CLAIMS:

1. A processing method based on interest tag, comprising:

detecting that an interest tag presentation event is triggered in a process of presenting information streams in a preset application, wherein detecting that the interest tag presentation event is triggered comprise: receiving an operation of switching to a next recommended video, a current video to be recommended in a queue of videos to be recommended being the target recommended video, and the preset interest tag set being included in video content of the target recommended video;

displaying a first page, and playing the target recommended video in the first page, so as to realize dynamically switching presentations of different subsets of a preset interest tag set in the first page, wherein a number of interest tags in each of the subsets is more than one and less than a total number of interest tags in the preset interest tag set.

2. The method according to Claim 1, wherein dynamically switching presentations of different subsets of the preset interest tag set in the first page, comprises:

displaying the first page, and presenting a first subset of a preset interest tag set in the first page;

receiving a first preset operation based on the first page;

dynamically switching to presentation of a second subset of the preset interest tag set in the first page according to at least one of a direction and a speed of action of the first preset operation.

3. The method according to Claim 1, wherein dynamically switching presentations of different subsets of the preset interest tag set in the first page comprises:

playing the preset interest tag set by automatically sliding in a preset direction in the first page, so as to realize dynamic switching of presentations among different subsets, wherein the interest tags in the preset interest tag set are sorted in a preset sorting mode.

4. The method according to Claim 3, in the process of playing the preset interest tag set by automatically sliding in the preset direction in the first page, the method further comprising:

receiving a second preset operation based on the first page;

responsive to the second preset operation, statically presenting a third subset of the preset interest tag set in the first page.

5. The method according to Claim 4, wherein the third subset is the same as the subset being presented in the first page when the second preset operation is received.

6. The method according to Claim 4, after the statically presenting the third subset of the preset interest tag set in the first page, the method further comprising:

receiving a third preset operation based on the first page;

dynamically switching to presentation of a fourth subset of the preset interest tag set in the first page according to at least one of a direction and a speed of action of the third preset operation.

7. The method according to Claim 1, before displaying the first

page, the method further comprising:

determining at least one of a number, a tag content and a sorting sequence of the interest tags in the preset interest tag set according to at least one of a recommended content browsing history and a feedback to the historical recommended content of a current user.

8. The method according to Claim 1, further comprising:

receiving a tag selection operation based on the first page;

determining a target interest tag according to an acted object corresponding to the tag selection operation;

performing content recommendation based on the target interest tag.

9. The method according to Claim 1, wherein the preset application includes a video recommendation application, the first page includes a page for playing a recommended video.

10. The method according to Claim 1, further comprising:

responsive to determining that the interest tag selection is completed and a first preset condition is met, switching to displaying of a second page, and playing a next recommended video of the target recommended video in the second page;

receiving a fourth preset operation in the preset application, wherein the fourth preset operation includes an operation of switching to a last recommended video;

responsive to the fourth preset operation, displaying the first page, and displaying prompt information for completion of the tag selection in the first page.

11. The method according to Claim 1, further comprising:

responsive to determining that the interest tag selection is not completed and a second preset condition is met, switching to displaying of a second page, and playing a next recommended video of the target recommended video in the second page;

receiving a fourth preset operation in the preset application, wherein the fourth preset operation includes an operation of switching to a last recommended video;

responsive to the fourth preset operation, displaying the first page, and playing the target recommended video in the first page.

12. A processing apparatus based on interest tag, comprising:

a trigger detecting module, configured to detect whether an interest tag presentation event is triggered in a process of presenting information streams in a preset application, wherein detecting that the interest tag presentation event is triggered comprise: receiving an operation of switching to a next recommended video, a current video to be recommended in a queue of videos to be recommended being the target recommended video, and the preset interest tag set being included in video content of the target recommended video;

an interest tag presenting module, configured to, when it is detected that the interest tag presentation event is triggered, display a first page, and play the target recommended video in the first page, so as to realize dynamically switching presentations of different subsets of a preset interest tag set in the first page, wherein a number of interest tags in each of the subsets is more

than one and less than a total number of interest tags in the preset interest tag set.

13. An electronic device, comprising a memory, a processor, and a computer program stored in the memory and executable by the processor, the processor, when executing the computer program, implementing the method according to any of Claims 1 to 11.

14. A computer readable storage medium, on which a computer program is stored, the computer program, when executed by a processor, implementing the method according to any of Claims 1 to 11.