

INFORMATION DISPLAY METHOD AND APPARATUS, DEVICE, AND STORAGE MEDIUM

[0001] The present application claims priority to Chinese Patent Application No. 202410232642.8, filed on February 29, 2024, which is incorporated herein by reference in its entirety as a part of the present application.

TECHNICAL FIELD

[0002] Embodiments of the present disclosure relate to an information display method and apparatus, a device, and a storage medium.

BACKGROUND

[0003] With the rapid development of information technology and the popularization of mobile internet, users may acquire various resources through related functions provided by various internet platforms. For example, various items, services, virtual resources, and the like may be acquired through an online shopping function, which provides great convenience for various aspects of users' life and work.

[0004] After acquiring a resource, a user may evaluate the acquired resource or a resource provider. The evaluation content of the user may be displayed to other users through the internet platform, so as to provide a relevant reference for resource acquisition of other users and also help the resource provider to perform self-optimization.

SUMMARY

[0005] Embodiments of the present disclosure provide an information display method and apparatus, a device, and a storage medium.

[0006] In a first aspect, embodiments of the present disclosure provide an information display method, including:

[0007] acquiring evaluation text information input by a user for a target object;

[0008] determining a first evaluation type corresponding to the evaluation text information according to the evaluation text information; and

[0009] displaying first preset prompt information in response to the first evaluation type being different from a second evaluation type, where the second evaluation type is an evaluation type selected by the user for the target object, and the first preset prompt information is used for prompting the user to adjust the evaluation text information and/or the second evaluation type.

- [0010] In a second aspect, embodiments of the present disclosure further provide an information display apparatus, including:
- [0011] an evaluation text information acquiring module, configured to acquire evaluation text information input by a user for a target object;
- [0012] a first evaluation type determination module, configured to determine a first evaluation type corresponding to the evaluation text information according to the evaluation text information; and
- [0013] a first prompt information display module, configured to display first preset prompt information in response to the first evaluation type being different from a second evaluation type, where the second evaluation type is an evaluation type selected by the user for the target object, and the first preset prompt information is used for prompting the user to adjust the evaluation text information and/or the second evaluation type.
- [0014] In a third aspect, embodiments of the present disclosure further provide an electronic device, including:
- [0015] one or more processors; and
- [0016] a storage apparatus, configured to store one or more programs,
- [0017] when the one or more programs are executed by the one or more processors, the one or more processors are caused to implement the information display method provided by embodiments of the present disclosure.
- [0018] In a fourth aspect, embodiments of the present disclosure further provide a storage medium including computer-executable instructions, and when the computer-executable instructions are executed by a computer processor, the information display method provided by embodiments of the present disclosure is performed.

BRIEF DESCRIPTION OF DRAWINGS

- [0019] The above and other features, advantages, and aspects of embodiments of the present disclosure will become more apparent in combination with the drawings and with reference to the following "Detailed description" part. Throughout the drawings, the same or similar reference numbers refer to the same or similar elements. It should be understood that the drawings are schematic and that parts and elements are not necessarily drawn to scale.
- [0020] Fig. 1 is a schematic flowchart of an information display method provided by an embodiment of the present disclosure;
- [0021] Fig. 2 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure;
- [0022] Fig. 3 is a schematic diagram of another interface interaction provided by an embodiment of the present disclosure;

- [0023] Fig. 4 is a schematic flowchart of another information display method provided by an embodiment of the present disclosure;
- [0024] Fig. 5 is a schematic diagram of still another interface interaction provided by an embodiment of the present disclosure;
- [0025] Fig. 6 is a schematic diagram of an interface provided by an embodiment of the present disclosure;
- [0026] Fig. 7 is a schematic structure diagram of an information display apparatus provided by an embodiment of the present disclosure; and
- [0027] Fig. 8 is a schematic structure diagram of an electronic device provided by an embodiment of the present disclosure.

DETAILED DESCRIPTION

- [0028] Embodiments of the present disclosure are described in more detail below with reference to the drawings. Although some embodiments of the present disclosure are shown in the drawings, it should be understood that the present disclosure may be implemented in various forms and should not be construed as limited to the embodiments set forth herein. Instead, these embodiments are provided for a more thorough and complete understanding of the present disclosure. It should be understood that the drawings and embodiments of the present disclosure are only for illustrative purposes, and are not intended to limit the protection scope of the present disclosure.
- [0029] It should be understood that various steps described in method implementations of the present disclosure may be executed in different order and/or in parallel. In addition, the method implementations may include additional steps and/or omit execution of the steps shown. The scope of the present disclosure is not limited in this respect.
- [0030] As used herein, the term "include/comprise" and its variations are open-ended inclusions, that is, "include/comprise but not limited to". The term "based on" means "at least partially based on". The term "an embodiment" means "at least one embodiment"; the term "another embodiment" means "at least one other embodiment"; the term "some embodiments" means "at least some embodiments". Relevant definitions of other terms will be given in the following description.
- [0031] It should be noted that the concepts such as "first" and "second" mentioned in the present disclosure are only used to distinguish different apparatuses, modules or units, and are not used to limit the order of functions performed by these apparatuses, modules or units, or interdependence therebetween.
- [0032] It should be noted that the modifications of "one" and "a plurality of" mentioned in the present disclosure are schematic rather than restrictive, and those skilled in the art should understand that unless explicitly indicated in the context, they should be understood as "one or more".
- [0033] It may be understood that before the use of the technical solutions disclosed in the embodiments of the present disclosure, the user should be informed of the type, range of use, use scenarios, etc. of personal

information involved in the present disclosure in an appropriate manner in accordance with relevant laws and regulations, and the authorization of the user should be obtained.

[0034] 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 personal information of the user. In this way, the user may independently choose, according to the prompt information, 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 operations of the technical solutions of the present disclosure.

[0035] 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 select "agree" or "disagree" to provide the personal information to the electronic device.

[0036] It may be understood that the above process of notifying and acquiring user authorization is only illustrative, and does not constitute a limitation on 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.

[0037] 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.

[0038] Fig. 1 is a schematic flowchart of an information display method provided by an embodiment of the present disclosure. The embodiment of the present disclosure is applicable to a situation where a user evaluates an acquired resource object after acquiring the resource object. The method may be performed by an information display apparatus, which may be implemented in the form of software and/or hardware. Optionally, the method is implemented by an electronic device. The electronic device may be a mobile terminal such as a mobile phone, a smart watch, a tablet computer, and a personal digital assistant, and may also be a device such as a personal computer (PC) terminal.

[0039] As shown in Fig. 1, the method includes:

[0040] Step 101: acquiring evaluation text information input by a user for a target object.

[0041] In the embodiment of the present disclosure, the object may be specifically a resource object that may be acquired through an internet platform, such as a product, a service, or a virtual resource. The target object may be an object that has been acquired by the user, such as a product that has been purchased or a service that has been enjoyed. Optionally, page interaction in the information display scheme of the embodiment of the present disclosure is performed based on a web page displayed on the electronic device or a page in a preset application installed on the electronic device.

[0042] Exemplarily, after acquiring the target object, the user may evaluate the target object, and an evaluation manner may include at least one of setting an evaluation type, inputting evaluation content, scoring, and the like. For the convenience of description, evaluations input by the user in various evaluation manners may be recorded as evaluation information. For example, the evaluation information may include an evaluation type, evaluation content, and an evaluation score (represented by, for example, a specific value or a star rating), and the user may input one or more types of evaluation information according to personal will. The evaluation type may include a positive type, a negative type, and an intermediate type, such as a positive evaluation, a negative evaluation, and a neutral evaluation. The user may express an overall evaluation tendency for the acquired object by selecting an evaluation type, and a specific selection manner of the evaluation type is not limited. For example, a preset evaluation control (such as controls arranged and displayed in a list or a matrix) or a preset evaluation option (such as an option in a drop-down menu) corresponding to a desired evaluation type may be triggered. Alternatively, on a page for selecting an evaluation type, a default evaluation type may be displayed in a selected state, and when the user approves of the default evaluation type, the default evaluation type may be determined as the evaluation type selected by the user without inputting a selection operation. The evaluation type selected by the user for the target object is recorded as the second evaluation type. The evaluation content may include at least one of text information, image information, video information, and the like.

[0043] In this step, the evaluation text information input by the user for the target object is acquired, which may specifically be acquiring the evaluation text information input by the user in an evaluation text input area. The user may express specific impressions of the acquired object in different dimensions, such as appearance, touch, quality, performance, cost performance, and use experience, by inputting the evaluation text information.

[0044] Step 102: determining a first evaluation type corresponding to the evaluation text information according to the evaluation text information.

[0045] Exemplarily, the evaluation type corresponding to the evaluation text information is recorded as the first evaluation type. The evaluation text information may be input into a preset evaluation sentiment recognition algorithm, and the first evaluation type corresponding to the evaluation text information is determined according to an output of the preset evaluation sentiment recognition algorithm. The preset evaluation sentiment recognition algorithm may be implemented by an algorithm such as a natural language processing model, for example, an artificial intelligence model, which is not specifically limited. The output of the preset evaluation sentiment recognition algorithm may be a confidence level of a classification label, and the classification label may be, for example, a positive type, a negative type, and an intermediate type, such as a positive evaluation, a negative evaluation, and a neutral evaluation. A category corresponding to a classification label with a highest confidence level is determined as the first evaluation type.

[0046] Step 103: displaying first preset prompt information in response to the first evaluation type being different from the second evaluation type, where the second evaluation type is an evaluation type selected

by the user for the target object, and the first preset prompt information is used for prompting the user to adjust the evaluation text information and/or the second evaluation type.

[0047] In the embodiment of the present disclosure, a sequence of inputting the evaluation text information and selecting the second evaluation type is not limited, and the user may perform corresponding operations according to an actual situation. After the first evaluation type is determined and the evaluation type is selected by the user, it may be determined whether the first evaluation type is equal to the second evaluation type. When not, it may be determined that there is a certain possibility of misoperation, and the first preset prompt information is displayed to prompt the user to adjust the evaluation text information and/or the second evaluation type. For example, when the first evaluation type is a positive evaluation and the second evaluation type is a negative evaluation, the first preset prompt information is displayed.

[0048] A display manner and prompt content of the preset prompt information may be set according to an actual requirement. The preset prompt information may be, for example, text prompt information, such as "There may be a misoperation in the currently submitted evaluation, please confirm again", and the preset prompt information may also be, for example, a quick evaluation control, such as a control for quickly modifying the evaluation type, so as to improve interaction efficiency.

[0049] Optionally, when the user confirms that there is no error after viewing the preset prompt information, the user may confirm submission of the evaluation text information and the second evaluation type; and when the user finds a misoperation after viewing the preset prompt information, the user may further adjust the evaluation text information and/or the second evaluation type, and confirm submission of the adjusted evaluation text information and the adjusted second evaluation type. When the user adjusts the evaluation text information and does not adjust the second evaluation type, the adjusted evaluation text information and the second evaluation type may be submitted; when the user does not adjust the evaluation text information and adjusts the second evaluation type, the evaluation text information and the adjusted second evaluation type may be submitted; and when the user adjusts both the evaluation text information and the second evaluation type, the adjusted evaluation text information and the adjusted second evaluation type may be submitted.

[0050] Optionally, when the first evaluation type is equal to the second evaluation type, the preset prompt information may not be displayed. Further, after the user inputs an evaluation submission operation for the target object, submission processing is performed on the evaluation text information and the second evaluation type. Further, a submission success page may be displayed or submission success information may be displayed.

[0051] According to the information display method provided by the embodiment of the present disclosure, the evaluation text information input by the user for the target object is acquired, the first evaluation type corresponding to the evaluation text information is determined according to the evaluation text information, and the first preset prompt information is displayed when the first evaluation type is different from the second evaluation type, where the second evaluation type is the evaluation type selected by the user for the

target object, and the first preset prompt information is used for prompting the user to adjust the evaluation text information and/or the second evaluation type. With the above technical solution, after the evaluation text information input by the user for the target object is acquired, the first evaluation type corresponding to the evaluation text information is determined, and when the first evaluation type is different from the second evaluation type selected by the user for the target object, the user is prompted to adjust the evaluation text information and/or the second evaluation type, thereby reducing a probability of submitting an incorrect evaluation due to misoperation and improving accuracy of the evaluation information, so that a proportion of real evaluations for the target object may be improved.

[0052] In some embodiments, the determining the first evaluation type corresponding to the evaluation text information according to the evaluation text information includes: determining whether the second evaluation type is a first target evaluation type; and when yes, determining the first evaluation type corresponding to the evaluation text information according to the evaluation text information. In this way, it may first be determined whether the evaluation type to be submitted is the first target evaluation type that may need display of the preset prompt information, and when yes, the first evaluation type corresponding to the evaluation text information is determined, thereby improving efficiency of determining whether the preset prompt information is displayed, and improving a response speed of the evaluation submission operation to some extent.

[0053] Optionally, the first target evaluation type includes a positive type and/or a negative type. The overall evaluation tendency of the positive type and the negative type is more explicit, and more effective information may be obtained for the user who views the evaluation or the resource provider. Optionally, when the second evaluation type is not the target evaluation type, for example, is an intermediate type, it is not necessary to determine the first evaluation type corresponding to the evaluation text information according to the evaluation text information.

[0054] Taking the first target evaluation type being a negative evaluation as an example, when the user selects the first evaluation type as a negative evaluation, but the input evaluation text information is positive description content such as good product quality, it may be identified that the corresponding first evaluation type is a positive evaluation, and the evaluation types are different. The user may be prompted to modify the negative evaluation or modify the evaluation text information by displaying the first preset prompt information; when the user selects the first evaluation type as a negative evaluation, and the evaluation text information input by the user is negative description content such as poor product quality, it may be identified that the corresponding first evaluation type is a negative evaluation, and the evaluation types are the same, and the preset prompt information may not be displayed. When the user selects the first evaluation type as a neutral evaluation, evaluation type identification may not be performed on the evaluation text information.

[0055] In some embodiments, the displaying the first preset prompt information includes: displaying the first preset prompt information after the user inputs an evaluation submission operation for the target object.

In this way, the user may be prompted in a timely and effective manner when the user submits the evaluation for the target object.

[0056] Exemplarily, after setting the evaluation information, the user may input the evaluation submission operation for the target object, for example, the evaluation submission operation may be input by triggering a preset submission control in a click manner or the like.

[0057] In the related art, after the evaluation submission operation of the user is received, the evaluation information to be submitted is directly published.

[0058] In the embodiment of the present disclosure, after the evaluation submission operation is received, when the first evaluation type is different from the second evaluation type, the submission operation is suspended, and the user is first prompted, which may effectively reduce the probability of submitting an incorrect evaluation due to misoperation and the like.

[0059] In some embodiments, the method further includes: when the first evaluation type is equal to the second evaluation type, performing submission processing on the evaluation text information and the second evaluation type after the user inputs an evaluation submission operation for the target object. In this way, when it is determined that the possibility of misoperation is small, the evaluation submission operation is responded to in a timely manner, and the interaction efficiency is improved.

[0060] In some embodiments, the method further includes: displaying second preset prompt information in response to the evaluation text information being empty after the user inputs an evaluation submission operation for the target object, where the second preset prompt information is used for prompting the user to input the evaluation text information for the target object. In this way, when the user triggers the evaluation submission without inputting the evaluation text information, there may be a case where the user forgets to fill in and accidentally inputs the evaluation submission operation, and the user is prompted in a timely manner to input the evaluation text information.

[0061] Optionally, the second preset prompt information is displayed in response to the second evaluation type being a negative type. In this way, after the user selects an evaluation type such as a negative evaluation, the user is prompted to input a reason for the negative evaluation.

[0062] In some embodiments, a preset evaluation content item set is displayed in response to the second evaluation type being the negative type, where the preset evaluation content item set belongs to the second preset prompt information, the preset evaluation content item set includes at least one or more preset evaluation content items, and the preset evaluation content item is associated with at least one of preset attribute information, historical evaluation data, and historical business data of the target object. After the preset evaluation content item set is displayed, the method further includes: in response to a trigger operation for a target preset evaluation content item, determining evaluation text information input for the target object according to text information displayed in the target preset evaluation content item, where the target preset evaluation content item is one or more preset evaluation content items in the preset evaluation content item set; and in response to a submission confirmation operation input by the user, performing submission

processing on the evaluation text information and the second evaluation type; or determining a first evaluation type corresponding to the evaluation text information according to the evaluation text information, displaying the first preset prompt information when the first evaluation type is different from the second evaluation type, and performing submission processing on the evaluation text information and the second evaluation type in response to the submission confirmation operation input by the user when the first evaluation type is equal to the second evaluation type. In this way, the user may be helped to quickly input the evaluation content by displaying the preset evaluation content item set, thereby improving the interaction efficiency.

[0063] Exemplarily, the preset evaluation content items in the preset evaluation content item set may be displayed in a style such as a label, and the preset evaluation content items may be displayed in a layout manner such as a list or a matrix. The preset evaluation content item is associated with the target object, which may specifically be that text information displayed in the preset evaluation content item is associated with the target object, for example, evaluation text whose input possibility score predicted for the target object is higher than a preset value.

[0064] