

# INFORMATION DISPLAY METHOD AND APPARATUS, AND ELECTRONIC DEVICE, STORAGE MEDIUM AND PROGRAM PRODUCT

## CROSS-REFERENCE TO RELATED APPLICATION(S)

[0001] The present application claims priority to Chinese Patent Application No. 202411733497.8, filed on November 28, 2024, which is incorporated herein by reference in its entirety as a part of the present application.

## TECHNICAL FIELD

[0002] Embodiments of the present disclosure relate to an information presentation method, an apparatus, an electronic device, a storage medium, and a program product.

## BACKGROUND

[0003] At present, some applications can support users to view media content object information of media content. However, the presentation manner of the media content object information is relatively monotonous.

## SUMMARY

[0004] Embodiments of the present disclosure provide an information presentation method, an apparatus, an electronic device, a storage medium, and a program product to enrich the presentation manners of media content object information.

[0005] In a first aspect, an embodiment of the present disclosure provides an information presentation method, including:

[0006] presenting media content in a media content presentation interface, where the media content includes a plurality of media content objects;

[0007] in response to an object presentation operation for the media content, presenting an object presentation interface of the media content, and presenting object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface.

[0008] In a second aspect, an embodiment of the present disclosure further provides an information presentation apparatus, including:

[0009] a media content presentation module, configured to present media content in a media content presentation interface, where the media content includes a plurality of media content objects;

- [0010] an object information presentation module, configured to present an object presentation interface of the media content in response to an object presentation operation for the media content, and present object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface.
- [0011] In a third aspect, an embodiment of the present disclosure further provides an electronic device, including:
- [0012] one or more processors;
- [0013] a memory, configured to store one or more programs,
- [0014] the one or more programs, when executed by the one or more processors, cause the one or more processors to implement the information presentation method according to embodiments of the present disclosure.
- [0015] In a fourth aspect, an embodiment of the present disclosure further provides a computer-readable storage medium, on which a computer program is stored, the program, when executed by a processor, implements the information presentation method according to embodiments of the present disclosure.
- [0016] In a fifth aspect, an embodiment of the present disclosure further provides a computer program product, the computer program product, when executed by a computer, causes the computer to implement the information presentation method according to embodiments of the present disclosure.

## BRIEF DESCRIPTION OF DRAWINGS

- [0017] The above and other features, advantages, and aspects of embodiments of the present disclosure will become more apparent in combination with the drawings and with reference to the following specific embodiments. Throughout the drawings, the same or similar reference numbers refer to the same or similar elements. It should be understood that the drawings are schematic and that parts and elements are not necessarily drawn to scale.
- [0018] Fig. 1 is a schematic flowchart of an information presentation method according to an embodiment of the present disclosure;
- [0019] Fig. 2 is a schematic diagram of a media content presentation interface according to an embodiment of the present disclosure;
- [0020] Fig. 3 is a schematic diagram of another media content presentation interface according to an embodiment of the present disclosure;
- [0021] Fig. 4 is a schematic diagram of an object presentation interface according to an embodiment of the present disclosure;
- [0022] Fig. 5 is a schematic diagram of another object presentation interface according to an embodiment of the present disclosure;

[0023] Fig. 6 is a schematic flowchart of another information presentation method according to an embodiment of the present disclosure;

[0024] Fig. 7 is a schematic diagram of still another object presentation interface according to an embodiment of the present disclosure;

[0025] Fig. 8 is a block diagram of an information presentation apparatus according to an embodiment of the present disclosure; and

[0026] Fig. 9 is a schematic diagram of an electronic device according to an embodiment of the present disclosure.

## DETAILED DESCRIPTION

[0027] Embodiments of the present disclosure are described in more detail below with reference to the drawings. Although some embodiments of the present disclosure are shown in the drawings, it should be understood that the present disclosure can be implemented in various forms and should not be construed as limited to the embodiments set forth herein. On the contrary, these embodiments are provided for a more thorough and complete understanding of the present disclosure. It should be understood that the drawings and embodiments of the present disclosure are only for exemplary purposes, and are not intended to limit the protection scope of the present disclosure.

[0028] It should be understood that steps described in method implementations of the present disclosure can be executed in different order and/or in parallel. In addition, the method implementations may include additional steps and/or omit execution of the steps shown. The scope of the present disclosure is not limited in this regard.

[0029] The term "include/comprise" and its variations used herein are open-ended inclusions, that is, "include/comprise but not limited to". The term "based on" is "at least partially based on". The term "an embodiment" means "at least one embodiment"; the term "another embodiment" means "at least one other embodiment"; and the term "some embodiments" means "at least some embodiments". Relevant definitions of other terms will be given in the following description.

[0030] It should be noted that concepts such as "first" and "second" mentioned in the present disclosure are only used to distinguish different apparatuses, modules or units, and are not used to limit the sequence or interdependence of functions performed by these apparatuses, modules or units.

[0031] It should be noted that the modifications of "one" and "a plurality of" mentioned in the present disclosure are schematic rather than restrictive, and those skilled in the art should understand that unless otherwise clearly indicated in the context, they should be understood as "one or more".

[0032] The names of messages or information exchanged between a plurality of apparatuses in the implementations of the present disclosure are only used for illustrative purposes, and are not used to limit the scope of these messages or information.

[0033] It can be understood that the data involved in the technical solution (including but not limited to the data itself, acquisition or use of the data) should comply with requirements of corresponding laws, regulations, and related provisions.

[0034] Fig. 1 is a schematic flowchart of an information presentation method according to an embodiment of the present disclosure. The method can be executed by an information presentation apparatus, where the apparatus can be implemented in software and/or hardware, and can be configured in an electronic device, typically in a computer, a mobile phone, or a tablet computer. The information presentation method provided by the embodiment of the present disclosure is applicable to a scenario of presenting media content object information of media content, such as a scenario of presenting creator information of media content. As shown in Fig. 1, the information presentation method provided by the present embodiment can include:

[0035] S101, presenting media content in a media content presentation interface, where the media content includes a plurality of media content objects.

[0036] The media content presentation interface can be understood as an interface for presenting media content, such as for presenting video content and/or picture-text content, etc. The above-mentioned media content can be understood as media content currently presented in the media content presentation interface, that is, current media content. The media content object can be understood as an object associated with the media content, such as a shot object appearing in the media content, an item associated with the media content, a place associated with the media content, and/or a media content creator of the media content, etc. Optionally, the media content object includes a media content creator, and the media content creator can be understood as a user who participates in creating the media content, which can include but is not limited to a director, a photographer, a voice actor, a planner, an editor, and/or an on-camera person of the media content, etc.

