METHOD, APPARATUS, DEVICE, AND STORAGE MEDIUM FOR SUBSCRIBING MEDIA ITEM

[0001] The present application claims priority to Chinese Patent Application No. 202410269157.8, filed on March 08, 2024, and entitled "METHOD, APPARATUS, DEVICE, AND STORAGE MEDIUM FOR SUBSCRIBING MEDIA ITEM", which is hereby incorporated by reference in its entirety.

TECHNICAL FIELD

[0002] Example embodiments of the present disclosure generally relate to the field of computers, and in particular, to a method, apparatus, device, and computer-readable storage medium for subscribing a media item.

BACKGROUND

[0003] Currently, more and more applications are designed to provide various services to users. For example, a user may publish, browse, and view media items in an application. The media item may include various types of content such as a video, an image, an image set, a text, an audio, and the like. The user may also perform any appropriate type of operation on the media item in the application, such as giving a like to the media item, adding the media item to favorites, commenting on the media item, and the like.

SUMMARY

[0004] In a first aspect of the present disclosure, a method for subscribing a media item is provided. The method includes: displaying a first media item and a subscription control associated with the first media item; determining, in response to receiving a user operation for the subscription control, a subscription topic associated with the first media item; and displaying, in response to determining that a predetermined condition corresponding to the subscription topic is satisfied, at least one second media item matching the subscription topic.

[0005] In a second aspect of the present disclosure, an apparatus for subscribing a media item is provided. The apparatus includes: a subscription control displaying module configured to display a first media item and a subscription control associated with the first media item; a subscription topic determination module configured to determine, in response to receiving a user operation for the subscription control, a subscription topic associated with the first media item; and a media item displaying module configured to display, in response to determining that a predetermined condition corresponding to the subscription topic is satisfied, at least one second media item matching the subscription topic.

[0006] In a third aspect of the present disclosure, an electronic device is provided. The device includes at least one processing unit; and at least one memory coupled to the at least one processing unit and storing instructions for execution by the at least one processing unit. The instructions, when executed by the at least one processing unit, cause the device to perform the method of the first aspect.

[0007] In a fourth aspect of the present disclosure, a computer-readable storage medium is provided. The computer-readable storage medium has a computer program stored thereon. The computer program is executable by a processor to implement the method of the first aspect.

[0008] In a fifth aspect of the present disclosure, a computer program product is provided. The computer program product is tangibly stored in a computer storage medium and includes computer-executable instructions. The computer-executable instructions, when executed by a device, causes the device to perform the method of the first aspect.

[0009] It would be appreciated that the content described in the Summary section of is neither intended to identify key or essential features of the embodiments of the present disclosure, nor is it intended to limit the scope of the present disclosure. Other features of the present disclosure will be readily envisaged through the following description.

BRIEF DESCRIPTION OF DRAWINGS

[0010] The above and other features, advantages and aspects of the embodiments of the present disclosure will become more apparent in combination with the drawings and with reference to the following detailed description. In the drawings, the same or similar reference symbols refer to the same or similar elements, where:

[0011] Fig. 1 shows a schematic diagram of an example environment in which the embodiments of the present disclosure may be implemented;

[0012] Fig. 2 shows a schematic diagram of an example of a conventional media item presentation page;

[0013] Fig. 3A to Fig. 3H show schematic diagrams of example pages according to some embodiments of the present disclosure;

[0014] Fig. 4 shows a flowchart of a process for marking a media item according to some embodiments of the present disclosure;

[0015] Fig. 5 shows a schematic structural block diagram of an apparatus for marking a media item according to some embodiments of the present disclosure; and

[0016] Fig. 6 shows a block diagram of an electronic device in which one or more embodiments of the present disclosure may be implemented.

DETAILED DESCRIPTION OF EMBODIMENTS

[0017] The embodiments of the present disclosure will be described in more detail below with reference to the drawings. Although certain embodiments of the present disclosure are shown in the drawings, it would be appreciated that the present disclosure may 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 would be appreciated that the drawings and embodiments of the present disclosure are only used for illustrative purposes, and are not used to limit the scope of protection of the present disclosure.

[0018] In the description of the embodiments of the present disclosure, the term "include/comprise" and similar terms thereof should be understood as open-ended inclusions, that is, "include/comprise but not limited to". The term "based on" should be understood as "at least partially based on". The term "one embodiment" or "the embodiment" should be understood as "at least one embodiment". The term "some embodiments" should be understood as "at least some embodiments". The following may also include other explicit and implicit definitions.

[0019] Herein, unless explicitly stated, performing a step "in response to A" does not mean that the step is performed immediately after "A", but may include one or more intermediate steps.

[0020] It may 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.

[0021] It may be understood that before using the technical solution disclosed in the embodiments of the present disclosure, the user shall be informed of the type, range of use, use scenarios, etc., of personal information involved in the present disclosure and the authorization of the user shall be obtained in an appropriate manner in accordance with relevant laws and regulations.

