "Add a post" 316C in Fig. 3C, the posting progress icon 304D in Fig. 3D may be displayed, and the posting progress icon 304D shows that the progress of the submission work being posted by the user is 65%.

[0063] Through this method of displaying a posting progress icon, the user may not only know the status of the submission in real time, thereby avoiding unnecessary waiting and anxiety, but also know possible problems or delays by observing the posting progress. If there is any question or need for help, the user may communicate with the platform in time to obtain a solution, thereby improving the user's loyalty and satisfaction.

[0064] Fig. 3E shows a schematic diagram for displaying a page 300E notifying a user of successful submission posting according to some embodiments of the present disclosure. Referring to Fig. 3E, a posting success icon 304E is popped up in an interface 302E. When the posting success icon 304E appears, the user may confirm that the submission content has been successfully posted. Through this method of displaying the posting success icon 304E, the user may intuitively feel that their submission has been successfully posted, which not only brings satisfaction and a sense of achievement to the user and improves the user experience, but also helps the platform establish closer contact with the user and optimize platform services.

[0065] Fig. 3F shows a schematic diagram for displaying a new video page 300F of a posted submission according to some embodiments of the present disclosure. Referring to Fig. 3F, when the comment submission of the user T is completed, the user T may click on the "Friends" component to switch to an interface 302F, or may also browse to the interface 302F in the "Home" component. The comment submission work 306F posted by the user T occupies the largest interface in the interface 302F. In the interface 302F, there may be a group of operation bar components 304F, and the buttons corresponding to "Follow", "Like", "Comment", "Favorite", "Other", and "Music" may be arranged in sequence from top to bottom. The interface 302F also includes a user message display area 312F, which, for example, shows that the user T posted the comment submission work 306F 1 minute ago, and the new work was posted by converting the comment on the user D into a submission.

[0066] Continuing to refer to Fig. 3F, the comment submission work 306F of the user T may include a nickname and avatar of the user T and a comment content area 308F, and an author of and an original video 310F commented by the user T. In some embodiments, the nickname and avatar of the user T and the comment content area 308F, as well as the author of the original video commented by a user F and the original video 310F are arranged in sequence from top to bottom.

[0067] Through this method of displaying a user's comment and an original video in a new submission video, not only the text content of the comment may be displayed, but also the comment nature of the comment for the specific video may be retained. This design not only retains the interactivity of the comment, but also further expands the reach of the content and improves user participation, thereby improving the user's operation experience and making content creation easier and more efficient.

[0068] Fig. 4A shows another schematic diagram for displaying a message display page 400A according to some embodiments of the present disclosure. Referring to Fig. 4A, in an interface 402A, if the user clicks on a like notification message area 404A of a comment sent by the user H instead of clicking on the button "Add a post", the interface of the user T will navigate to the comment area of the video posted by the user D.

[0069] Fig. 4B shows a schematic diagram for displaying a comment area page 400B according to some embodiments of the present disclosure. In conjunction with Fig. 4A, the user may navigate to an interface

402B in Fig. 4B by clicking on the like message area 404A in Fig. 4A. Referring to Fig. 4B, the comment area page 404B of the video posted by the user D is displayed in the interface 402B, and the comment area page 404B is popped up from the bottom of the interface 402B by means of a pop-up window. The comment of the user T on the user D: "They are all called pearl clouds in Norway, but this was a fancy name too" is displayed in the comment area page 404B. The comment sent by the user T has received 284 likes, which reaches the set threshold condition, for example, 3 likes or more, then the button "Add a post" 406B may be displayed under the comment of the user T.

[0070] When the number of likes given to a comment made by a user reaches a certain threshold condition, the comment made by the user may be defined as a high-quality comment, and once the user's comment is determined to be a high-quality comment, a submission button may be opened to the user, so that it is convenient for the user to submit his/her comment as a formal work. By displaying the submission button "Add a post" in the comment area, it is convenient for the user to quickly submit, and the user's creative enthusiasm and initiative may be stimulated, thereby improving the user experience.