[0037] Exemplarily, the media content can be presented in the media content presentation interface, for example, based on a media content stream corresponding to the media content presentation interface, the media content currently to be presented in the media content stream being presented in the media content presentation interface, as shown in Fig. 2 and Fig. 3.

[0038] Please continue to refer to Fig. 2 and Fig. 3 (in the figures, the media content object being a media content creator is taken as an example), in the case that there are a plurality of media content objects for the media content currently presented in the media content presentation interface, a preset identification 20 can also be presented in the media content presentation interface, and information about the count of media content objects of the media content can be presented in the preset identification 20, such as a specific value of the count of media content objects of the media content and/or information about a number interval corresponding to the count of media content of the media content, etc., so as to enrich the content presented in the media presentation interface, and provide convenience for users to

determine the information about the count of media content objects of the media content currently presented.

[0039] In this case, optionally, a preset identification corresponding to the media content is further presented in the media content presentation interface, the preset identification being configured to indicate the count of media content objects of the media content and/or a number interval corresponding to the count of media content objects.

[0040] The count of media content objects can be understood as the total count of media content objects associated with the media content. Taking the media content object as a media content creator for an example, the media content object can be, for example, the total count of creators of the media content. The number interval corresponding to the count of media content objects can be understood as a preset number interval that includes the count of media content objects. Exemplarily, at least one number interval associated with the count of media content objects can be preset, and the number interval corresponding to the count of media content objects of the media content currently presented can be a number interval, which includes the count of media content objects of the media content currently presented, in the at least one preset number interval.

[0041] In some examples, when presenting the media content, the count of media content objects of the media content being indicated by the preset identification corresponding to the media content or the number interval corresponding to the count of media content objects of the media content being indicated by the preset identification corresponding to the media content can be preset.

[0042] In some examples, when presenting the media content, the count of media content objects of the media content being indicated by the preset identification corresponding to the media content or the number interval corresponding to the count of media content objects of the media content being indicated by the preset identification corresponding to the media content can be determined according to a range of the count of media content objects. For example, when the count of media content objects is less than a preset number threshold, the count of media content objects of the media content can be indicated by the preset identification; when the count of media content objects is greater than or equal to the preset number threshold, the number interval corresponding to the count of media content objects of the media content can be indicated by the preset identification.

[0043] Taking the media content object as a media content creator and the preset number threshold as 100 for an example. Exemplarily, when the count of media content objects of the media content currently presented is less than 100, the preset identification 20 indicating the count of media content objects (as shown as "XX" in Fig. 2) can be presented. When the count of media content objects of the media content currently presented is greater than or equal to 100, the preset identification 20 indicating the number interval corresponding to the count of media content objects can be presented. For example, when the count of media content objects of the media content currently presented is greater than or equal to 100 and less than 1000, "co-created by one hundred people" can be presented in the preset identification 20 to

indicate that the highest digit of the count of media content objects is the hundreds digit, that is, to indicate that the count of media content objects is within the number interval [100,999]; when the count of media content objects of the media content currently presented is greater than or equal to 1000 and less than 10000, "co-created by thousands of people" can be presented in the preset identification 20, as shown in Fig. 3, to indicate that the highest digit of the count of media content objects is the thousands digit, that is, to indicate that the count of media content is within the number interval [1000,9999]; when the count of media content objects of the media content currently presented is greater than or equal to 10000, "co-created by tens of thousands of people" can be presented in the preset identification 20 to indicate that the highest digit of the count of media content objects is the ten thousands digit, that is, to indicate that the count of media content is greater than 10000, etc.

[0044] In addition, in the case that there are a plurality of media content objects for the media content currently presented, object identification information about one or more media content objects of the media content can also be presented in the media content presentation interface, such as creator identification information 21 about one or more media content creators of the media content being presented in a preset area of the media content presentation interface; and/or an object presentation control 22 corresponding to the media content can also be presented in the media content presentation interface, as shown in Fig. 2 and Fig. 3, so as to further enrich the content presented in the media content presentation interface. The object identification information can be information for identifying a corresponding media content object, such as a name and/or an image of the media content object, etc. Taking the object identification information as the creator identification information 21 for an example, exemplarily, the creator identification information 21 can include, for example, a creator nickname and/or a creator avatar, etc.

[0045] S102, presenting an object presentation interface of the media content in response to an object presentation operation for the media content, and presenting object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface.

[0046] The object presentation operation can be a trigger operation configured to indicate presentation of the object presentation interface of the media content currently presented. An execution manner of the object presentation operation is not limited. Exemplarily, the object presentation operation can include an operation of triggering the preset identification, the object identification information, and/or the object presentation control presented in the media content presentation interface, and can also include a preset gesture operation configured to indicate presentation of the object presentation interface, etc.

[0047] The preset object attribute information can be attribute information of a preset object attribute. The preset object attribute can be a preset object attribute associated with a presentation area of the object information of the media content object. Exemplarily, the preset object attribute can be an attribute associated with importance or priority of the media content object in the media content, in other words,

the preset object attribute information can be configured to indicate the importance or priority of the media content object in the media content.

[0048] Optionally, the media content object includes a media content creator, and the preset object attribute information includes preset creation attribute information. For example, in the case that the media content object is a media content creator, the preset object attribute of the media content object can include a preset creation attribute, and the preset object attribute information of the media content object can include preset creation attribute information, the preset creation attribute information can be configured to indicate importance or priority of the media content object when creating the media content, for example, the preset object attribute information can be configured to indicate whether the media content object is a key invited creator of the media content. The key invited creator can include but is not limited to an initiating creator of the media content, which can be set by a poster of the media content when posting the media content, set by a business party of the current application, or detected and determined after the media content is posted, etc. A range of the count of key invited creators that are supported to be set can be preset, for example, the range of the count of key invited creators can be [0,3] or [0,5], etc., which is not limited in the present embodiment. The initiating creator of the media content can be understood as a creator who initiates creation of the media content, that is, an initiator.

[0049] The object presentation interface can be understood as an interface for presenting the object information of the media content object of the media content. A presentation form of the object presentation interface is not limited, for example, the object presentation interface can be presented in a form of a panel, a window, and/or a page, etc. The media content presentation interface can include one or more object areas, and in some scenarios, different object areas can be configured to present object information of media content objects with different preset object attribute information.