[0022] For example, in response to receiving an active request from a user, prompt information is sent to the user to clearly prompt the user that the requested operation will require access to and use of the user's personal information, so that the user may independently choose whether to provide the personal information to software or hardware, such as an electronic device, an application, a server, or a storage medium, that performs the operations of the technical solution of the present disclosure based on the prompt information.

[0023] As an optional but non-limiting implementation, in response to receiving the active request from the user, the prompt information may be sent to the user in the form of, for example, a pop-up window, in which the prompt information may be presented in text. In addition, the pop-up window may also carry a selection control for the user to choose whether to "agree" or "disagree" to provide the personal information to the electronic device.

[0024] It may be understood that the above process of notifying and obtaining user authorization is only illustrative, and does not limit the implementations of the present disclosure. Other manners that satisfy relevant laws and regulations may also be applied to the implementations of the present disclosure.

[0025] Fig. 1 shows a schematic diagram of an example environment 100 in which the embodiments of the present disclosure may be implemented. In this example environment 100, an application 120 is installed on a terminal device 110. A user 140 may interact with the application 120 via the terminal device 110 and/or an attachment device of the terminal device 110.

[0026] In some embodiments, the application 120 may be a recommendation application (for example, a recommendation application that recommends media items), which is able to recommend different types of media items to the user 140, for example. In some embodiments, the application 120 may also be any other appropriate application in which media items may be presented. Herein, each "media item" includes one or more types of content, such as a video, an image, a gif, an image set, an audio, a text, and the like.

[0027] In the environment 100 of Fig. 1, if the application 120 is active, the terminal device 110 may present a page 150 of the application 120. The page 150 may include various types of pages that may be provided by the application 120, such as a media item presentation page, a media item creation page, a media item publishing page, a message page, a personal homepage, and the like. The application 120 may provide a media item viewing function to view various media items published in the application 120.

[0028] In some embodiments, the terminal device 110 communicates with a server 130 to implement provision of services of the application 120. The terminal device 110 may be any type of mobile terminal, fixed terminal, or portable terminal, including a mobile phone, a desktop computer, a laptop computer, a notebook computer, a netbook computer, a tablet computer, a media computer, a multimedia tablet, a personal communication system (PCS) device, a personal navigation device, a personal digital assistant (PDA), an audio/video player, a digital camera/video camera, a positioning device, a television receiver, a radio broadcast receiver, an e-book device, a gaming device, or any combination of the foregoing, including fittings and peripherals of these devices or any combination thereof. In some embodiments, the terminal device 110 is also able to support any type of interface for the user (such as a "wearable" circuit, etc.). The server 130 may be various types of computing systems/servers that is able to provide computing power, including but not limited to mainframes, edge computing nodes, computing devices in cloud environments, and the like.

[0029] It would be appreciated that the structures and functions of the elements in the environment 100 are described for illustrative purposes only, without suggesting any limitation to the scope of the present disclosure.

[0030] The terminal device 110, for example, may present a specific media item presentation page of an application (for example, the application 120). A media item may be presented in the media item presentation page. The media item presentation page may also be referred to as a media item display page, a content display page, and the like.

[0031] Traditionally, a user may browse media items published in an application by any entity (including but not limited to a user, an enterprise, a group, a user group, etc.) via a media item presentation page. Fig. 2 shows a schematic diagram of an example 200 of a conventional media item presentation page. The example 200 presents a media item published by a certain entity. The example 200 may include an identification 210 that indicates the entity that published the media item. The identification 210 may be, for example, an avatar of the entity that published the media item. The example 200 may also include an area 220. The area 220, for example, may include multiple interaction controls for interacting with the media item. The multiple interaction controls may include, for example, a like control, a comment control, a favorite control, a forwarding control, and the like. The example 200 may also include an area 230. The area 230 may be configured, for example, to present a name of the entity that published the media item and description information for the media item.

[0032] If a user desires to browse specific content, the user often needs to switch from a content presentation page to another page. For example, if the user desires to browse or access at least one media

item of a certain topic, the user often needs to search for the topic, and browse/access at least one media item that matches the topic in a search result presentation page. For another example, if the user desires to view related information of an object (such as a product), the user often needs to switch to an object viewing page (such as a shopping cart page, a product detail page, etc.) associated with the object to view the information. This may affect the efficiency of the user browsing the content, resulting in complicated user operations.

[0033] According to the embodiments of the present disclosure, a solution for subscribing a media item is proposed. According to the solution of the embodiments of the present disclosure, a first media item and a subscription control associated with the first media item are displayed. A subscription topic associated with the first media item is determined in response to receiving a user operation for the subscription control. At least one second media item matching the subscription topic is displayed in response to determining that a predetermined condition corresponding to the subscription topic is satisfied.