[0071] Fig. 4C shows another schematic diagram for displaying a submission preview page 400C according to some embodiments of the present disclosure. In conjunction with Fig. 4B, when the user clicks on "Add a post" 406B in Fig. 4B, the preview panel 404C in Fig. 4C may be half popped up from the bottom of the interface 402C. Referring to Fig. 4C, there is a preview page 406C and a post button 408C in the preview panel 404C, and when the user clicks on the post button 408C, the preview page 406C may be posted as a new submission work.

[0072] When browsing the comment area, the user may directly click on the submission button in the comment area to operate, without returning to the message notification page or performing other complex navigations. This instant operation method improves the convenience of user operation, reduces steps, and improves the user's operation experience. In addition, the simple process in which the user may directly convert his/her high-quality comment into his/her own submission in the comment area of the original video may stimulate the user's creative enthusiasm and promote the generation of more high-quality content.

[0073] Fig. 5A shows another schematic diagram for displaying a page 500A of a new video of a posted submission according to some embodiments of the present disclosure. Referring to Fig. 5A, in some embodiments, after the comment submission video of the user T is posted, the user T may click on the "Home" or "Friends" component to browse to an interface 502A. In the interface 502A of the user T, the comment submission work 506A posted by the user T occupies the largest interface in the interface 502A. In the interface 502A, there may be a group of operation bar components 504A. The interface 502A also includes a user message display area 512A, which, for example, shows that the user T posted the comment submission work 506A 1 minute ago, and the new creation was posted by converting the comment on the user D into a submission.

[0074] Continuing to refer to Fig. 5A, the high-quality comment submission work of the user T may include a nickname and avatar of the user T and a comment content area 508A, and an author of and an original video 510A commented by the user T. In some embodiments, all users may interact with the new

submission work 506A posted by the user T. In some embodiments, a playing effect of the new submission work 506A is consistent with a playing effect of the original video. In some embodiments, the minimized original video area 510A may be clicked on to navigate to the playing page of the original video.

[0075] Fig. 5B shows a schematic diagram for pausing a new video 500B of a posted submission according to some embodiments of the present disclosure. Referring to Fig. 5B, clicking on an intermediate area of 502B may pause the playing new submission video 504B, and a pause icon 506B is displayed in the intermediate area of the new submission video 504B. Clicking on the intermediate area of the new submission video 504B again, the pause icon 506B will disappear, and the new submission video 504B will continue to play.

[0076] Fig. 5C shows a schematic diagram for displaying that clicking on an original video in a new video navigates to the original video 500C according to some embodiments of the present disclosure. In conjunction with Fig. 5A, clicking on the original video area 510A in Fig. 5A may navigate to an interface 502C shown in Fig. 5C. Referring to Fig. 5C, a video 504C is the original video submitted by the user D, and the title of the original video is "Share wonderful life".

[0077] Fig. 6 shows a block diagram of an apparatus 600 for posting media content according to some embodiments of the present disclosure. As shown in Fig. 6, the apparatus 600 includes a first button display module 602 configured to display a first button for submission in response to detecting that a first comment made by a user on first media content satisfies a predetermined condition. The apparatus 600 further includes a preview page generation module 604 configured to generate a preview page of second media content in response to detecting a click of the user on the first button, the preview page including at least the first comment and the first media content. In addition, the apparatus 600 further includes a second media content posting module 606 configured to post the second media content in response to detecting a click of the user on a second button for posting in the preview page.

[0078] Fig. 7 shows a block diagram of an electronic device 700 according to some embodiments of the present disclosure, and the device 700 may be the device or apparatus described in the embodiments of the present disclosure. As shown in Fig. 7, the device 700 includes a central processing unit (CPU) and/or a graphics processing unit (GPU) 701, which may perform various appropriate actions and processes based on computer program instructions stored in a read-only memory (ROM) 702 or computer program instructions loaded from a storage unit 708 into a random access memory (RM) 703. The RM 703 may also store various programs and data required for operations of the device 700. The CPU/GPU 701, the ROM 702, and the RM 703 are connected to each other through a bus 704. An input/output (I/O) interface 705 is also connected to the bus 704. Although not shown in Fig. 7, the device 700 may further include a coprocessor.

[0079] Multiple components in the device 700 are connected to the I/O interface 705, and the components include: an input unit 706, such as a keyboard, a mouse, etc.; an output unit 707, such as various types of displays, speakers, etc.; the storage unit 708, such as a magnetic disk, an optical disc, etc.; and a communication unit 709, such as a network card, a modem, a wireless communication transceiver, etc. The communication unit 709 allows the device 700 to exchange information/data with other devices through a computer network such as the Internet and/or various telecommunication networks.

[0080] Each method or process described above may be performed by the CPU/GPU 701. For example, in some embodiments, the method may be implemented as a computer software program, which is tangibly contained in a machine-readable medium, such as the storage unit 708. In some embodiments, a portion or an entirety of the computer program may be loaded and/or installed into the device 700 via the ROM 702 and/or the communication unit 709. When the computer program is loaded into the RAM 703 and executed by the CPU/GPU 701, one or more steps or actions in the method or process described above may be executed.

[0081] In some embodiments, the methods and processes described above may be implemented as a computer program product. The computer program product may include a computer-readable storage medium having computer-readable program instructions for performing various aspects of the present disclosure.

[0082] The computer-readable storage medium may be a tangible device that may hold and store instructions used by an instruction execution device. The computer-readable storage medium may be, for example, but not limited to, an electrical storage device, a magnetic storage device, an optical storage device, an electromagnetic storage device, a semiconductor storage device, or any suitable combination of the foregoing. More specific examples (a non-exhaustive list) of the computer-readable storage medium include: a portable computer disk, a hard disk, a random access memory (RM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), a static random access memory (SRAM), a portable compact disc read-only memory (CD-ROM), a digital versatile disc (DVD), a memory stick, a floppy disk, a mechanically encoded device, such as a punched card or a raised structure in a groove with instructions stored thereon, and any suitable combination of the foregoing. The computer-readable storage medium used herein is not interpreted as an instantaneous signal itself, such as a radio wave or other freely propagating electromagnetic waves, electromagnetic waves propagating through a waveguide or other transmission media (for example, light pulses through an optical fiber cable), or electrical signals transmitted through wires.

[0083] The computer-readable program instructions described herein may be downloaded from the computer-readable storage medium to various computing/processing devices, or downloaded to an external computer or an external storage device through a network, such as the Internet, a local area network, a wide area network, and/or a wireless network. The network may include a copper transmission cable, an optical fiber transmission, a wireless transmission, a router, a firewall, a switch, a gateway computer, and/or an edge server. A network adapter card or a network interface in each computing/processing device receives the computer-readable program instructions from the network, and forwards the computer-readable program instructions for storage in a computer-readable storage medium in each computing/processing device.

[0084] The computer program instructions for performing the operations of the present disclosure may be assembly instructions, instruction set architecture (ISA) instructions, machine instructions, machine-related instructions, microcode, firmware instructions, state setting data, or source code or object code written in any combination of one or more programming languages, including object-oriented programming languages and conventional procedural programming languages. The computer-readable program instructions may be executed entirely on a user's computer, partly executed on a user's computer, executed as an independent software package, partly executed on a user's computer and partly executed on a remote computer, or entirely

executed on a remote computer or a server. In the case of involving a remote computer, the remote computer may be connected to the user's computer through any kind of network, including a local area network (LAN) or a wide area network (WAN), or it may be connected to an external computer (for example, connected via the Internet using Internet provided by an Internet service provider). In some embodiments, by using the state information of the computer-readable program instructions to customize an electronic circuit, such as a programmable logic circuit, a field programmable gate array (FPGA), or a programmable logic array (PLA), the electronic circuit may execute the computer-readable program instructions, thereby implementing various aspects of the present disclosure.

