Claims

1. A method for displaying information, comprising:

transmitting operation prompt information to terminal equipment used by a first user in response to detection that the first user performs a first preset operation on a page of a second user, wherein the page is used for displaying contents shared by the second user, the first preset operation is used for requesting to add a user tag corresponding to the second user for the first user, and the operation prompt information is used for prompting the first user to perform a second preset operation; adding the user tag for the first user in response to detection that the first user completes the second preset operation, generating an initial association value for expressing an association degree between the first user and the second user, and displaying the initial association value on the page;

displaying user information of the user having the user tag to the terminal equipment used by the second user in response to receiving a request transmitted by the second user by virtue of used terminal equipment and used for requesting to view the user having the user tag, wherein the user information comprises a latest association value between the user and the second user; and

receiving a new user tag transmitted by the second user by virtue of the used terminal equipment, and changing the user tag corresponding to the second user to the received new user tag in response to receiving a request transmitted by the second user by virtue of used terminal equipment and used for requesting to change the user tag.

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

acquiring attribute information of a target attribute of a preset interaction operation in response to detection that the first user performs the preset interaction operation on the page;

updating the initial association value according to the attribute information to obtain a new association value; and

updating the initial association value displayed on the page to the obtained new association value.

3. The method of claim 2, wherein the preset interaction operation comprises at least one of the following operations: an access operation, an operation of transmitting a link address of the page and a virtual item associated operation, wherein the virtual item associated operation is used for adding a virtual item into a virtual item set of the second user.

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

adding a virtual item corresponding to the initial association value into a virtual item set of the first user; and

after the initial association value is updated according to the attribute information to obtain the new association value, the method further comprises:

adding a virtual item corresponding to the obtained new association value into the virtual item set of the first user.

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

amending parameters for characterizing a user permission according to a latest association value corresponding to the first user so as to enable the first user to have a permission corresponding to the latest association value.

6. A device for displaying information, comprising:

a prompt unit configured to transmit operation prompt information to terminal equipment used by a first user in response to detection that the first user performs a first preset operation on a page of a second user, wherein the page is used for displaying contents shared by the second user, the first preset operation is used for requesting to add a user tag corresponding to the second user for the first user, and the operation prompt information is used for prompting the first user to perform a second preset operation;

a display unit configured to add the user tag for the first user in response to detection that the first user completes the second preset operation, generate an initial association value for expressing an association degree between the first user and the second user, and display the initial association value on the page;

a user information display unit configured to display user information of the user having the user tag to the terminal equipment used by the second user in response to receiving a request transmitted by the second user by virtue of used terminal equipment and used for requesting to view the user having the user tag, wherein the user information comprises a latest association value between the user and the second user;

and

a user tag change unit configure to receive a new user tag transmitted by the second user by virtue of the used terminal equipment, and change the user tag corresponding to the second user to the received new user tag in response to receiving a request transmitted by the second user by virtue of used terminal equipment and used for requesting to change the user tag.

7. A server, comprising:

one or more processors; and

a storage device stored with one or more programs therein;

when the one or more programs are executed by the one or more processors, causing the one or more processors to implement the method of any one of claims 1-5.

8. A computer readable medium, stored with a computer program therein, wherein when the program is executed by a processor, causing the processor to implement the method of any one of claims 1-5.