[0034] Utilizing the embodiments of the present disclosure, the user may directly complete a subscription operation in a process of normally browsing a page, without the need to click a special menu to perform complex operations in a search page or other function pages. In this way, the user may determine whether to subscribe to a certain subscription topic on his or her own. A terminal device may display at least one media item matching the subscription topic to the user in a case where the user subscribes to the subscription topic. The user may conveniently and quickly view at least one media item matching the subscription topic, which may improve the efficiency of the user browsing media items. In addition, the user is supported to subscribe desired media items with simpler operations.

[0035] Some example embodiments of the present disclosure will be described below with continued reference to the drawings. Fig. 3A to Fig. 3H show schematic diagrams of example page 300A to example page 300H (which may also be referred to as example 300A to example 300H) according to some embodiments of the present disclosure. It would be appreciated that the pages shown in the drawings are only examples, and there may actually be various page designs. Each graphic element in the pages may have different layouts and different visual representations, where one or more elements may be omitted or replaced, and there may also be one or more other elements. The embodiments of the present disclosure are not limited in this regard.

[0036] The pages shown in the example 300A to example 300H may be presented at the terminal device 110. For the convenience of discussion, the example 300A to the example 300H will be described with reference to the environment 100 of Fig. 1.

[0037] The terminal device 110, for example, may display a first media item in a media item presentation page. The first media item may include, for example, a media item published by a user in a recommendation application, and/or a media item provided by a recommendation application (such as the application 120). The media item presentation page may include a plurality of types, for example, a media item presentation page for presenting a media item provided by the recommendation application, and a media item presentation page (also referred to as a conventional media item presentation page) for presenting a media item published by a user (or other entity such as an enterprise).

[0038] If the first media item is a media item provided by a recommendation application, the first media item may not be a media item published by a specific entity. In this case, the terminal device 110 may only present the media item without presenting related information (such as an avatar, a name, etc.) of a specific entity associated with the media item. Illustratively, as shown in Fig. 3A, the example 300A may show an example of the media item presentation page, for example. The example 300A may include, for example, an area 310 for presenting the first media item. It should be noted that the area 310 in Fig. 300A is only an example, and it may be an area of any size and any style (for example, it may be framed or Frameless). Such an area generated by a recommendation application (for example, only a media item is presented without presenting the entity that published the media item) may also be referred to as a special-shaped card, a special-shaped area, and the like.

[0039] In some embodiments, the first media item may include a single media item, and/or a list of media items. The list of media items here may include, for example, a plurality of access entries for accessing a plurality of media items, respectively. For example, the first media item may include a single news, and/or a news list corresponding to a plurality of news.

[0040] In some embodiments, if the first media item includes a single media item, the terminal device 110 may directly present the media item in response to receiving a user operation on the media item. The user operation here is an interaction operation of the user for the media item, which may include, for example, a click operation, a long press operation, a double click operation, etc. The subsequent user operation for other content is an interaction operation of the user for other content. If the first media item includes a list of media items, the terminal device 110 may present a target media item in a plurality of media items in response to receiving a user operation for an access entry of the target media item .

[0041] The terminal device 110 may present a list of media items in any appropriate style. For example, as shown in Fig. 3B, in the example 300B, the area 310 presents a plurality of media items (such as a media item 311, a media item 312, a media item 313, a media item 314, etc.) included in a list of media items and a subscription topic (that is, a topic "today's hotspots") associated with the list of media items (that is, the first media item). An access entry of a media item may include, for example, a text for describing the media item, an image for describing the media item (such as a cover of the media item), and/or other specific entry. For example, the terminal device 110 may determine that a user operation for an access entry of the media item 311 is received and then present the media item 311 in response to receiving a user operation for an image at the media item 311.

[0042] For another example, as shown in Fig. 3C, the area 310 may present one or more images, and each image corresponds to a media item in the list of media items. The terminal device 110 may present a control 320 and an element 322 in the area 310. The control 320 may be configured, for example, to present description information of a media item corresponding to a current image, a subscription topic (that is, the topic "today's hotspots") associated with the list of media items (that is, the first media item), the number of the plurality of media items included in the list of media items (for example, the number "6"), and an order of a media item corresponding to a current image in the plurality of media items (for example, the number

"1/6", which indicates that a media item corresponding to a current image is the first of the six media items). The element 322, for example, may also be configured to indicate the number of the plurality of media items included in the list of media items and the order of the media item corresponding to the current image in the plurality of media items.

[0043] In the example 300C, the terminal device 110 may switch the image presented in the area 310 (that is, switch the media item) in response to receiving a user operation for the area 310 (for example, a leftward swipe operation or a rightward swipe operation for the area 310 by the user). In the example 300C, the access entry of each media item may be, for example, an image presented in the area 310 and/description information of the media item presented in the control 320. For example, the terminal device 110 may determine that a user operation for an access entry of a media item corresponding to a currently presented image is received and then present the media item in response to receiving a user operation for the image at the area 310.