[0085] These computer-readable program instructions may be provided to a processing unit of a general-purpose computer, a special-purpose computer or other programmable data processing apparatus, so as to produce a machine, so that these instructions, when executed by the processing unit of the computer or other programmable data processing apparatus, produce an apparatus for implementing the functions/actions specified in one or more blocks in the flowcharts and/or block diagrams. These computer-readable program instructions may also be stored in the computer-readable storage medium, these instructions cause the computer, the programmable data processing apparatus, and/or other devices work in a specific way, and accordingly, the computer-readable medium storing the instructions includes a manufactured product, which includes instructions for implementing various aspects of the functions/actions specified in one or more blocks in the flowcharts and/or block diagrams.

[0086] The computer-readable program instructions may also be loaded onto the computer, other programmable data processing apparatus, or other devices, so that a series of operation steps are performed on the computer, other programmable data processing apparatus, or other devices, to produce a computer-implemented process, so that the instructions executed on the computer, other programmable data processing apparatus, or other devices implement the functions/actions specified in one or more blocks in the flowcharts and/or block diagrams.

[0087] The flowcharts and block diagrams in the drawings show the possibly implemented architectures, functions, and operations of the device, the method, and the computer program product according to multiple embodiments of the present disclosure. In this regard, each block in the flowchart or block diagram may represent a module, a program segment, or a portion of instructions, which contains one or more executable instructions for implementing the specified logical functions. 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 consecutive blocks may actually be performed substantially in parallel, or they may sometimes be performed 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 actions, or may be implemented by a combination of dedicated hardware and computer instructions.

[0088] The embodiments of the present disclosure have been described above, and the above description is exemplary, non-exhaustive, and not limited to the disclosed embodiments. Without departing from the scope

and spirit of the illustrated embodiments, many modifications and changes will be apparent to those of ordinary skill in the art. The terms used herein are chosen to best explain the principles of the embodiments, the practical applications, or the technical improvements to the technologies in the market, or to enable other those of ordinary skill in the art to understand the embodiments disclosed herein.

[0089] Some example implementations of the present disclosure are listed below.

[0090] Example 1. A method for posting media content, including:

[0091] displaying a first button for submission in response to detecting that a first comment made by a user on first media content satisfies a predetermined condition;

[0092] generating a preview page of second media content in response to detecting a click of the user on the first button, the preview page including at least the first comment and the first media content; and

[0093] posting the second media content in response to detecting a click of the user on a second button for posting in the preview page.

[0094] Example 2. The method of Example 1, where displaying the first button for submission in response to detecting that the first comment made by a user on the first media content satisfies the predetermined condition includes:

[0095] displaying the first button in response to detecting that a count of likes given on the first comment is greater than a predetermined threshold.

[0096] Example 3. The method of any one of Examples 1-2, further including:

[0097] pushing a first notification message related to the first comment to the user, the first notification message being classified into a message collection; and

[0098] displaying a message expansion page of the message collection in response to a click of the user on the collection of messages in which the first notification message is located, the first notification message being displayed in the message expansion page, and the message expansion page including second notification messages of other types.

[0099] Example 4. The method of any one of Examples 1-3, where displaying the first button in response to detecting that the count of likes given on the first comment is greater than the predetermined threshold includes:

[00100] displaying the first button in the first notification message in response to the count of the likes given on the first comment being greater than the predetermined threshold.

[00101] Example 5. The method of any one of Examples 1-4, where generating the preview page of the second media content in response to detecting the click of the user on the first button includes:

[00102] generating the preview page of the second media content in response to detecting the click of the user on the first button, the preview page being overlaid on the message expansion page.

[00103] Example 6. The method of any one of Examples 1-5, where displaying the first button in response to detecting that the count of likes given on the first comment is greater than the predetermined threshold includes:

[00104] displaying a comment area page of the first media content in response to a click of the user on the first notification message related to the first comment, the comment area page including the first comment made by the user on the first media content; and

[00105] displaying the first button under the first comment in the comment area page of the first media content in response to detecting that the count of the likes given on the first comment made by the user on the first media content is greater than the predetermined threshold.

[00106] Example 7. The method of any one of Examples 1-6, where the preview page is displayed by means of a pop-up window, and the preview page further includes information of the user and creation information of the first media content.

