CLAIMS

1. A method for data processing, applied to an electronic device, the method comprising:

displaying a cross-stream guide card when an interactive operation on media content in a first media data stream satisfies a media data stream distribution condition, wherein the cross-stream guide card is associated with a second media data stream;

displaying target media content in the second media data stream in response to a trigger operation on the cross-stream guide card; and

displaying media content adjacent to the target media content in the second media data stream in response to a switching operation on the target media content.

2. The method according to claim 1, wherein a quantity of cross-stream guide cards is M, M being a positive integer;

wherein displaying the cross-stream guide card when the interactive operation on media content in the first media data stream satisfies the media data stream distribution condition comprises:

displaying M cross-stream guide cards when the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition, the M cross-stream guide cards being separately associated with different second media data streams; and

wherein displaying target media content in the second media data stream in response to the trigger operation on the cross-stream guide card comprises:

displaying, in response to a trigger operation on a target guide card, the target media content in the second media data stream associated with the target guide card.

3. The method according to any one of claims 1 to 2, wherein the media content includes video content, and the method further comprises:

playing, in the cross-stream guide card, the target media content in the second media data stream when a display duration of cover content of the cross-stream guide card reaches a display time threshold, the cover content including a video frame image in the target media content; and

wherein displaying the target media content in the second media data stream in response to the trigger operation on the cross-stream guide card comprises:

switching, in response to the trigger operation on the cross-stream guide card, a page configured for displaying the cross-stream guide card to a page configured for displaying the

target media content in the second media data stream, and playing the target media content in the second media data stream starting from a target playback progress, the target playback progress indicating a progress of the target media content played in the cross-stream guide card.

4. The method according to any one of claims 1 to 3, wherein at least one of the following applies:

the cross-stream guide card comprises N pieces of cover content, N being a positive integer, the N pieces of cover content being separately associated with different media content, the media content separately associated with the N pieces of cover content belonging to the second media data stream, and the N pieces of cover content comprising target cover content; and wherein displaying the target media content in the second media data stream in response to the trigger operation on the cross-stream guide card comprises: displaying target media content associated with the target cover content in response to a trigger operation on the target cover content in the cross-stream guide card;

the cross-stream guide card further comprises a content display copy determined based on historical media content and the media content in the second media data stream; or,

the method further comprises: displaying an updated guide card in response to a switching operation on the cross-stream guide card, wherein an updated media data stream associated with the updated guide card is different from the second media data stream associated with the cross-stream guide card.

5. The method according to any one of claims 1 to 4, further comprising:

determining, in response to a switching operation on the media content in the first media data stream and to-be-switched media content being last media content in the first media data stream, that the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition; and

wherein displaying the cross-stream guide card when the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition comprises:

creating a card display page in response to the switching operation on the media content in the first media data stream when the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition; and

displaying the cross-stream guide card on the card display page.

6. The method according to any one of claims 1 to 5, further comprising:

determining, during displaying of the media content in the first media data stream, that the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition when an unviewed behavior or a switching behavior exists is detected, wherein the switching behavior indicates that an interval duration of the switching operation on the media content in the first media data stream is less than or equal to a switching duration threshold; and

wherein displaying the cross-stream guide card when the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition comprises:

displaying the cross-stream guide card on a page configured for displaying the media content in the first media data stream when the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition.

7. The method according to any one of claims 1 to 6, further comprising:

obtaining historical media content and historical interaction information for the historical media content, performing feature extraction on the historical media content to obtain a historical content feature vector, and performing feature extraction on the historical interaction information to obtain a historical interaction feature vector;

performing vector concatenation on the historical content feature vector and the historical interaction feature vector to obtain a historical result feature vector, and performing feature extraction on to-be-recommended media content in a media content library to obtain a media content feature vector; and

performing attention processing on the historical result feature vector and the media content feature vector to obtain an attention score corresponding to the to-be-recommended media content, and encapsulating, into the second media data stream based on the attention score, media content in the to-be-recommended media content that satisfies a recommendation condition.

8. The method according to any one of claims 1 to 7, wherein the first media data stream comprises a plurality of data items arranged in a sequence, the plurality of data items comprising the media content in the first media data stream and the cross-stream guide card, and

wherein the method further comprises:

traversing, in response to the interactive operation on the media content in the first media data stream, the data items in the first media data stream in the sequence based on a position of currently displayed media content in the first media data stream;

switching, if a data item obtained by traversing is media content, the currently displayed media content to the media content obtained by traversing; and

determining that the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition if the data item obtained by traversing is the cross-stream guide card.

9. The method according to claim 8, wherein at least two cross-stream guide cards are provided, and the method further comprises:

determining a card status of the cross-stream guide card as a redirected state in response to the trigger operation on the cross-stream guide card; and

wherein determining that the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition if the data item obtained by traversing is the cross-stream guide card comprises:

detecting card statuses of traversed cross-stream guide cards if the data item obtained by traversing is the cross-stream guide card;

hiding the traversed cross-stream guide cards, and still traversing a next data item if the card statuses of the traversed cross-stream guide cards are the redirected state; and

determining that the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition if a next traversed data item is a cross-stream guide card whose card status is a non-redirected state; and

wherein displaying the cross-stream guide card comprises:

displaying the traversed cross-stream guide card whose card status is the non-redirected state.

10. The method according to claim 8, wherein determining that the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition if the data item obtained by traversing is the cross-stream guide card comprises:

performing, if the data item obtained by traversing is a cross-stream guide card and the card status of the traversed cross-stream guide card is a non-redirected state, an availability check on media content in the traversed cross-stream guide card;

hiding the traversed cross-stream guide card and still traversing a next data item if the media content in the traversed cross-stream guide card fails the availability check; and

determining that the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition if the next traversed data item is a cross-stream guide card whose card status is a non-redirected state and that passes the availability check; and

wherein displaying a cross-stream guide card comprises:

displaying the traversed cross-stream guide card whose card status is the non-redirected state and that passes the availability check.

11. The method according to any one of claims 1 to 10, wherein displaying the cross-stream guide card when the interactive operation on media content in the first media data stream satisfies the media data stream distribution condition comprises:

performing a media content availability check on the cover content in the cross-stream guide card when the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition;

displaying the cross-stream guide card comprising the cover content if it is detected that the cover content in the cross-stream guide card satisfies a content availability condition; and

if it is detected that the cover content in the cross-stream guide card does not satisfy the content availability condition, obtaining a media identifier corresponding to the cover content, determining, as new target media content in the second media data stream, media content that is adjacent to a position of the media identifier and that satisfies the content availability condition, generating new cover content based on the new target media content, and displaying a cross-stream guide card comprising the new cover content;

optionally, the method further comprises:

determining that the cover content in the cross-stream guide card does not satisfy the content availability condition if target media content indicated by the cover content in the cross-stream guide card does not exist in a media content library, or a data state of the target media content in the media content library is an invalid state.

12. The method according to any one of claims 2 to 11, further comprising:

switching, in response to a display completion operation on the second media data stream associated with the target guide card, a page configured for displaying the media content in the

second media data stream to a page configured for displaying the cross-stream guide card, and determining a card status of the target guide card as a redirected state; and

obtaining Q cross-stream guide cards whose card status is a non-redirected state in the first media data stream, and displaying the Q cross-stream guide cards on the page configured for displaying the cross-stream guide card, Q being a positive integer less than M.

13. The method according to any one of claims 1 to 12, further comprising:

controlling, in response to a trigger operation on a first function item, the first function item to be in a selected state, and displaying the media content in the first media data stream, wherein the first function item is configured for obtaining the media content in the first media data stream through screening by using a first type; and

wherein displaying the target media content in the second media data stream in response to the trigger operation on the cross-stream guide card comprises:

canceling the selected state of the first function item, controlling a second function item to be in a selected state, and displaying the target media content in the second media data stream, in response to the trigger operation on the cross-stream guide card, wherein the second function item is configured for obtaining the media content in the second media data stream through screening by using a second type.

14. The method according to any one of claims 1 to 12, wherein the media content in the first media data stream is the media content under a first theme, and

wherein displaying the cross-stream guide card when the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition comprises:

displaying theme information of at least one second theme when the interactive operation on the media content in the first media data stream satisfies the media data stream distribution condition; and

displaying, in response to a selection instruction on target theme information in the theme information of the at least one second theme, a cross-stream guide card corresponding to the target theme information.

15. An electronic device, comprising a processor, a memory, and a network interface,

the processor being connected to the memory and the network interface, the network interface being configured to provide a data communication function, the memory being

configured to store a computer program, and the processor being configured to invoke the computer program, to cause the electronic device to perform the method for data processing according to any one of claims 1 to 14.