[0044] The terminal device 110 may present a target media item in a page corresponding to the target media item, for example. For example, if the target media item is hot news, the terminal device 110 may switch to a hot news browsing page to present the target media item. In some embodiments, the terminal device 110 may also return to the list of media items (as shown in Fig. 3B, for example) in response to receiving a user operation for exiting the target media item. For example, the terminal device 110 may switch from the hot news browsing page back to the media item presentation page presenting the list of media items in response to receiving the user operation for exiting the target media item.

[0045] The terminal device 110 may also display a subscription control associated with the first media item. Referring back to Fig. 3A, the example 300A may also include a plurality of controls (such as a control 301 and a control 302) for the first media item. For example, the terminal device 110 may determine to cancel presenting the first media item in response to receiving a user operation for the control 301 (for example, a click operation, a double click operation, a long press operation, a swipe operation, etc., for the control 301 by the user). The terminal device 110 may switch back to presenting conventional media item presentation page, for example, and present media items published in the application by any entity in the conventional media item page. In some embodiments, the terminal device 110 may also no longer present the first media item in the example 300A within a predetermined time range (for example, any time range of one day, three days, one week, etc.) in response to receiving the user operation for the control 301. Alternatively or additionally, in some embodiments, a prompt message (such as the text "swipe up to continue watching videos") indicating switching back to the conventional media item presentation page may also be presented in the example 300A. The terminal device 110 may also switch back to presenting the conventional media item presentation page in response to receiving a user operation (such as an upward swipe operation) matching the prompt message. The user may continue to browse media items published by any entity via the conventional media item presentation page.

[0046] The control 302, for example, may be a subscription control. The terminal device 110 may, for example, determine a subscription topic associated with the first media item, in response to receiving a user

operation for the control 302. In some embodiments, the terminal device 110 may also display a management page for managing the subscription topic. The management page may indicate a subscription topic, and include at least one management control for managing the subscription topic. The at least one management control may include, for example, a confirmation control for subscribing to the subscription topic, a cancellation control for cancelling the subscription topic, and/or an editing control for editing the subscription topic. The terminal device 110 may determine a subscription topic associated with the first media item in response to receiving a user operation for the management control.

[0047] Illustratively, as shown in Fig. 3A and Fig. 3D, the terminal device 110 may, for example, present the example 300D shown in Fig. 3D, in response to receiving the user operation for the control 302 in FIG. 3A. The example 300D shows an example of a management page for managing a subscription topic. The example 300D may include, for example, an area 331. If the first media item is a media item published by a user, the area 331 may present related information (such as an avatar, a name, etc.) of the user. If the first media item is a media item provided by a recommendation application, the area 331 may present description information (such as description information of a certain functional module of the recommendation application) associated with the recommendation application.

[0048] The example 300D may also indicate a description text (such as the text "continuously recommend [XXXXX] card for you on the recommendation page", where "XXXXX" is a subscription topic) and an example image (such as an image 333, which, for example, may indicate a media item presentation page presenting the first media item) of the subscription topic. In some embodiments, the user may also edit the text in the brackets "【】" to edit the subscription topic. In this case, the brackets may be regarded as an editing control. For example, if the text in the brackets is "24-hour hot news", the user may edit the text in the brackets to modify it to "12-hour hot news". At this time, the subscription topic is "12-hour hot news" modified by the user.

[0049] The example 300D may also include a control 332, a control 334, and a control 335. The control 332 and the control 334, for example, may both be cancellation controls. The terminal device 110 may cancel the subscription topic (that is, the topic "XXXXX" shown in the figure) in response to receiving a user operation for the cancellation control. The terminal device 110, for example, may return to presenting the example 300A. The control 335, for example, may be a confirmation control. The terminal device 110 may determine that the subscription topic associated with the first media item is the topic "XXXXX" shown in the figure in response to receiving a user operation for the control 335.

[0050] In some embodiments, the example 300D may also include a setting control (not shown in the figure) for setting a predetermined condition. The terminal device 110 may set the predetermined condition, for example, in response to receiving a user operation for the setting control. The predetermined condition here may include, for example, a time range for providing at least one second media item matching the subscription topic (for example, presenting at least one second media item matching the subscription topic every morning), a frequency for providing the at least one second media item (for example, providing at least one second media item to the user every time the user browses 30 media items in the conventional

media item presentation page), a timing for providing the at least one second media item (for example, if the subscription topic is price reduction information of a product, the terminal device 110 may provide at least one second media item in a case where the price of the product is reduced. If the subscription topic is media items published by a certain user, the terminal device 110 may determine a new media item published by the user as the second media item and display the second media item in response to the user publishing the new media item), and the like.