[00107] Example 8. The method of any one of Examples 1-7, where posting the second media content in response to detecting the click of the user on the second button for posting in the preview page includes:

[00108] displaying a posting progress in response to detecting the click of the user on the second button; and

[00109] displaying an icon indicating a successful posting by means of a pop-up window in response to the posting progress indicating a completed posting.

[00110] Example 9. The method of any one of Examples 1-8, further including:

[00111] navigating to a page of the first media content in response to detecting a click on the first media content in the second media content; and

[00112] pausing the first media content in response to detecting a click on the page of the first media content.

[00113] Example 10. The method of any one of Examples 1-9, further including:

[00114] simultaneously playing the first media content in a page of the second media content in response to playback of the second media content, a playback form of the second media content being the same as a playback form of the first media content.

[00115] Example 11. The method of any one of Examples 1-10, where a background of the second media content is a solid color background, and the second media content includes a user avatar and nickname, the first comment, the first media content, and creation information of the first media content, the user avatar and the nickname, the first comment, the first media content, and the creation information of the first media content being arranged in order from top to bottom.

[00116] Example 12. An apparatus for posting media content, including:

[00117] a first button display module configured to display a first button for submission in response to detecting that a first comment made by a user on first media content satisfies a predetermined condition;

[00118] a preview page generation module configured to generate a preview page of second media content in response to detecting a click of the user on the first button, the preview page including at least the first comment and the first media content; and

[00119] a second media content posting module configured to post the second media content in response to detecting a click of the user on a second button for posting in the preview page.

[00120] Example 13. The apparatus of Example 12, where the first button display module includes:

[00121] a display module configured to display the first button in response to detecting that a count of likes given on the first comment is greater than a predetermined threshold.

[00122] Example 14. The apparatus of any one of Examples 12-13, further including:

[00123] a first notification message pushing module configured to push a first notification message related to the first comment to the user, the first notification message being classified into a message collection; and

[00124] a message expansion page display module configured to display a message expansion page of the message collection in response to a click of the user on the collection of messages in which the first notification message is located, the first notification message being displayed in the message expansion page, and the message expansion page including second notification messages of other types.

[00125] Example 15. The apparatus of any one of Examples 12-14, where the display module includes:

[00126] a first display module configured to display the first button in the first notification message in response to the count of the likes given on the first comment being greater than the predetermined threshold.

[00127] Example 16. The apparatus of any one of Examples 12-15, where the preview page generation module includes:

[00128] a preview page generation module of second media content configured to generate the preview page of the second media content in response to detecting the click of the user on the first button, the preview page being overlaid on the message expansion page.

[00129] Example 17. The apparatus of any one of Examples 12-16, where the display module includes:

[00130] a comment area page display module configured to display a comment area page of the first media content in response to a click of the user on the first notification message related to the first comment, the comment area page including the first comment made by the user on the first media content; and

[00131] a second display module configured to display the first button under the first comment in the comment area page of the first media content in response to detecting that the count of the likes given on the first comment made by the user on the first media content is greater than the predetermined threshold.

[00132] Example 18. The apparatus of any one of Examples 12-17, where the preview page is displayed by means of a pop-up window, and the preview page further includes information of the user and creation information of the first media content.

[00133] Example 19. The apparatus of any one of Examples 12-18, where the second media content posting module includes:

[00134] a posting progress display module configured to display a posting progress in response to detecting the click of the user on the second button; and

[00135] an icon display module configured to display an icon indicating a successful posting by means of a pop-up window in response to the posting progress indicating a completed posting.

[00136] Example 20. The apparatus of any one of Examples 12-19, further including:

[00137] a page navigating module configured to navigate to a page of the first media content in response to detecting a click on the first media content in the second media content; and

[00138] a media content pausing module configured to pause the first media content in response to detecting a click on the page of the first media content.

[00139] Example 21. The apparatus of any one of Examples 12-20, further including:

[00140] a media content playing module configured to simultaneously play the first media content in a page of the second media content in response to playing the second media content, a playing form of the second media content being the same as a playing form of the first media content.