[0050] Exemplarily, when the object presentation operation for the media content currently presented is received, for example, when it is detected that the current user triggers the preset identification 20 or the object presentation control 22 (as shown in Fig. 2 and Fig. 3) presented in the media content presentation interface, the object presentation interface 40 of the media content currently presented can be presented, and the object information of the media content objects with different preset object attribute information can be presented in different object areas of the object presentation interface 40 according to differences in preset object attribute information of the media content objects of the media content, as shown in Fig. 4.

[0051] Arrangement manners of the object information presented in different object areas of the object presentation interface can be the same or different. For example, each piece of object information can be arranged in a corresponding object area in a form of a horizontal queue, a vertical queue, or a grid, etc. Exemplarily, when there are a plurality of pieces of object information to be presented in a certain object area, the pieces of object information to be presented can be presented in the object area in the form of a horizontal queue or a grid, so as to increase the count of pieces of object information presented simultaneously in the object area, and achieve efficient presentation of the object information.

[0052] In some examples, the object information about each media content object presented in the object presentation interface can be configured to trigger presentation of an object interface of a corresponding media content object, for example, when it is detected that the current user triggers the object information about a certain media content object presented in the object presentation interface, the object interface of the media content object can be presented to present detailed information about the object in the object interface. Taking the media content object as a media content creator for an example, the object presentation interface can be a creator presentation interface, and the object information can be creator information. When it is detected that the current user triggers the creator information about a certain media content creator presented in the creator presentation interface, a personal interface of the media content creator can be presented, and relevant personal information about the media content creator, such as profile information and/or creation information, can be presented in the personal interface. The current user can be understood as a user who is currently viewing the media content presented in the media content presentation interface, for example, a user corresponding to an account which is currently logged in the current application.

[0053] In the present embodiment, the object presentation operation can support being executed in at least one trigger manner, for example, the object presentation operation can include a first object presentation operation and/or a second object presentation operation, etc., and the first object presentation operation and the second object presentation operation can have different trigger manners. When the received object presentation operations are different, object information presentation manners of the object presentation interface of the media content can be the same or different. For example, when different object presentation operations are received, the object information of the media content objects with different preset object attribute information can be presented in different areas of the object presentation interface; or the object information of the media content objects with different preset object attribute information can be presented in different areas of the object presentation interface only when part of object presentation operations are received, and when other object presentation operations than the part of object presentation operations are received, the object information of the media content objects can be presented in the object presentation interface in other presentation manners than the above-mentioned presentation manner.

[0054] In some implementations, when the received object presentation operation is the first object presentation operation, in response to the first object presentation operation, the object information of the media content objects with different preset object attribute information can be presented in different areas of the object presentation interface according to differences in the preset object attribute information of the media content objects, so as to improve the orderliness of the object information presented in the object presentation interface, and improve the efficiency of viewing the object information presented in the object presentation interface.

[0055] In this case, optionally, the presenting the object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface includes: in response to the object presentation operation being a first object presentation operation, presenting the object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface.

[0056] The first object presentation operation can be understood as an object presentation operation corresponding to the object information presentation manner of presenting the object information of the media content objects with different preset object attribute information in different object areas, in other words, the first object presentation operation can be configured to indicate presentation of the object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface. An execution manner of the first object presentation operation is not limited, for example, the first object presentation operation can be an object presentation operation without a corresponding media content object, for example, the first object presentation operation can include an operation of triggering the preset identification in the media content presentation interface, an operation of triggering the object presentation control in the media content presentation interface, and/or a preset slide operation acted on a non-control area of the media content presentation interface, etc.

[0057] Specifically, in the case that the first object presentation operation for the media content currently presented in the media content presentation interface is received, for example, in the case that it is detected that the current user triggers the preset identification 20 and/or the object presentation control 22 (as shown in Fig. 2 and Fig. 3) presented in the media content presentation interface, the object presentation interface 40 of the media content can be presented, and the object information of the media content objects of the media content with different preset object attribute information can be presented in different object areas of the object presentation interface 40, as shown in Fig. 4.

[0058] In the above-mentioned implementations, when the received object presentation operation is not the first object presentation operation, the object information can be presented in the object presentation interface in other presentation manners than the presentation manner used when the first object presentation operation is received, so as to further enrich the presentation manners of the object information of the object presentation interface, and satisfy different object information viewing requirements of users.

[0059] Optionally, the information presentation method can further include: in response to the object presentation operation being a second object presentation operation, presenting third object information about a media content object corresponding to the second object presentation operation in a third object area of the object presentation interface, and presenting fourth object information about at least part of media content objects other than the media content object corresponding to the second object presentation operation in a fourth object area of the object presentation interface.

[0060] The second object presentation operation can be understood as an object presentation operation configured to indicate presentation of object attribute information about a corresponding media content object in the third object area. The second object presentation operation can have a corresponding media content object, and an execution manner thereof is not limited, for example, the second object presentation operation can include a trigger operation of triggering object identification information about a certain media content object presented in the media content presentation interface, etc.

[0061] The third object information can be understood as object information about the media content object corresponding to the second object presentation operation. The fourth object information can be understood as object information about other media content objects than the media content object corresponding to the second object presentation operation. An object attribute corresponding to the third object information and an object attribute corresponding to the fourth object information can be the same or different. In some examples, the object attribute corresponding to the third object information can include but is not limited to the object attribute corresponding to the fourth object information. For example, the third object information can include identification attribute information about the media content object corresponding to the second object presentation operation, and in addition, the third object information can further include creation attribute information, associated object attribute information, and/or identity attribute information, etc., about the media content object corresponding to the second object presentation operation. The fourth object information can include identification attribute information about the corresponding media content, and in addition, the fourth object attribute information can further include identity attribute information about the corresponding media content.

[0062] The identification attribute information about a certain media content object can be understood as information for identifying the media content object, such as identification information. The creation attribute information about a certain media content object can be understood as attribute information related to a creation corresponding to the media content object, such as creation information and/or quantity of works information about at least one creation corresponding to the media content object, etc. The associated object attribute information about a certain media content object can be understood as attribute information related to an associated object of the media content object, such as information about the count of associated objects of the media content object, etc. The associated object can be understood as an object that has a preset association relationship with the media content object. Taking the media content object as a media content creator for an example, the preset association relationship can include, for example, a follow relationship, and the associated object can include, for example, a user who follows the media content creator in the current application. Identity information about a certain media content object can be understood as identity information of the media content when creating the media content, such as role information of the media content when creating the media content. The identity information can be set according to needs, for example, the identity information can include a director, a photographer, a voice actor, a planner, an editor, and/or an on-camera person, etc.