[0051] In some embodiments, the terminal device 110 may also display a status page of the subscription topic. The status page here includes a status control for managing a subscription status of the subscription topic. The terminal device 110, for example, may display a switching control for switching the status of the subscription topic in response to receiving a user operation for the status control, and switch the subscription status of the subscription topic in response to receiving an operation for the switching control.

[0052] Illustratively, as shown in Fig. 3E, the terminal device 110 may display a status page shown in the example 300E. The example 300E may also include, for example, an area 310 for presenting the first media item. The example 300E may also include a control 303 and a control 304. For example, the terminal device 110 may present a plurality of other media items (which may include at least one second media item, for example) matching the subscription topic of the first media item in response to receiving a user operation for the control 303. The control 304, for example, may be a status control, and the terminal device 110 may present the example 300F, for example, in response to a user operation for the control 304. The example 300F may include at least a control 341, a control 342, and a control 343. The control 342, for example, may be a switching control. The terminal device 110 may switch the subscription status of the subscription topic (for example, switch from the status "subscribed" to the status "unsubscribed") in response to receiving a user operation for the control 342.

[0053] The terminal device 110 may display a list page for managing at least one subscription topic that has been subscribed, for example, in response to receiving a user operation for the control 341. Fig. 3G and Fig. 3H show two examples of the list page (that is, an example 300G and an example 300H). The example 300G may include, for example, a control 351, and the terminal device 110 may switch back to presenting the example 300F in response to receiving a user operation for the control 351. The example 300G, for example, may present a subscription card (such as a card 352 and a card 353) corresponding to each subscribed topic. A name and an identification corresponding to a corresponding subscription topic may be presented in each subscription card. For example, an identification 354 and a name "hotspot picks card" of a corresponding subscription topic are presented in the card 352. A representation 356 and a name "XXXXX" of a corresponding subscription topic are presented in the card 353. Each subscription card may also include a corresponding switching control (for example, the card 352 includes a switching control 355, and the card 353 includes a switching control 357). The terminal device 110 may switch a subscription status of a target subscription topic corresponding to a target subscription card, for example, in response to receiving a user operation for a switching control corresponding to the target subscription card. For example, the terminal

device 110 may switch a subscription topic corresponding to the card 353 from a subscribed state to an unsubscribed state in response to receiving a user operation for the switching control 357.

[0054] The example 300H may include, for example, a control 361. The terminal device 110 may switch back to presenting the example 300F in response to receiving a user operation for the control 361. The example 300H, for example, may directly present a plurality of subscribed topics corresponding to the plurality of topics, respectively (such as topics 362-1, 362-2, 362-3, etc.) and a plurality of controls (such as a control 363-1 corresponding to the topic 362-1, a control 363-2 corresponding to the topic 362-2, a control 363-3 corresponding to the topic 362-3, etc.). The terminal device 110 may, for example, present at least one control for managing a target topic corresponding to a target control (such as a switching control for switching a subscription status of a target topic, an editing control for editing a target topic, etc.), in response to receiving a user operation for the target control. The terminal device 110 may switch the target topic from the subscribed state to the unsubscribed state in response to receiving a trigger operation on the switching control.

[0055] In some embodiments, the terminal device 110 may also display at least one second media item matching a subscription topic in response to determining that a predetermined condition corresponding to the subscription topic is satisfied. The first media item and the at least one second media item, for example, may both be media items matching the subscription topic. In some embodiments, the at least one second media item is obtained, based on the subscription topic, from a plurality of media items provided by the recommendation application. That is, the terminal device 110 may dynamically obtain a plurality of media items provided by the recommendation application in real time, and obtain at least one second media item matching the subscription topic from the multiple media items. For example, if the subscription topic is "hot news", the terminal device 110 may display at least one news item matching this topic to the user.

[0056] In summary, according to the embodiments of the present disclosure, the user may determine whether to subscribe to a certain subscription topic on his or her own. The terminal device may display at least one media item matching the subscription topic to the user in a case where the user subscribes to the subscription topic. The user may conveniently and quickly view the at least one media item matching the subscription topic, which may improve the efficiency of the user browsing media items. In addition, the user is supported to subscribe desired media items with simpler operations.

[0057] The specific details of each step for subscribing a media item have been described above, and a method for subscribing a media item is provided. Fig. 4 shows a flowchart of a process 400 for subscribing a media item according to some embodiments of the present disclosure. The process 400 may be implemented at the terminal device 110. The process 400 will be described below with reference to Fig. 1.

[0058] At block 410, the terminal device 110 displays a first media item and a subscription control associated with the first media item.

[0059] At block 420, the terminal device 110 determines a subscription topic associated with the first media item in response to receiving a user operation on the subscription control.

[0060] At block 430, the terminal device 110 displays at least one second media item matching the subscription topic in response to determining that a predetermined condition corresponding to the subscription topic is satisfied.

