ABSTRACT

The embodiments of the disclosure provide methods, apparatuses, devices and media for displaying an entity search result and those for generating an entity search result. The method for displaying an entity search result includes: obtaining, in response to a search by a first user for a target search term, a first search result corresponding to the target search term from a server, the target search term being a search term for an entity object; and displaying the first search result in a result display region of a search result page, the first search result containing at least one sub-search result, different sub-search results corresponding to different target search requirements, the target search requirement being a search requirement of the first user, and different sub-search results being displayed in different sub-regions of the result display region in accordance with attributes of the corresponding target search requirements. With the above solution of embodiments of this disclosure, the accuracy and practicability of the displayed search result can be improved.