[0063] The third object area can be understood as an object area in the object presentation interface that is configured to present the third object information about the media content object corresponding to the second object presentation operation. The fourth object area can be understood as an object area in the object presentation interface that is configured to present the fourth object information about other media content objects than the media content object corresponding to the second object presentation operation. The third object area and the fourth object area can be different object areas in the object presentation interface, and a relative position between them is not limited, for example, the third object area can be located above, below, to the left of, or to the right of the fourth object area, etc. In some examples, the third object area can be located above the fourth object area, in other words, the third object information can be presented above the fourth object information, so as to facilitate the user to view the object information about the media content object triggered by the user.

[0064] Specifically, in the case that the second object presentation operation for the media content currently presented in the media content presentation interface is received, for example, in the case that it is detected that the current user triggers the object identification information about a certain media content object presented in the media content presentation interface, the object presentation interface 40 of the media content can be presented, the third object information about the media content object corresponding to the second object presentation operation can be presented in the third object area 50 of the object presentation interface 40, for example, the identification attribute information, the creation attribute information, the associated object attribute information, and/or the identity attribute information, etc., about the media content object can be presented in the third object area 50 of the object presentation interface; and the fourth object information about at least one media content object other than the media content object corresponding to the second object presentation operation can be presented in the fourth object area 51 of the object presentation interface 40, for example, the identification attribute information and the identity attribute information, etc., about the at least one media content object other than the media content object corresponding to the second object presentation operation can be presented, as shown in Fig. 5 (in the figure, the media content object being a media content creator is taken as an example).

[0065] According to the information presentation method provided by the present embodiment, the media content is presented in the media content presentation interface, where the media content includes a plurality of media content objects; and in response to the object presentation operation for the media content, the object presentation interface of the media content is presented, and the object information of the media content objects with different preset object attribute information is presented in different object areas of the object presentation interface. According to the technical solution described above, the present embodiment allows the object information of the media content objects with different preset object attribute information to be presented in different areas of the object presentation interface based on differences in the preset object attribute information, so that the presentation manners of the object information about the media content objects can be enriched, the orderliness of the object information

presented in the object presentation interface can be improved, and thus the efficiency of viewing the object information presented in the object presentation interface can be improved.

[0066] Fig. 6 is a schematic flowchart of another information presentation method according to an embodiment of the present disclosure. The solution in the present embodiment can be combined with one or more optional solutions in the above-mentioned embodiment. Optionally, the presenting the object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface includes at least one of the following: presenting first object information about a first-type media content object in a first object area of the object presentation interface, the first-type media content object being a media content object with first preset object attribute information; or presenting second object information about a second-type media content object in a second object area of the object presentation interface, the second-type media content object being a media content object with second preset object attribute information.

[0067] Specifically, as shown in Fig. 6, the information presentation method provided by the present embodiment can include:

[0068] S201, presenting media content in a media content presentation interface, where the media content includes a plurality of media content objects.

[0069] S202, presenting an object presentation interface of the media content in response to an object presentation operation for the media content, and presenting first object information about a first-type media content object in a first object area of the object presentation interface, and/or presenting second object information about a second-type media content object in a second object area of the object presentation interface, the first-type media content object being a media content object with first preset object attribute information, and the second-type media content object being a media content object with second preset object attribute information.

[0070] The first-type media content object can be understood as a media content object with first preset object attribute information. The second-type media content object can be understood as a media content object with second preset object attribute information. The first preset object attribute information and the second preset object attribute information can be different attribute information of a preset object attribute, for example, the first preset object attribute information and the second preset object attribute information can correspond to different attribute values of the preset object attribute, etc.

[0071] The first object information can be understood as object information about the first-type media content object. The second object information can be understood as object information about the second-type media content object. Exemplarily, the first object information and/or the second object information can include identification attribute information and/or identity attribute information about the corresponding media content object.

[0072] The first object area can be understood as an object area in the object presentation interface that is configured to present the first object information about the first-type media content object. The second

object area can be understood as an object area in the object presentation interface that is configured to present the second object information about the second-type media content object. The first object area and the second object area can be different object areas in the object presentation interface, and a relative position between them is not limited, for example, the first object area can be located above, below, to the left of, or to the right of the second object area, etc. In some examples, the first object area can be located above the second object area, in other words, the first object information can be presented above the second object information, so as to facilitate the user to view the object information about the first-type media content object of the media content currently presented.

[0073] Specifically, in the case that the object presentation operation for the media content currently presented in the media content presentation interface is received, for example, in the case that the first object presentation operation for the media content currently presented in the media content presentation interface is received, the object presentation interface 40 of the media content can be presented, the first object information about the first-type media content object of the media content currently presented can be presented in the first object area 41 of the object presentation interface 40, and/or the second object information about the second-type media content object of the media content currently presented can be presented in the second object area 42 of the object presentation interface 40, as shown in Fig. 4.

[0074] Exemplarily, in the case that there is only the first-type media content object but no second-type media content object in the current media content, the first object information about each first-type media content object can be presented in the first object area of the object presentation interface of the media content. In this case, the second object area may or may not be presented in the object presentation interface. In the case that there is only the second-type media content object but no first-type media content object in the current media content, the second object information about each second-type media content object can be presented in the second object area of the object presentation interface of the media content. In this case, the first object area may or may not be presented in the object presentation interface. In the case that there are the first-type media content object and the second-type media content object in the current media content, the first object information about each first-type media content object can be presented in the first object area of the object presentation interface of the media content, and the second object information about each second-type media content object can be presented in the second object area of the object presentation interface of the media content.

[0075] In the present embodiment, the object information presented in different object areas of the object presentation interface can have the same or different presentation styles. For example, the first object information presented in the first object area and the second object information presented in the second object area can have the same or different presentation styles, which can be specifically set flexibly according to needs. Optionally, the first object information and the second object information have different presentation styles in the object presentation interface, so as to further enrich the presentation

styles of the object information in the object presentation interface, and reduce the difficulty in distinguishing between the first object information and the second object information.