[0061] In some embodiments, determining the subscription topic associated with the first media item further includes: displaying a management page for managing the subscription topic, the management page indicating the subscription topic and including at least one management control for managing the subscription topic; and determining, in response to receiving a user operation for the management control, the subscription topic associated with the first media item.

[0062] In some embodiments, the management page further includes a setting control for setting the predetermined condition, and the process 400 further includes: setting the predetermined condition in response to receiving a user operation for the setting control.

[0063] In some embodiments, the process 400 further includes: displaying a status page of the subscription topic, the status page including a status control for managing a subscription status of the subscription topic; displaying, in response to receiving a user operation for the status control, a switching control for switching the status of the subscription topic; and switching, in response to receiving an operation for the switching control, the subscription status of the subscription topic.

[0064] In some embodiments, the process 400 further includes: displaying a list page, the list page being configured to manage at least one subscription topic that has been subscribed; and switching, in response to receiving a user operation for a target subscription topic in the at least one subscription topic, a subscription status of the target subscription topic.

[0065] In some embodiments, the first media item includes at least one of the following: a single media item, and a list of media items including a plurality of access entries for accessing a plurality of media items, respectively.

[0066] In some embodiments, the process 400 further includes: presenting a target media item in the plurality of media items in response to receiving a user operation for an access entry of the target media item.

[0067] In some embodiments, the process 400 further includes: returning to the list of media items in response to receiving a user operation for exiting the target media item.

[0068] In some embodiments, the process 400 is performed in a recommendation application, and the first media item includes at least one of the following: a media item published by a user of the recommendation application, and a media item provided by the recommendation application.

[0069] In some embodiments, the at least one second media item is obtained, based on the subscription topic, from a plurality of media items provided by the recommendation application.

[0070] The embodiments of the present disclosure also provide a corresponding apparatus for implementing the above method or process. Fig. 5 shows a schematic structural block diagram of an apparatus 500 for subscribing a media item according to some embodiments of the present disclosure. The apparatus 500 may be implemented as the terminal device 110 or included in the terminal device 110. Each

module/component in the apparatus 500 may be implemented by hardware, software, firmware, or any combination thereof.

[0071] As shown in Fig. 5, the apparatus 500 includes a subscription control displaying module 510 configured to display a first media item and a subscription control associated with the first media item. The apparatus 500 also includes a subscription topic determination module 520 configured to determine ,in response to receiving a user operation for the subscription control, a subscription topic associated with the first media item. The apparatus 500 also includes a media item displaying module 530 configured to display, in response to determining that a predetermined condition corresponding to the subscription topic is satisfied, at least one second media item matching the subscription topic.

[0072] In some embodiments, the subscription topic determination module 520 further includes: a management page displaying module configured to display a management page for managing the subscription topic, the management page indicating the subscription topic and including at least one management control for managing the subscription topic; and a topic determination module configured to determine, in response to receiving a user operation for the management control, the subscription topic associated with the first media item.

[0073] In some embodiments, the management page further includes a setting control for setting the predetermined condition, and the apparatus 500 further includes: a predetermined condition setting module configured to set the predetermined condition in response to receiving a user operation for the setting control.

[0074] In some embodiments, the apparatus 500 further includes: a status page displaying module configured to display a status page of the subscription topic, the status page including a status control for managing a subscription status of the subscription topic; a switching control displaying module configured to display, in response to receiving a user operation for the status control, a switching control for switching the status of the subscription topic; and a first status switching module configured to switch, in response to receiving an operation for the switching control, the subscription status of the subscription topic.

[0075] In some embodiments, the apparatus 500 further includes: a list page displaying module configured to display a list page, the list page being configured to manage at least one subscription topic that has been subscribed; and a second status switching module configured to switch, in response to receiving a user operation for a target subscription topic in the at least one subscription topic, a subscription status of the target subscription topic.

[0076] In some embodiments, the first media item includes at least one of the following: a single media item, and a list of media items including a plurality of access entries for accessing a plurality of media items, respectively.

[0077] In some embodiments, the apparatus 500 further includes: a target media item presenting module configured to present a target media item in the plurality of media items in response to receiving a user operation for an access entry of the target media item.

[0078] In some embodiments, the apparatus 500 further includes: a list returning module configured to return to the list of media items in response to receiving a user operation for exiting the target media item.

[0079] In some embodiments, the method is performed in a recommendation application, and the first media item includes at least one of the following: a media item published by a user of the recommendation application, and a media item provided by the recommendation application.

[0080] In some embodiments, the at least one second media item is obtained, based on the subscription topic, from a plurality of media items provided by the recommendation application.