[00141] Example 22. The apparatus of any one of Examples 12-21, where a background of the second media content is a solid color background, and the second media content includes a user avatar and nickname, the first comment, the first media content, and creation information of the first media content, the user avatar and the nickname, the first comment, the first media content, and the creation information of the first media content being arranged in order from top to bottom.

[00142] Example 23. An electronic device, including:

[00143] a processor; and

[00144] a memory coupled with the processor, the memory having instructions stored therein, the instructions, when executed by the processor, causing the electronic device to perform actions, the actions including:

[00145] displaying a first button for submission in response to detecting that a first comment made by a user on first media content satisfies a predetermined condition;

[00146] generating a preview page of second media content in response to detecting a click of the user on the first button, the preview page including at least the first comment and the first media content; and

[00147] posting the second media content in response to detecting a click of the user on a second button for posting in the preview page.

[00148] Example 24. The electronic device of Example 23, where displaying the first button for submission in response to detecting that a first comment made by the user on first media content satisfies the predetermined condition includes:

[00149] displaying the first button in response to detecting that a count of the likes given on the first comment is greater than a predetermined threshold.

[00150] Example 25. The electronic device of any one of Examples 23-24, further including:

[00151] pushing a first notification message related to the first comment to the user, the first notification message being classified into a message collection; and

[00152] displaying a message expansion page of the message collection in response to a click of the user on the message collection in which the first notification message is located, the first notification message being displayed in the message expansion page, and the message expansion page including second notification messages of other types.

[00153] Example 26. The electronic device of any one of Examples 23-25, where displaying the first button in response to detecting that a count of the likes given on the first comment is greater than the predetermined

threshold includes:

[00154] displaying the first button in the first notification message in response to the count of the likes given on the first comment being greater than the predetermined threshold.

[00155] Example 27. The electronic device of any one of Examples 23-26, where generating the preview page of the second media content in response to detecting a click of the user on the first button includes:

[00156] generating the preview page of the second media content in response to detecting the click of the user on the first button, the preview page being overlaid on the message expansion page.

[00157] Example 28. The electronic device of any one of Examples 23-27, where displaying the first button in response to detecting that the count of the likes given on the first comment is greater than the predetermined threshold includes:

[00158] displaying a comment area page of the first media content in response to a click of the user on the first notification message related to the first comment, the comment area page including the first comment made by the user on the first media content; and

[00159] displaying the first button under the first comment in the comment area page of the first media content in response to detecting that the count of the likes given on the first comment made by the user on the first media content is greater than the predetermined threshold.

[00160] Example 29. The electronic device of any one of Examples 23-28, where the preview page is displayed by means of a pop-up window, and the preview page further includes information of the user and creation information of the first media content.

[00161] Example 30. The electronic device of any one of Examples 23-29, where posting the second media content in response to detecting the click of the user on the second button for posting in the preview page includes:

[00162] displaying a posting progress in response to detecting the click of the user on the second button; and

[00163] displaying an icon indicating a successful posting by means of a pop-up window in response to the posting progress indicating a completed posting.

[00164] Example 31. The electronic device of any one of Examples 23-30, further including:

[00165] navigating to a page of the first media content in response to detecting a click on the first media content in the second media content; and

[00166] pausing the first media content in response to detecting a click on the page of the first media content.

[00167] Example 32. The electronic device of any one of Examples 23-31, further including:

[00168] simultaneously playing the first media content in a page of the second media content in response to playback of the second media content, a playback form of the second media content being the same as a playback form of the first media content.

[00169] Example 33. The electronic device of any one of Examples 23-32, where a background of the second media content is a solid color background, and the second media content includes a user avatar and nickname, the first comment, the first media content, and creation information of the first media content, the

user avatar and the nickname, the first comment, the first media content, and the creation information of the first media content being arranged in order from top to bottom.

[00170] Example 34. A computer-readable storage medium having computer-executable instructions stored thereon, where the computer-executable instructions are executed by a processor to implement the method of any one of Examples 1-11.

