

CLAIMS

1. A search information processing method, comprising:
 - receiving a setting by a user on information content of display information for displaying on a display interface between a first time of sending a search request to a cloud server and a second time of receiving a search result from the cloud server for the search request;
 - receiving subscribed display information corresponding to the setting on information content;
 - receiving search information entered by the user;
 - sending the search information to the cloud server to cause the cloud server to perform search processing according to the search information;
 - before the cloud server returns a search processing result corresponding to the search information, displaying the subscribed display information having content to the user on the display interface;
 - before the entire content of the subscribed display information is completely displayed, receiving the search processing result from the cloud server;
 - in response to receiving the search processing result, displaying a pop-up prompt on the display interface, wherein the pop-up prompt queries the user whether to stop displaying the subscribed display information and start to display the search processing result;
 - in response to a user selection to not stop displaying the subscribed display information, continuing display the subscribed display information until the entire content is displayed and then displaying the search processing result; and
 - in response to a user selection to stop displaying the subscribed display information, immediately stopping displaying the subscribed display information and starting to display the search processing result.
2. The method according to claim 1, wherein the display information comprises at least one of the following:
 - a picture, audio, a video, an animation, and text.
3. The method according to claim 1, further comprising:
 - obtaining the subscribed display information from a preset local storage, and displaying the subscribed display information to the user.

4. The method according to claim 1, wherein the subscribed display information comprises at least one of the following: weather information, and current news.
5. A search information processing apparatus, comprising:
 - a receiving module, configured to receive a setting by a user on information content of display information for displaying on a display interface between a first time of sending a search request to a cloud server and a second time of receiving a search result from the cloud server for the search request, receive subscribed display information corresponding to the setting on information content, and receive search information entered by the user;
 - a sending module, configured to send the search information to the cloud server to cause the cloud server to perform search processing according to the search information; and
 - a pushing module, configured to, before the cloud server returns a search processing result, corresponding to the search information, display the subscribed information having content to the user on the a display interface, wherein before the entire content of the subscribed display information is completely displayed, the receiving module receives the search processing result from the cloud server, in response to receiving the search processing result, the pushing module displays a pop-up prompt on the display interface, wherein the pop-up prompt queries the user whether to stop displaying the subscribed display information and start to display the search processing result, in response to a user selection to not stop displaying the subscribed display information, the pushing module continues display the subscribed display information until the entire content is displayed and then displays the search processing result, and in response to a user selection to stop displaying the subscribed display information, the push module immediately stops displaying the subscribed display information and starts to display the search processing result.
6. The apparatus according to claim 5, wherein the display information comprises at least one of the following:
 - a picture, audio, a video, an animation, and text.
7. The apparatus according to claim 5, wherein the pushing module comprises:
 - an obtaining pushing submodule, configured to obtain the subscribed display information from a preset local storage, and display the subscribed display information to the user.

8. The apparatus according to claim 5, wherein the subscribed display information comprises at least one of the following: weather information and current news.