[0076] A specific presentation style of the object information is not limited, for example, the first object information and the second object information having different presentation styles can mean that the first object information and the second object information have different presentation sizes, arrangement manners, information contents, and/or different information presented in association, etc.

[0077] Optionally, the first object information and the second object information having different presentation styles in the object presentation interface includes at least one of the following: the first object information and the second object information having different presentation sizes in the object presentation interface; or the first object information being presented in association with a first object attribute identification corresponding to the first preset object attribute information; the second object information not being presented in association with an object attribute identification corresponding to the preset object attribute information, or the second object information being presented in association with a second object attribute identification corresponding to the second preset object attribute information.

[0078] The first object attribute identification can be understood as an object attribute identification corresponding to the first preset attribute information about the first-type media object. Exemplarily, the first object attribute identification can be configured to indicate that the corresponding media content object is the first-type media content object with the first preset attribute information. The second object attribute identification can be understood as an object attribute identification corresponding to the second preset attribute information about the second-type media content object. Exemplarily, the second object attribute identification can be configured to indicate that the corresponding media content object is the second-type media content object with the second preset attribute information. Presentation styles of the first object attribute identification and the second object attribute identification are not limited.

[0079] In some examples, the first object information and the second object information can have different presentation sizes in the object presentation interface 40, for example, the first object information about the first-type media content object can be presented in a first presentation size in the first object area 41 of the object presentation interface 40, and the second object information about the second-type media content object can be presented in a second presentation size in the second object area 42 of the object presentation interface 40, as shown in Fig. 4.

[0080] In some examples, one of the first object information and the second object information can be presented in association with an object attribute identification corresponding to the preset object attribute, while the other one may not be presented with an object attribute identification corresponding to the preset object attribute. For example, when the first object information and the second object information are presented in the object presentation interface, the first object information can be presented in association with an object attribute identification (such as the first object attribute identification 43) corresponding to the preset object attribute information (such as the first preset object attribute information) about the

corresponding media content object (that is, the first-type media content object), for example, the first object information can be presented in association with an object attribute identification with words such as "initiator", and the second object information may not be presented in association with an object attribute identification (such as the second object attribute identification) corresponding to the preset object attribute information (such as the second preset object attribute information) about the corresponding media content object (that is, the second-type media content object), as shown in Fig. 4; or the first object information may not be presented in association with an object attribute identification corresponding to the preset object attribute information about the corresponding media content object, and the second object information can be presented in association with an object attribute identification corresponding to the preset object attribute information about the corresponding media content object.

[0081] In some examples, the first object information and the second object information can be presented in association with different object attribute identifications corresponding to the preset object attribute information. For example, the first object information can be presented in association with the first object attribute identification corresponding to the preset object attribute information (such as the first preset object attribute information) about the corresponding media content object, and the second object information can be presented in association with the second object attribute identification corresponding to the preset object attribute information (such as the second preset object attribute information) about the corresponding media content object.

[0082] In the present embodiment, the plurality of media content objects of the media content currently presented in the media content presentation interface may or may not include a current object, the current object can be an object that is currently viewing the media content, such as the current user; or an object associated with the current user, such as an object set or created by the current user. Taking the media content object as a media content creator for an example, the plurality of media content creators of the media content currently presented in the media content presentation interface may or may not include the current object, the current object can be the current user. In other words, the current user can view media content that he/she participates in creating in the media content presentation interface, and can also view media content that he/she does not participate in creating in the media content presentation interface. In the following, the current object being the current user is taken as an example for description.

[0083] In the case that the plurality of media content objects of the media content currently presented in the media content presentation interface do not include the current object, the object information about the media content objects can be presented in a corresponding object area (such as the first object area, the second object area, and/or the fourth object area, etc.) according to the order of the media content objects in the preset presentation order of the media content, such as the object information presented in the first object area and the second object area in Fig. 4. The preset presentation order can be a presentation order preset for the media content objects of the media content, which can be set by a poster of the media

content and/or a business party of the current application according to needs, and is not limited in the present embodiment.

[0084] In the case that the plurality of media content objects of the media content currently presented in the media content presentation interface include the current object, when there are a plurality of pieces of object information to be presented in an object area where the object information about the current object is located, the object information about the current object may or may not be presented in the object area according to the order of the current object in the preset presentation order of the media content, which can be specifically set flexibly according to needs. In this case, optionally, the plurality of media content objects include a current object, where the object information about the current object is presented in a preset position in at least part of the object areas; or the object information about the current object is presented in at least part of the object areas according to a preset presentation order. The preset position can be flexibly set according to needs. Exemplarily, the preset position can be a center position of the corresponding object area and/or a presentation position of first object information. In the following, the preset position being the presentation position of the first object information in the corresponding object area is taken as an example.

[0085] Exemplarily, in the case that the object information about the current object is presented in the first object area, that is, in the case that the first object presentation operation is received and the current object is the first-type media content object of the media content currently presented, considering that the count of the first-type media content objects generally will not be too large, when there are a plurality of first-type media content objects in the media content currently presented, the first object information about each first-type media content object including the current object can be presented in the first object area according to the order of the first-type media content objects in the preset presentation order of the media content.

[0086] In the case that the object information about the current object is presented in the third object area, that is, in the case that the current object is the media content object corresponding to the second object presentation operation, considering that the count of media content objects corresponding to the second object presentation operation usually will not be too large (for example, there is generally only one), when there are a plurality of media objects corresponding to the second object presentation operation, the third object information about each media content object including the current object and corresponding to the second object presentation operation can be presented in the third object area according to the order of the media content objects corresponding to the second object presentation operation in the preset presentation order of the media content, so as to simplify the operations required for presenting the third object information; or the object information about the current object can be presented in the preset position in the third object area, and the third object information about other media content objects than the current object can be presented in other positions than the preset position in the

third object area according to the order of other media content objects corresponding to the second object presentation operation in the preset presentation order of the media content.

[0087] In the case that the object information about the current object is presented in the second object area and/or the fourth object area, that is, in the case that the first object presentation operation is received and the current object is the second-type media content object, and/or the second object presentation operation is received and the current object is not the media content object corresponding to the object presentation operation, considering that the count of pieces of object information that need to be presented in the second object area and the fourth object area can be relatively large, when there are a plurality of pieces of object information to be presented in the second object area and/or the fourth object area, the object information about the current object can be presented in the preset position in the second object area and/or the fourth object area, and the object information (such as the second object information and/or the fourth object information) about other media content objects than the current object can be presented in other positions than the preset position in the second object area and/or the fourth object area according to the order of the media content objects other than the current object in the preset presentation order of the media content. For example, the object information about the current object can be presented in the presentation position of the first object information in the second object area and/or the fourth object area, and the object information about other media content objects to be presented other than the current object can be presented after the object information about the current object according to the order of the other media content objects to be presented other than the current object in the preset presentation order of the media content, as shown in Fig. 5 and Fig. 7, so as to reduce the difficulty in viewing the object information about the current object, and provide convenience for the current user to view the object information about the current object.

