## CLAIMS

1. A method of information presentation, comprising:

presenting, in a page, prompt information associated with a virtual resource in response to triggering of the virtual resource, the page comprising at least one object to which the virtual resource is applicable;

canceling, in the page, presenting the prompt information in response to an interaction operation detected in the page or in response to determining that a presentation time of the prompt information satisfies a preset condition; and

presenting, in the page, a preset visual element indicating an available scope of the virtual resource in response to the presentation of the prompt information being canceled, the available scope comprising the at least one object to which the virtual resource is applicable.

2. The method of claim 1, wherein presenting, in the page, the prompt information associated with the virtual resource comprises:

presenting, in a first page, a trigger entry point of the virtual resource;

switching from the first page to the page in response to triggering of the trigger entry point; and

presenting, in the page, the prompt information associated with the virtual resource.

3. The method of claim 1 or 2, wherein the interaction operation in the page comprises:

triggering of the prompt information, or

triggering of an area other than the prompt information in the page.

4. The method of any of claims 1 to 3, further comprising:

presenting a collapsing animation effect for the virtual resource in response to the presentation of the prompt information being canceled, the collapsing animation effect indicating a movement of the prompt information from a current position to a specified area in the page, the specified area comprising at least a viewing entry point for a page associated with the virtual resource.

5. The method of any of claims 1 to 4, wherein presenting, in the page, the preset visual element indicating the available scope of the virtual resource comprises:

presenting, in the page, a visual element of a bounding box, the bounding box being configured to define a position of the at least one object to which the virtual resource is applicable in the page.

6. The method of any of claims 1 to 5, wherein a visual style of the preset visual element is different from a visual style of the object presented in the page.

7. The method of any of claims 1 to 6, wherein the object comprised in the page is determined based on an object category to which the virtual resource is applicable, and

wherein the available scope of the virtual resource indicated by the preset visual element comprises the entire object presented in the page.

8. The method of any of claims 1 to 7, wherein the page comprises an object recommendation page.

9. An apparatus for information presentation, comprising:

a first presentation module configured to present, in a page, prompt information associated with a virtual resource in response to triggering of the virtual resource, the page comprising at least one object to which the virtual resource is applicable;

a canceling presentation module configured to cancel, in the page, presenting the prompt information in response to an interaction operation detected in the page or in response to determining that a presentation time of the prompt information satisfies a preset condition; and

a second presentation module configured to present, in the page, a preset visual element indicating an available scope of the virtual resource in response to the presentation of the prompt information being canceled, the available scope comprising the at least one object to which the virtual resource is applicable.

10. An electronic device, comprising:

at least one processor; and

at least one memory, the at least one memory is coupled to the at least one processor and stores instructions for execution by the at least one processor, the instructions, when executed by the at least one processor, causing the electronic device to perform the method of any of claims 1 to 8.

11. A computer-readable storage medium having computer-executable instructions stored thereon, the computer-executable instructions being executable by a processor to implement the method of any of claims 1 to 8.

12. A computer program product tangibly stored in a computer storage medium and comprising computer-executable instructions, the computer-executable instructions, when executed by a device, causing the device to perform the method of any of claims 1 to 8.