Claims

1. A method for displaying information, comprising:

transmitting operation prompt information to terminal equipment used by a first user in response to detecting that the first user performed a first preset operation on a live broadcast page of a second user, wherein the live broadcast page is used for displaying contents shared by the second user, the first preset operation is used for requesting to add a user tag corresponding to the second user for the first user, and the operation prompt information is used for prompting the first user to perform a second preset operation of completing identity verification;

adding the user tag for the first user in response to detecting that the first user completes the identity verification, wherein the user tag is added for the first user by adding a user identity of the first user to a target database, the target database being for storing user identities of users having user tags corresponding to the second user;

after completing the first and second preset operations by the first user, generating an initial association value for expressing an association degree between the first user and the second user, and

displaying the initial association value on the live broadcast page.

2. The method of claim 1, wherein the method further comprises:

acquiring attribute information of a target attribute of a preset interaction operation in response to detection that the first user performs the preset interaction operation on the live broadcast page;

updating the initial association value according to the attribute information to obtain a new association value; and

updating the initial association value displayed on the live broadcast page to the obtained new association value.

3. The method of claim 2, wherein the preset interaction operation comprises at least one of the following operations: an access operation, an operation of transmitting a link address of the page and a virtual item associated operation, wherein the virtual item associated operation is used for adding a virtual item into a virtual item set of the second user.

4. The method of claim 2, wherein the method further comprises:

adding a virtual item corresponding to the initial association value into a virtual item set of the first user; and

after the initial association value is updated according to the attribute information to obtain the new association value, the method further comprises:

adding another virtual item corresponding to the obtained new association value into the virtual item set of the first user.

5. The method of any one of claims 1-4, wherein the method further comprises:

displaying user information of the first user having the user tag to the terminal equipment used by the second user in response to receiving a request transmitted by the second user by virtue of used terminal equipment and used for requesting to view the first user having the user tag, wherein the user information comprises a latest association value between the first user and the second user.

6. The method of any one of claims 1-4, wherein the method further comprises:

receiving a new user tag transmitted by the second user by virtue of the used terminal equipment, and changing the user tag corresponding to the second user to the received new user tag in response to receiving a request transmitted by the second user by virtue of used terminal equipment and used for requesting to change the user tag.

7. The method of claim 1, wherein the method further comprises:

amending parameters for characterizing a user permission according to a latest association value corresponding to the first user so as to enable the first user to have a permission corresponding to the latest association value.

8. A device for displaying information, comprising:

a prompt unit configured to transmit operation prompt information to terminal equipment used by a first user in response to detecting that the first user performed a first preset operation on a live broadcast page of a second user, wherein the live broadcast page is used for displaying contents shared by the second user, the first preset operation is used for requesting to add a user tag corresponding to the second user for the first user, and the operation prompt information is used for prompting the first user to perform a second preset operation of completing identity verification;

a display unit configured to add the user tag for the first user in response to detecting that the first user completes the identity verification, wherein the display unit is configured to add the user tag for the first user

by adding a user identity of the first user to a target database, the target database being for storing user identities of users having user tags corresponding to the second user; wherein the display unit is further configured to:

after the first and second preset operations are completed by the first user, generate an initial association value for expressing an association degree between the first user and the second user, and display the initial association value on the page.

9. A server, comprising:

one or more processors; and

a storage device stored with one or more programs therein;

when the one or more programs are executed by the one or more processors, causing the one or more processors to implement the method of any one of claims 1-7.

10. A computer readable medium, stored with a computer program therein, wherein when the program is executed by a processor, causing the processor to implement the method of any one of claims 1-7.