CLAIMS

1. A media information processing method, wherein the method is performed by an electronic device, and the method comprises:

sliding media information on an information page in response to a sliding operation for the media information on the information page;

displaying, in response to that the media information involves a target topic, topic indication information of the target topic, the topic indication information being configured for indicating that the media information contains topic content corresponding to the target topic; and

displaying the topic content on the information page in response to a trigger operation for the topic indication information.

2. The method according to claim 1, wherein after the sliding media information on an information page, the method further comprises:

displaying a progress bar at an edge position on the information page in a process of sliding the media information, the progress bar being configured for indicating a sliding progress for the information page; and

the displaying topic indication information corresponding to the target topic comprises:

highlighting a target area on the progress bar, and using the highlighted target area as the topic indication information corresponding to the target topic, wherein

a relative position of the target area on the progress bar is configured for indicating a position where the target topic is involved in the media information.

3. The method according to any one of claims 1 to 2, wherein the highlighting a target area on the progress bar comprises:

in response to there being a plurality of involved positions of the target topic in the media information, highlighting, on the progress bar, sub-areas corresponding to the involved positions, and using an area obtained by combining all the sub-areas as the target area.

4. The method according to any one of claims 1 to 3, wherein the highlighting, on the progress bar, sub-areas corresponding to the involved positions comprises:

respectively obtaining an influence parameter configured for affecting display priorities of the sub-areas, the influence parameter comprising at least one of the following: a proportion of sub-topic content corresponding to the sub-area relative to total topic content corresponding to the

target topic, interaction popularity of the sub-topic content corresponding to the sub-area, and object data of a target object of the sub-topic content;

invoking a neural network model to perform priority prediction based on the influence parameter, to obtain the display priorities of the sub-areas; and

highlighting, on the progress bar by using display styles corresponding to the display priorities, the sub-areas corresponding to the involved positions.

5. The method according to any one of claims 1 to 4, wherein the highlighting a target area on the progress bar comprises:

highlighting, when the target area comprises a plurality of consecutive sub-areas, the sub-areas on the progress bar by using different filling colors, wherein

sub-topic content corresponding to the sub-areas with different filling colors varies in terms of importance relative to the target topic, or sub-topic content corresponding to the sub-areas with different filling colors varies in terms of an opinion on the target topic.

6. The method according to any one of claims 1 to 5, wherein the highlighting a target area on the progress bar comprises:

highlighting, when the target area comprises the plurality of consecutive sub-areas, each sub-area carrying a directional identifier on the progress bar, wherein

different directional identifiers are configured for indicating that sub-topic content corresponding to the corresponding sub-areas varies in terms of importance relative to the target topic, or different directional identifiers are configured for indicating that sub-topic content corresponding to the corresponding sub-areas varies in terms of an opinion on the target topic.

7. The method according to any one of claims 1 to 6, wherein the highlighting a target area on the progress bar comprises:

highlighting a plurality of target areas on the progress bar in response to that there being a plurality of target topics, wherein

one target area corresponds to one target topic, and a proportion of the target area relative to the progress bar corresponds to a proportion of topic content corresponding to the target topic indicated by the target area relative to all content of the media information.

8. The method according to any one of claims 1 to 7, wherein the highlighting a plurality of target areas on the progress bar comprises:

highlighting, on the progress bar, the plurality of target areas by using different display styles, one display style corresponding to one target topic, and/or

wherein the highlighting a plurality of target areas on the progress bar comprises:

obtaining an influence factor configured for affecting a display order of the target areas, the influence factor comprising at least one of following: a position, within the media information, of the topic content corresponding to the target topic indicated by the target area, topic popularity corresponding to the target topic indicated by the target area, and object data of a target object corresponding to the target topic indicated by the target area;

querying correspondences between different influence factors and different display orders based on the influence factor, and using a display order obtained through querying as the display orders of the target areas; and

highlighting the target areas on the progress bar according to the display orders of the target areas.

9. The method according to any one of claims 1 to 8, wherein the method further comprises:

displaying a corresponding area identifier at an associated position of each target area in a process of highlighting the plurality of target areas on the progress bar, wherein

the area identifier is configured for indicating a position, within the media information of the target topic corresponding to the corresponding target area, or configured for indicating the topic popularity of the target topic corresponding to the corresponding target area, or configured for indicating a historical trigger frequency corresponding to the corresponding target area, and/or

wherein the method further comprises:

controlling, in response to a trigger operation for the progress bar, the progress bar to be expanded, and controlling the target area to be synchronously expanded as the progress bar is expanded, wherein the target area is expanded to improve trigger convenience for the area.

10. The method according to any one of claims 1 to 9, wherein the displaying topic indication information corresponding to the target topic comprises:

displaying, at a specified position on the information page, the topic indication information that carries a topic tag and the target topic; and/or

displaying, on the information page, a topic control corresponding to the target topic, and using the topic control as the topic indication information; and/or

dynamically presenting, by using a first sub-page independent of the information page, at least one interactive element corresponding to the target topic, and using the interactive element as the topic indication information.

11. The method according to any one of claims 1 to 10, wherein the displaying the topic content on the information page comprises:

sliding the media information to a target position when information content currently displayed on the information page is irrelevant to the target topic, and switching the information content to topic content located at the target position for display, wherein the target position comprises at least one of the following: a start position of the target topic, a position of engaging topic content corresponding to the target topic, and a position of topic content posted by the target object on the target topic; and/or

wherein the displaying the topic content on the information page comprises:

displaying the topic content on the information page by using an overlay or a pop-up window; or displaying the topic content by using a second sub-page independent of the information page, the second sub-page having preset transparency,

wherein after the displaying the topic content on the information page, the method further comprises:

displaying an extension entry corresponding to the topic content, the extension entry being configured for displaying extended topic content for the target topic; and

jumping to an extension page from the information page in response to a trigger operation for the extension entry, and displaying the extended topic content on the extension page.

12. A media information processing apparatus, wherein the apparatus comprises:

a page sliding module, configured to slide media information on an information page in response to a sliding operation for the media information on the information page;

a first display module, configured to: in response to that the media information involves a target topic, display topic indication information corresponding to the target topic, the topic indication information being configured for indicating that there is topic content corresponding to the target topic; and

a second display module, configured to display the topic content on the information page in response to a trigger operation for the topic indication information.

13. An electronic device, comprising:

a memory, configured to store computer-executable instructions or a computer program; and

a processor, configured to implement, when executing the computer-executable instructions or the computer program stored in the memory, the media information processing method according to any one of claims 1 to 11.

14. A computer-readable storage medium, having computer-executable instructions or a computer program stored therein, the computer-executable instructions or the computer program, when executed by a processor, implementing the media information processing method according to any one of claims 1 to 11.

15. A computer program product, comprising a computer program or computer-executable instructions, the computer program or the computer-executable instructions, when executed by a processor, implementing the media information processing method according to any one of claims 1 to 11.