[0088] According to the information presentation method provided by the present embodiment, the object information about the first-type media content object with the first preset object attribute information and the object information about the second-type media content object with the second preset object attribute information are presented in different object areas of the object presentation interface, so that the object information presentation manners of the object presentation interface can be enriched, and the difficulty in distinguishing between the first-type media content object and the second-type media content object can be reduced.

[0089] Fig. 8 is a structural block diagram of an information presentation apparatus according to an embodiment of the present disclosure. The apparatus can be implemented in software and/or hardware, and can be configured in an electronic device, typically in a computer, a mobile phone, or a tablet computer. The apparatus can present media content object information of media content, such as creator information of the media content, by executing an information presentation method. As shown in Fig. 8, the information presentation apparatus provided by the present embodiment can include: a media content presentation module 801 and an object information presentation module 802, where,

- [0090] the media content presentation module 801 is configured to present media content in a media content presentation interface, where the media content includes a plurality of media content objects; and
- [0091] the object information presentation module 802 is configured to present an object presentation interface of the media content in response to an object presentation operation for the media content, and present object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface.
- [0092] According to the information presentation apparatus provided by the present embodiment, the media content presentation module presents the media content in the media content presentation interface, where the media content includes a plurality of media content objects; and the object information presentation module presents the object presentation interface of the media content in response to the object presentation operation for the media content, and presents the object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface. According to the technical solution described above, the present embodiment allows the object information of the media content objects with different preset object attribute information to be presented in different areas of the object presentation interface based on differences in the preset object attribute information, so that the presentation manners of the object information about the media content objects can be enriched, the orderliness of the object information presented in the object presentation interface can be improved, and thus the efficiency of viewing the object information presented in the object presentation interface can be improved.
- [0093] Optionally, the object information presentation module 802 can be configured to perform at least one of the following: presenting first object information about a first-type media content object in a first object area of the object presentation interface, the first-type media content object being a media content object with first preset object attribute information; or presenting second object information about a second-type media content object in a second object area of the object presentation interface, the second-type media content object being a media content object with second preset object attribute information.
- [0094] Optionally, the first object information and the second object information have different presentation styles in the object presentation interface.
- [0095] Optionally, the first object information and the second object information having different presentation styles in the object presentation interface includes at least one of the following: the first object information and the second object information having different presentation sizes in the object presentation interface; or the first object information being presented in association with a first object attribute identification corresponding to the first preset object attribute information; the second object information not being presented in association with an object attribute identification corresponding to the preset object attribute information, or the second object information being presented in association with a second object attribute identification corresponding to the second preset object attribute information.

- [0096] Optionally, the object information presentation module 802 can be further configured to: in response to the object presentation operation being a first object presentation operation, present the object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface; and the object information presentation module 802 can be further configured to: in response to the object presentation operation being a second object presentation operation, present third object information about a media content object corresponding to the second object presentation operation in a third object area of the object presentation interface, and present fourth object information about at least part of media content objects other than the media content object corresponding to the second object presentation operation in a fourth object area of the object presentation interface.
- [0097] Optionally, a preset identification corresponding to the media content is further presented in the media content presentation interface, and the preset identification is configured to indicate the count of media content objects of the media content and/or a number interval corresponding to the count of media content objects.
- [0098] Optionally, the media content object includes a media content creator, and the preset object attribute information includes preset creation attribute information.
- [0099] Optionally, the plurality of media content objects include a current object, where the object information about the current object is presented in a preset position in at least part of the object areas; or the object information about the current object is presented in at least part of the object areas according to a preset presentation order.
- [0100] The information presentation apparatus provided by the embodiment of the present disclosure can execute the information presentation method provided by any embodiment of the present disclosure, and has corresponding functional modules and beneficial effects for executing the information presentation method. For technical details not described in detail in the present embodiment, reference can be made to the information presentation method provided by any embodiment of the present disclosure.
- [0101] Reference is made to Fig. 9 below, which shows a schematic structural diagram of an electronic device (such as a terminal device) 900 suitable for implementing the embodiments of the present disclosure. The terminal device in the embodiments of the present disclosure can include, but is not limited to, mobile terminals such as a mobile phone, a notebook computer, a digital broadcast receiver, a PDA (personal digital assistant), a PAD (tablet computer), a PMP (portable multimedia player), a vehicle-mounted terminal (such as a vehicle navigation terminal), etc., and fixed terminals such as a digital TV, a desktop computer, etc. The electronic device shown in Fig. 9 is only an example, and should not impose any limitation on the functions and the range of use of the embodiments of the present disclosure.
- [0102] As shown in Fig. 9, the electronic device 900 can include a processing apparatus (such as a central processing unit, a graphics processor, etc.) 901, which can perform various appropriate actions and processing according to a program stored in a read-only memory (ROM) 902 or a program loaded from a

storage apparatus 908 into a random access memory (RAM) 903. In the RAM 903, various programs and data necessary for operations of the electronic device 900 are also stored. The processing apparatus 901, the ROM 902, and the RAM 903 are connected to each other through a bus 904. An input/output (I/O) interface 905 is also connected to the bus 904.

[0103] Generally, the following apparatuses can be connected to the I/O interface 905: an input apparatus 906 including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, a gyroscope, or the like; an output apparatus 907 including, for example, a liquid crystal display (LCD), a speaker, a vibrator, or the like; a storage apparatus 908 including, for example, a magnetic tape, a hard disk, or the like; and a communication apparatus 909. The communication apparatus 909 can allow the electronic device 900 to perform wireless or wired communication with other devices to exchange data. Although Fig. 9 shows the electronic device 900 having various apparatuses, it should be understood that it is not required to implement or provide all of the apparatuses shown. More or fewer apparatuses can be implemented or provided alternatively.