[0081] The units and/or modules included in the apparatus 500 may be implemented in various ways, including software, hardware, firmware, or any combination thereof. In some embodiments, one or more units and/or modules may be implemented using software and/or firmware, such as machine-executable instructions stored on a storage medium. In addition to machine-executable instructions or as an alternative, part of or all of units and/or modules in the apparatus 500 may be implemented at least partially by one or more hardware logic components. As an example, rather than a limitation, example types of hardware logic components that may be used include field programmable gate arrays (FPGAs), application specific integrated circuits (ASICs), application specific standard parts (ASSPs), system-on-chips (SOCs), complex programmable logic devices (CPLDs), and the like.

[0082] It would be appreciated that one or more steps in the above method may be performed by a suitable electronic device or a combination of electronic devices. Such an electronic device or a combination of electronic devices may include, for example, the terminal device 110 in Fig. 1.

[0083] Fig. 6 shows a block diagram of an electronic device 600 in which one or more embodiments of the present disclosure may be implemented. It would be appreciated that the electronic device 600 shown in Fig. 6 is only illustrative, and should not constitute any limitation on the functionality and scope of the embodiments described herein. The electronic device 600 shown in Fig. 6 may be configured to implement the terminal device 110 of Fig. 1.

[0084] As shown in Fig. 6, the electronic device 600 is in the form of a general-purpose electronic device. The components of the electronic device 600 may include, but are not limited to, one or more processors or processing units 610, a memory 620, a storage device 630, one or more communication units 640, one or more input devices 650, and one or more output devices 660. The processing unit 610 may be an actual or virtual processor and may execute various processes based on the programs stored in the memory 620. In a multi-processor system, multiple processing units execute computer-executable instructions in parallel to improve the parallel processing capability of the electronic device 600.

[0085] The electronic device 600 typically includes a plurality of computer storage medium. Such medium may be any available medium accessible by the electronic device 600, including but not limited to volatile and non-volatile medium, removable and non-removable medium. The memory 620 may be a volatile memory (for example, a register, a cache, a random access memory (RAM)), a non-volatile memory (such as a read-only memory (ROM), an electrically erasable programmable read-only memory (EEPROM), a flash memory), or any combination thereof. The storage device 630 may be a removable or non-removable medium, and may include a machine-readable medium such as a flash drive, a disk, or any other medium, which may be used to store information and/or data and may be accessed within the electronic device 600.

[0086] The electronic device 600 may further include additional removable/non-removable, volatile/non-volatile memory medium. Although not shown in Fig. 6, a disk drive for reading from or writing to a removable, non-volatile disk (such as a "floppy disk"), and an optical disk drive for reading from or writing to a removable, non-volatile optical disk may be provided. In these cases, each drive may be connected to the bus (not shown) by one or more data medium interfaces. The memory 620 may include a computer program product 625 having one or more program modules configured to perform various methods or acts of the various embodiments of the present disclosure.

[0087] The communication unit 640 enables communication with other electronic devices through the communication medium. Additionally, the functions of the components of the electronic device 600 may be implemented by a single computing cluster or a plurality of computing machines, which may communicate through communication connections. Therefore, the electronic device 600 may use a logical connection with one or more other servers, a network personal computer (PC), or another network node to operate in a networked environment.

[0088] The input device 650 may be one or more input devices, such as a mouse, a keyboard, a tracking ball, and the like. The output device 660 may be one or more output devices, such as a display, a speaker, a printer, and the like. The electronic device 600 may also communicate with one or more external devices (not shown) such as a storage device, a display device, etc., with one or more devices that enable the user to interact with the electronic device 600, or with any devices (such as a network card, a modem, etc.) that enable the electronic device 600 to communicate with one or more other electronic devices, via the communication unit 640, as needed. Such communication may be performed via input/output (I/O) interfaces (not shown).

[0089] According to an illustrative implementation of the present disclosure, there is provided a computer-readable storage medium having computer-executable instructions stored thereon, where the computer-executable instructions are executed by a processor to implement the method described above. According to an illustrative implementation of the present disclosure, there is further provided a computer program product tangibly stored on a non-transitory computer-readable medium and including computer-executable instructions, while the computer-executable instructions are executed by a processor to implement the method described above.

[0090] Various aspects of the present disclosure are described herein with reference to flowcharts and/or block diagrams of methods, apparatuses, devices, and computer program products implemented according to the present disclosure. It would be appreciated that each block of the flowcharts and/or block diagrams, and combinations of blocks in the flowcharts and/or block diagrams, may be implemented by computer-readable program instructions.

[0091] These computer-readable program instructions may be provided to a processing unit of a general-purpose computer, a special-purpose computer, or other programmable data processing apparatus to produce a machine, such that these instructions, when executed by the processing unit of the computer or other programmable data processing apparatus, produce an apparatus for implementing the functions/acts

specified in one or more blocks of the flowcharts and/or block diagrams. These computer-readable program instructions may also be stored in a computer-readable storage medium. These instructions cause the computer, programmable data processing apparatus, and/or other devices to work in a particular manner, and thus, the computer-readable medium storing the instructions includes a manufactured product, which includes instructions for implementing various aspects of the functions/acts specified in one or more blocks of the flowcharts and/or block diagrams.