[00171] Example 35. A computer program product tangibly stored on a computer-readable medium and including computer-executable instructions that, when executed by a device, cause the device to perform the method of any one of Examples 1-11.

[00172] Although the present disclosure has been described in language specific to structural features and/or logical actions of the method, it should be understood that the subject matter defined in the appended claims is not necessarily limited to the specific features or actions described above. Rather, the specific features and actions described above are merely example forms for implementing the claims.

CLAIMS

1. A method for posting media content, comprising:

displaying a first button for submission in response to detecting that a first comment made by a user on first media content satisfies a predetermined condition;

generating a preview page of second media content in response to detecting a click of the user on the first button, the preview page comprising at least the first comment and the first media content; and

posting the second media content in response to detecting a click of the user on a second button for posting in the preview page.

2. The method of claim 1, wherein displaying the first button for submission in response to detecting that the first comment made by the user on the first media content satisfies the predetermined condition comprises:

displaying the first button in response to detecting that a count of likes on the first comment is greater than a predetermined threshold.

3. The method of claim 2, further comprising:

pushing a first notification message related to the first comment to the user, the first notification message being classified into a message collection; and

displaying a message expansion page of the message collection in response to a click of the user on the message collection in which the first notification message is located, the first notification message being displayed in the message expansion page, and the message expansion page comprising second notification messages of other types.

4. The method of claim 3, wherein displaying the first button in response to detecting that the count of the likes on the first comment is greater than the predetermined threshold comprises:

displaying the first button in the first notification message in response to the count of the likes on the first comment being greater than the predetermined threshold.

5. The method of claim 4, wherein generating the preview page of the second media content in response to detecting the click of the user on the first button comprises:

generating the preview page of the second media content in response to detecting the click of the user on the first button, the preview page being overlaid on the message expansion page.

6. The method of claim 3, wherein displaying the first button in response to detecting that the count of the likes on the first comment is greater than the predetermined threshold comprises:

displaying a comment area page of the first media content in response to a click of the user on the first notification message related to the first comment, the comment area page comprising the first comment made by the user on the first media content; and

displaying the first button under the first comment in the comment area page of the first media content in response to detecting that the count of the likes on the first comment made by the user on the first media content is greater than the predetermined threshold.

7. The method of claim 5, wherein the preview page is displayed by means of a pop-up window, and the preview page further comprises information of the user and creation information of the first media content.

8. The method of claim 1, wherein posting the second media content in response to detecting the click of the user on the second button for posting in the preview page comprises:

displaying a posting progress in response to detecting the click of the user on the second button; and

displaying an icon indicating a successful posting by means of a pop-up window in response to the posting progress indicating a completed posting.

9. The method of claim 1, further comprising:

navigating to a page of the first media content in response to detecting a click on the first media content in the second media content; and

pausing the first media content in response to detecting a click on the page of the first media content.

10. The method of claim 1, further comprising:

simultaneously playing the first media content in a page of the second media content in response to playback of the second media content, a playback form of the second media content being the same as a playback form of the first media content.

11. The method of claim 1, wherein a background of the second media content is a solid color background, and the second media content comprises a user avatar and nickname, the first comment, the first media content, and creation information of the first media content, the user avatar and the nickname, the first comment, the first media content, and the creation information of the first media content being arranged in order from top to bottom.

12. An apparatus for posting media content, comprising:

a first button display module configured to display a first button for submission in response to detecting that a first comment made by a user on first media content satisfies a predetermined condition;

a preview page generation module configured to generate a preview page of second media content in response to detecting a click of the user on the first button, the preview page comprising at least the first comment and the first media content; and

a second media content posting module configured to post the second media content in response to detecting a click of the user on a second button for posting in the preview page.

13. An electronic device, comprising:

a processor; and

a memory coupled with the processor, the memory having instructions stored therein, the instructions, when executed by the processor, cause the electronic device to perform the method of any of claims 1-11.

14. A computer program product comprising computer-executable instructions, wherein the computer-executable instructions are executed by a processor to implement the method of any of claims 1-11.