[0104] In particular, according to the embodiments of the present disclosure, the process described above with reference to the flowchart can be implemented as a computer software program. For example, the embodiments of the present disclosure include a computer program product, which includes a computer program carried by a non-transitory computer-readable medium, and the computer program contains program codes for executing the method shown in the flowchart. In such an embodiment, the computer program can be downloaded from a network and installed through the communication apparatus 909, or installed from the storage apparatus 908, or installed from the ROM 902. When the computer program is executed by the processing apparatus 901, the functions defined in the method of the embodiments of the present disclosure are executed.

[0105] It should be noted that the above-mentioned computer-readable medium in the present disclosure can be a computer-readable signal medium, a computer-readable storage medium, or any combination thereof. The computer-readable storage medium may be, for example, but not limited to, an electrical, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, or device, or any combination thereof. More specific examples of the computer-readable storage medium can include, but are not limited to: an electrical connection having one or more wires, a portable computer magnetic disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disc read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination thereof. In the present disclosure, a computer-readable storage medium can be any tangible medium that contains or stores a program, and the program can be used by or in combination with an instruction execution system, apparatus, or device. In the present disclosure, a computer-readable signal medium can include a data signal propagated on a baseband or as a part of a carrier wave, and computer-readable program codes are carried in the data signal. The data signal propagated in this manner can be in multiple forms, and

includes, but is not limited to, an electromagnetic signal, an optical signal, or any suitable combination thereof. The computer-readable signal medium can also be any computer-readable medium other than the computer-readable storage medium, and the computer-readable signal medium can send, propagate, or transmit the program used by or in combination with the instruction execution system, apparatus, or device. The program codes contained on the computer-readable medium can be transmitted in any suitable medium, including but not limited to: a wire, an optical cable, a radio frequency (RF), or any suitable combination thereof.

[0106] In some implementations, clients and servers can communicate using any currently known or future developed network protocol, such as the hypertext transfer protocol (HTTP), and can be interconnected with any form or medium of digital data communication (for example, a communication network). Examples of the communication network include a local area network ("LAN"), a wide area network ("WAN"), an internet (for example, the Internet), a peer-to-peer network (for example, an Ad-Hoc network), and any network currently known or to be developed in the future.

[0107] The computer-readable medium can be contained in the electronic device, or can exist alone without being assembled into the electronic device.

[0108] The computer-readable medium carries one or more programs, and the one or more programs, when executed by the electronic device, cause the electronic device to: present media content in a media content presentation interface, where the media content includes a plurality of media content objects; and present an object presentation interface of the media content in response to an object presentation operation for the media content, and present object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface.

[0109] The computer program codes for executing the operations in the present disclosure can be written in one or more programming languages or a combination thereof, the programming languages including but not limited to object-oriented programming languages such as Java, Smalltalk, and C++, and further including conventional procedural programming languages such as "C" language or similar programming languages. The program codes can be executed entirely on a user computer, partly on the user computer, as a stand-alone software package, partly on the user computer and partly on a remote computer, or entirely on the remote computer or a server. In the case involving the remote computer, the remote computer can be connected to the user computer through any kind of network, including a local area network (LAN) or a wide area network (WAN), or can be connected to an external computer (for example, connected by using Internet provided by an Internet service provider).

[0110] The flowcharts and block diagrams in the drawings illustrate the possibly implemented architectures, functions, and operations of the system, the method, and the computer program product according to various embodiments of the present disclosure. In this regard, each block in the flowchart or block diagrams can represent a module, a program segment, or a part of code, which contains one or more executable instructions for implementing the specified logical functions. It should also be noted that, in

some alternative implementations, the functions marked in the blocks can occur in an order different from that marked in the drawings. For example, two blocks shown in succession can, in fact, be executed substantially concurrently, or the blocks can sometimes be executed in the reverse order, depending upon the functionality involved. It also should be noted that each block of the block diagrams and/or flowcharts, or a combination of blocks in the block diagrams and/or flowcharts can be implemented in a special purpose hardware-based system that perform a specified function or operation, or can be implemented in a combination of special purpose hardware and a computer instruction.

[0111] The involved units described in the embodiments of the present disclosure can be implemented in software, and can also be implemented in hardware. The name of a module does not constitute a limitation on the module itself under certain circumstances.

[0112] The functions described above can be performed at least in part by one or more hardware logic components. For example, without limitation, exemplary types of the hardware logic components that can be used include: a field programmable gate array (FPGA), an application specific integrated circuit (ASIC), an application specific standard product (ASSP), a system on chip (SOC), a complex programmable logical device (CPLD) and more.

[0113] In the context of the present disclosure, a machine-readable medium can be a tangible medium that can contain or store a program for use by or in combination with an instruction execution system, apparatus, or device. The machine-readable medium can be a machine-readable signal medium or a machine-readable storage medium. The machine-readable medium can include, but is not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, or device, or any suitable combination of the above. More specific examples of the machine-readable storage medium would include an electrical connection based on one or more wires, a portable computer disk, a hard disk, a random access memory (RAM), a read only memory (ROM), an erasable programmable read only memory (EPROM or flash memory), an optical fiber, a portable compact disc read only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination of the above.

[0114] One or more embodiments of the present disclosure provide an information presentation method, including:

[0115] presenting media content in a media content presentation interface, where the media content includes a plurality of media content objects;

[0116] presenting an object presentation interface of the media content in response to an object presentation operation for the media content, and presenting object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface.

[0117] According to the method provided by one or more embodiments of the present disclosure, the presenting object information of the media content objects with different preset object attribute

information in different object areas of the object presentation interface includes at least one of the following:

- [0118] presenting first object information about a first-type media content object in a first object area of the object presentation interface, the first-type media content object being a media content object with first preset object attribute information; or
- [0119] presenting second object information about a second-type media content object in a second object area of the object presentation interface, the second-type media content object being a media content object with second preset object attribute information.
- [0120] According to the method provided by one or more embodiments of the present disclosure, the first object information and the second object information have different presentation styles in the object presentation interface.
- [0121] According to the method provided by one or more embodiments of the present disclosure, the first object information and the second object information having different presentation styles in the object presentation interface includes at least one of the following:
  - [0122] the first object information and the second object information having different presentation sizes in the object presentation interface; or
  - [0123] the first object information being presented in association with a first object attribute identification corresponding to the first preset object attribute information; and the second object information not being presented in association with an object attribute identification corresponding to the preset object attribute information, or the second object information being presented in association with a second object attribute identification corresponding to the second preset object attribute information.
- [0124] According to the method provided by one or more embodiments of the present disclosure, the presenting the object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface includes:
  - [0125] in response to the object presentation operation being a first object presentation operation, presenting the object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface; and
  - [0126] the method further includes:
    - [0127] in response to the object presentation operation being a second object presentation operation, presenting third object information about a media content object corresponding to the second object presentation operation in a third object area of the object presentation interface, and presenting fourth object information about at least part of media content objects other than the media content object corresponding to the second object presentation operation in a fourth object area of the object presentation interface.
- [0128] According to the method provided by one or more embodiments of the present disclosure, a preset identification corresponding to the media content is further presented in the media content

