Claims

What is claimed is:

1. A method implemented by one or more computing devices, the method comprising:

obtaining a digital object unique identifier (DOI) from interaction information sent from a sending client end;

analyzing the DOI to obtain information identified by the DOI;

pushing a display operation entry for the information identified by the DOI to a receiving client end;

pushing the information identified by the DOI to the receiving client end in response to receiving a display trigger instruction for the information identified by the DOI from the receiving client end, wherein the display trigger instruction is triggered by a first user operation on the display operation entry, to cause the receiving client end to display the information identified by the DOI in an information interactive interface; and

pushing the information identified by the DOI to the receiving client end in response to receiving a display trigger instruction for the information identified by the DOI from the receiving client end, wherein the display trigger instruction is triggered by a second user operation on the display operation entry, to cause the receiving client end to display an information interactive interface without the information identified by the DOI.

2. The method of claim 1, wherein pushing the information identified by the DOI to the receiving client end comprises pushing new interaction information that includes the information identified by the DOI to the receiving client end.

3. The method of claim 1, wherein obtaining the DOI from the interaction information comprises:

obtaining image information from the interaction information;

determining whether the image information includes the DOI; and

extracting the DOI from the image information in response to determining that the image information includes the DOI.

4. The method of claim 1, wherein the interaction information comprises one of interaction information in instant messaging, interaction information in a social networking platform, and interaction information in an electronic mail.

5. The method of claim 1, wherein the DOI comprises one of a two-dimensional code, a bar code, a character code, and a network domain name.

6. The method of claim 1, further comprising:

determining whether the information identified by the DOI is safe prior to pushing the information identified by the DOI to the receiving client end; and

pushing the information identified by the DOI to the receiving client end in response to determining that the information identified by the DOI is safe.

7. One or more computer-readable media storing executable instructions that, when executed by one or more processors, cause the one or more processors to perform acts comprising:

obtaining a digital object unique identifier (DOI) from interaction information sent from a sending client end;

analyzing the DOI to obtain information identified by the DOI;

pushing a display operation entry for the information identified by the DOI to a receiving client end;

pushing the information identified by the DOI to the receiving client end in response to receiving a display trigger instruction for the information identified by the DOI from the receiving client end, wherein the display trigger instruction is triggered by a first user operation on the display operation entry, to cause the receiving client end to display the information identified by the DOI in an information interactive interface; and

pushing the information identified by the DOI to the receiving client end in response to receiving a display trigger instruction for the information identified by the DOI from the receiving client end, wherein the display trigger instruction is triggered by a second user operation on the display operation entry, to cause the receiving client end to display an information interactive interface without the information identified by the DOI.

8. The one or more computer-readable media of claim 7, wherein pushing the information identified by the DOI to the receiving client end includes pushing new interaction information that includes the information identified by the DOI to the receiving client end.

9. The one or more computer-readable media of claim 7, wherein obtaining the DOI from the interaction information comprises:

obtaining image information from the interaction information;

determining whether the image information includes the DOI; and

extracting the DOI from the image information in response to determining that the image information includes the DOI.

10. The one or more computer-readable media of claim 7, wherein the interaction information comprises one of interaction information in instant messaging, interaction information in a social networking platform, and interaction information in an electronic mail.

11. The one or more computer-readable media of claim 7, the acts further comprising: determining whether the information identified by the DOI is safe prior to pushing the information identified by the DOI to the receiving client end; and

pushing the information identified by the DOI to the receiving client end in response to determining that the information identified by the DOI is safe.

12. An apparatus comprising:

one or more processors;

memory;

an acquisition unit stored in the memory and executable by the one or more processors to obtain a digital object unique identifier (DOI) from interaction information sent from a sending client end;

an analysis unit stored in the memory and executable by the one or more processors to parse the DOI to obtain information identified by the DOI;

a display unit stored in the memory and executable by the one or more processors to push a display operation entry for the information identified by the DOI to a receiving client end and to push the information identified by the DOI to the receiving client end in response to receiving a display trigger instruction for the information identified by the DOI from the receiving client end, wherein the display

trigger instruction is triggered by a first user operation on the display operation entry to cause the receiving client end to display the information identified by the DOI in an information interactive interface; and to push the information identified by the DOI to the receiving client end in response to receiving a display trigger instruction for the information identified by the DOI from the receiving client end, wherein the display trigger instruction is triggered by a second user operation on the display operation entry, to cause the receiving client end to display an information interactive interface without the information identified by the DOI.

13. The apparatus of claim 12, wherein the acquisition unit further obtains image information from the interaction information, determines whether the image information includes the DOI, and extracts the DOI from the image information in response to determining that the image information includes the DOI.

14. The apparatus of claim 12, wherein the interaction information comprises one of interaction information in instant messaging, interaction information in a social networking platform, and interaction information in an electronic mail, and wherein the DOI comprises one of a two-dimensional code, a bar code, a character code, and a network domain name.