[0092] The computer-readable program instructions may be loaded onto a computer, other programmable data processing apparatuses, or other devices, such that a series of operation steps are performed on the computer, the another programmable data processing apparatus, or other devices to produce a computer-implemented process, so that the instructions executed on the computer, the other programmable data processing apparatuses, or other devices implement the functions/acts specified in one or more blocks of the flowcharts and/or block diagrams.

[0093] The flowcharts and block diagrams in the drawings show the possibly implemented architectures, functions, and operations of the systems, methods, and computer program products according to a plurality of implementations of the present disclosure. In this regard, each block in the flowchart or block diagram may represent a module, program segment, or part of an instruction, which includes one or more executable instructions for implementing the specified logical functions. In some alternative implementations, the functions marked in the blocks may also occur in an order different from that marked in the drawings. For example, two consecutive blocks may actually be performed substantially in parallel, or they may sometimes be performed in the reverse order, depending on the functions involved. It would also be noted that each block in the block diagrams and/or flowcharts, and combinations of the blocks in the block diagrams and/or flowcharts, may be implemented by a special-purpose hardware-based system that performs the specified functions or acts, or by a combination of special-purpose hardware and computer instructions.

[0094] The implementations of the present disclosure have been described above. The above description is illustrative, non-exhaustive, and not limited to the disclosed implementations. Many modifications and variations will be apparent to those of ordinary skill in the art without departing from the scope of the described implementations. The terms used herein are chosen to best explain the principles of the implementations, the practical applications or improvements to the technologies in the market, or to enable other ordinary skilled persons in the art to understand the implementations disclosed herein.

CLAIMS

1. A method for subscribing a media item, comprising:

displaying a first media item and a subscription control associated with the first media item;

determining, in response to receiving a user operation for the subscription control, a subscription topic associated with the first media item; and

displaying, in response to determining that a condition corresponding to the subscription topic is satisfied, at least one second media item matching the subscription topic.

2. The method of claim 1, wherein determining the subscription topic associated with the first media item further comprises:

displaying a management page for managing the subscription topic, the management page indicating the subscription topic and comprising at least one management control for managing the subscription topic; and

determining, in response to receiving a user operation for the management control, the subscription topic associated with the first media item.

3. The method of claim 2, wherein the management page further comprises a setting control for setting the condition, and the method further comprises: setting the condition in response to receiving a user operation for the setting control.

4. The method of claim 1, further comprising:

displaying a status page of the subscription topic, the status page comprising a status control for managing a subscription status of the subscription topic;

displaying, in response to receiving a user operation for the status control, a switching control for switching the status of the subscription topic; and

switching, in response to receiving an operation for the switching control, the subscription status of the subscription topic.

5. The method of claim 1, further comprising:

displaying a list page, the list page being configured to manage at least one subscription topic that has been subscribed; and

switching, in response to receiving a user operation for a target subscription topic in the at least one subscription topic, a subscription status of the target subscription topic.

6. The method of claim 1, wherein the first media item comprises at least one of the following: a single media item, and a list of media items comprising a plurality of access entries for accessing a plurality

of media items, respectively.

7. The method of claim 6, further comprising: presenting a target media item in the plurality of media items in response to receiving a user operation for an access entry of the target media item.

8. The method of claim 7, further comprising: returning to the list of media items in response to receiving a user operation for exiting the target media item.

9. The method of claim 8, wherein the method is performed in a recommendation application, and the first media item comprises at least one of the following: a media item published by a user of the recommendation application, and a media item provided by the recommendation application.

10. The method of claim 9, wherein the at least one second media item is obtained, based on the subscription topic, from a plurality of media items provided by the recommendation application.

11. An apparatus for subscribing a media item, comprising:

a subscription control displaying module configured to display a first media item and a subscription control associated with the first media item;

a subscription topic determination module configured to determine, in response to receiving a user operation for the subscription control, a subscription topic associated with the first media item; and

a media item displaying module configured to display, in response to determining that a condition corresponding to the subscription topic is satisfied, at least one second media item matching the subscription topic.

12. An electronic device, comprising:

at least one processing unit; and

at least one memory coupled to the at least one processing unit and storing instructions for execution by the at least one processing unit, the instructions, when executed by the at least one processing unit, causing the electronic device to perform the method of any of claims 1 to 10.

13. A computer-readable storage medium having a computer program stored thereon, the computer program being executable by a processor to implement the method of any of claims 1 to 10.

14. A computer program product comprising a computer program, wherein the computer program, when executed by a processor, implements the method of any of claims 1 to 10.