CLAIMS:

1. A search method, wherein the method comprises:

receiving an extensive query search request, the extensive query search request carrying extensive query words;

obtaining at least one multimedia content card corresponding to the extensive query words, wherein each of the multimedia content cards corresponds to an extension tag corresponding to the extensive query search request, each of the multimedia content cards comprises information of a plurality of multimedia content sets, and each of the multimedia content sets corresponds to an extension subtag corresponding to the extension tag; and

displaying the information of the plurality of the multimedia content sets included in each of the multimedia content cards in the at least one multimedia content card,

wherein displaying the information of the plurality of the multimedia content sets included in each of the multimedia content cards comprises:

respectively displaying cover images and text description contents of the multimedia content sets included in the multimedia content card on display locations corresponding to the multimedia content card, wherein the cover images and the text description contents are determined based on the multimedia content sets.

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

playing a multimedia content included in the multimedia content set in a form of a multimedia content stream, in response to a triggering operation for any one of the multimedia content sets.

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

playing a multimedia content included in the multimedia content set in a form of a multimedia content stream, in response to a triggering operation for any one of the multimedia content sets.

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

continuously playing multimedia contents included in other multimedia content sets in the form of the multimedia content stream, in response to playing completion of the multimedia content included in the multimedia content set, wherein the multimedia content set and the other

multimedia content sets belong to a same multimedia content card.

5. A search method, wherein the method comprises:

obtaining an extensive query search request, the extensive query search request carrying extensive query words;

determining at least one extension tag corresponding to the extensive query search request and a plurality of extension subtags corresponding to each of the extension tags according to the extensive query words;

for each of the extension tags, obtaining multimedia content sets corresponding to the extension subtags, and generating multimedia content cards corresponding to the extension tag according to the multimedia content sets;

obtaining at least one multimedia content card corresponding to the extensive query words based on the multimedia content cards corresponding to the at least one extension tag; and

for each multimedia content set included in each multimedia content card, extracting at least one key frame image from at least one multimedia content included in the multimedia content set, and searching a key frame image with a maximum matching degree from the at least one key frame image as a cover image of the multimedia content set based on a matching degree between the at least one extracted key frame image and each of the extension subtags corresponding to the multimedia content set.

6. The search method of claim 5, wherein the method further comprises:

sorting the extensive query words into at least two types of extensive query word sets according to attribute information of the extensive query words;

obtaining historical search information relevant to the extensive query words to obtain historical search information of the extensive query word sets; and

for each type of extensive query word set, extracting key words in the historical search information of the extensive query word set, and determining at least one extension tag corresponding to the extensive query word set and a plurality of extension subtags corresponding to each of the extension tags according to the key words, wherein the at least one extension tag is generated by clustering the plurality of the extension subtags.

7. The search method of claim 6, wherein determining at least one extension tag corresponding to the extensive query search request and a plurality of extension subtags corresponding to each of the extension tags according to the extensive query words comprises:

determining the extensive query word sets including the extensive query words; and

using at least one extension tag corresponding to the extensive query word sets and the plurality of the extension subtags corresponding to each of the extension tags as the at least one extension tag corresponding to the extensive query search request and the plurality of the extension subtags corresponding to each of the extension tags.

8. The search method of claim 6, wherein determining at least one extension tag corresponding to the extensive query search request and a plurality of extension subtags corresponding to each of the extension tags according to the extensive query words comprises:

determining extensive query word sets corresponding to the extensive query words based on the attribute information of the extensive query words, in response to determining that the extensive query words do not exist in any one of the extensive query word sets; and

using at least one extension tag corresponding to the extensive query word sets and the plurality of the extension subtags corresponding to each of the extension tags as the at least one extension tag corresponding to the extensive query search request and the plurality of the extension subtags corresponding to each of the extension tags.

9. The search method of claim 5, wherein the method further comprises:

obtaining historical search statements;

analyzing and clustering the historical search statements to obtain candidate words corresponding to the extension tags; and

updating the plurality of the extension subtags corresponding to the extension tags based on the candidate words.

10. The search method of claim 6, wherein the method further comprises:

obtaining historical search statements;

analyzing and clustering the historical search statements to obtain candidate words corresponding to the extension tags; and

updating the plurality of the extension subtags corresponding to the extension tags based on the candidate words.

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

obtaining historical search statements;

analyzing and clustering the historical search statements to obtain candidate words corresponding to the extension tags; and

updating the plurality of the extension subtags corresponding to the extension tags based on the candidate words.

12. The search method of claim 8, wherein the method further comprises:

obtaining historical search statements;

analyzing and clustering the historical search statements to obtain candidate words corresponding to the extension tags; and

updating the plurality of the extension subtags corresponding to the extension tags based on the candidate words.

13. The search method of claim 5, wherein multimedia content sets corresponding to each of the extension subtags are determined according to the following steps:

obtaining key words under the extension subtags, wherein the key words are obtained based on historical interaction data analysis; and

for each of the extension subtags, searching at least one multimedia content matched with the key words under the extension subtag from a multimedia content library to obtain the multimedia content sets corresponding to each of the extension subtags.

14. The search method of claim 5, wherein the method further comprises:

for each multimedia content set included in each multimedia content card, obtaining description information of at least one multimedia content included in the multimedia content set, and searching description information with a maximum matching degree from the at least one piece of description information as a text description content of the multimedia content set based on a matching degree between the at least one piece of obtained description information and each of the extension subtags corresponding to the multimedia content set.

15. A non-transitory computer readable storage medium, wherein a computer program is stored the computer readable storage medium, and when the computer program is executed by a processor, causes the processor to implement a method comprising:

receiving an extensive query search request, the extensive query search request carrying extensive query words;

obtaining at least one multimedia content card corresponding to the extensive query words,

wherein each of the multimedia content cards corresponds to an extension tag corresponding to the extensive query search request, each of the multimedia content cards comprises information of a plurality of multimedia content sets, and each of the multimedia content sets corresponds to an extension subtag corresponding to the extension tag; and

displaying the information of the plurality of the multimedia content sets included in each of the multimedia content cards in the at least one multimedia content card,

wherein displaying the information of the plurality of the multimedia content sets included in each of the multimedia content cards comprises: respectively displaying cover images and text description contents of the multimedia content sets included in the multimedia content card on display locations corresponding to the multimedia content card, wherein the cover images and the text description contents are determined based on the multimedia content sets.

16. The non-transitory computer readable storage medium of claim 15, wherein displaying the information of the plurality of the multimedia content sets included in each of the multimedia content cards comprises:

respectively displaying cover images and text description contents of the multimedia content sets included in the multimedia content card on display locations corresponding to the multimedia content card, wherein the cover images and the text description contents are determined based on the multimedia content sets.

17. The non-transitory computer readable storage medium of claim 15, wherein the method further comprises:

playing a multimedia content included in the multimedia content set in a form of a multimedia content stream, in response to a triggering operation for any one of the multimedia content sets.

18. The non-transitory computer readable storage medium of claim 17, wherein the method further comprises:

continuously playing multimedia contents included in other multimedia content sets in the form of the multimedia content stream, in response to playing completion of the multimedia content included in the multimedia content set, wherein the multimedia content set and the other multimedia content sets belong to a same multimedia content card.