- presentation interface, the preset identification being configured to indicate the count of media content objects of the media content and/or a number interval corresponding to the count of media content objects.
- [0129] According to the method provided by one or more embodiments of the present disclosure, the media content object includes a media content creator, and the preset object attribute information includes preset creation attribute information.
- [0130] According to the method provided by one or more embodiments of the present disclosure, the plurality of media content objects include a current object, where,
- [0131] the object information about the current object is presented in a preset position in at least part of the object areas; or
- [0132] the object information about the current object is presented in at least part of the object areas according to a preset presentation order.
- [0133] One or more embodiments of the present disclosure provide an information presentation apparatus, including:
- [0134] a media content presentation module, configured to present media content in a media content presentation interface, where the media content includes a plurality of media content objects; and
- [0135] an object information presentation module, configured to present an object presentation interface of the media content in response to an object presentation operation for the media content, and present object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface.
- [0136] One or more embodiments of the present disclosure provide an electronic device, including:
- [0137] one or more processors; and
- [0138] a memory, configured to store one or more programs,
- [0139] the one or more programs, when executed by the one or more processors, cause the one or more processors to implement the information presentation method according to any one of the above.
- [0140] One or more embodiments of the present disclosure provide a computer-readable storage medium, on which a computer program is stored, the program, when executed by a processor, implements the information presentation method according to any one of the above.
- [0141] One or more embodiments of the present disclosure provide a computer program product, the computer program product, when executed by a computer, causes the computer to implement the information presentation method according to any one of the above.
- [0142] The above description is merely preferred embodiments of the present disclosure and an explanation of the technical principles employed. Those skilled in the art should understand that the scope of disclosure involved in the present disclosure is not limited to the technical solutions formed by the specific combination of the above-mentioned technical features, and should also cover, without departing from the above-mentioned disclosed concept, other technical solutions formed by any combination of the above-mentioned technical features or their equivalent features. For example, a technical solution formed

by replacing the above features with technical features with similar functions disclosed in the present disclosure (but not limited thereto) also falls within the scope of the present disclosure.

[0143] Additionally, although operations are depicted in a particular order, it should not be understood that these operations are required to be executed in a specific order as illustrated or in a sequential order. Under certain circumstances, multitasking and parallel processing can be advantageous. Likewise, although the above discussion includes several specific implementation details, these should not be interpreted as limitations on the scope of the present disclosure. Certain features that are described in the context of separate embodiments can also be implemented in combination in a single embodiment. Conversely, various features that are described in the context of a single embodiment can also be implemented in multiple embodiments separately or in any suitable sub-combinations.

[0144] Although the subject matter has been described in language specific to structural features and/or logical actions of the method, it should be understood that the subject matter defined in the appended claims is not necessarily limited to the specific features or actions described above. Rather, the specific features and actions described above are merely example forms of implementing the claims.

## CLAIMS

1. An information presentation method, comprising:

presenting media content in a media content presentation interface, wherein the media content comprises a plurality of media content objects; and

presenting an object presentation interface of the media content in response to an object presentation operation for the media content, and presenting object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface.

2. The method of claim 1, wherein the presenting the object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface comprises at least one of the following:

presenting first object information about a first-type media content object in a first object area of the object presentation interface, the first-type media content object being a media content object with first preset object attribute information; or

presenting second object information about a second-type media content object in a second object area of the object presentation interface, the second-type media content object being a media content object with second preset object attribute information.

3. The method of claim 2, wherein the first object information and the second object information have different presentation styles in the object presentation interface.

4. The method of claim 3, wherein the first object information and the second object information having different presentation styles in the object presentation interface comprises at least one of the following:

the first object information and the second object information having different presentation sizes in the object presentation interface; or

the first object information being presented in association with a first object attribute identification corresponding to the first preset object attribute information; and the second object information not being presented in association with an object attribute identification corresponding to the preset object attribute information, or the second object information being presented in association with a second object attribute identification corresponding to the second preset object attribute information.

5. The method of claim 1, wherein the presenting the object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface comprises:

in response to the object presentation operation being a first object presentation operation, presenting the object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface; and

the method further comprises:

in response to the object presentation operation being a second object presentation operation, presenting third object information about a media content object corresponding to the second object presentation

operation in a third object area of the object presentation interface, and presenting fourth object information about at least part of media content objects other than the media content object corresponding to the second object presentation operation in a fourth object area of the object presentation interface.

6. The method of any of claims 1 to 5, wherein a preset identification corresponding to the media content is further presented in the media content presentation interface, the preset identification being configured to indicate at least one of a count of media content objects of the media content or a number interval corresponding to the count of media content objects.

7. The method of any of claims 1 to 5, wherein the media content objects comprise media content creators, and the preset object attribute information comprises preset creation attribute information.

8. The method of claim 7, wherein the plurality of media content objects comprise a current object, and object information about the current object is presented at a preset position in at least part of the object areas; or

object information about the current object is presented in at least part of the object areas according to a preset presentation order.

9. An information presentation apparatus, comprising:

a media content presentation module, configured to present media content in a media content presentation interface, wherein the media content comprises a plurality of media content objects; and

an object information presentation module, configured to present an object presentation interface of the media content in response to an object presentation operation for the media content, and present object information of the media content objects with different preset object attribute information in different object areas of the object presentation interface.

10. An electronic device, comprising:

at least one processor; and

a memory communicatively connected to the at least one processor;

the memory is configured to store a computer program executable by the at least one processor, and the computer program, when executed by the at least one processor, causes the at least one processor to perform the information presentation method of any of claims 1 to 8.

11. A computer-readable storage medium configured to store computer instructions, the computer instructions, when executed by a processor, cause the information presentation method of any of claims 1 to 8 to be implemented.

12. A computer program product comprising a computer program, the computer program, when executed by a processor, implements the information presentation method of any of claims 1 to 8.