

ABSTRACT

The present disclosure provides a control display method and apparatus, a device, and a storage medium. The method comprises: first, upon receipt of a preset comment behavior of a current user with respect to a target video, determining whether the current user has added a display object corresponding to the target video to favorites, the preset comment behavior being used for representing interest of the current user in the display object; and if it is determined that the current user has not added the display object to favorites, displaying on a comments panel corresponding to the target video a favorites control corresponding to the display object, so as to add the display object to favorites. Hence, in embodiments of the present disclosure, when it is determined that a current user is interested in the display object in the target video, the favorites control corresponding to the display object is displayed on the comments panel, so as to guide the user to add the display object to favorites, thereby improving the favorites rate of users with respect to the display object in the target video. In addition, the display of the favorites control on the comments panel can facilitate the user adding the display object to favorites, and improve use experience of the user.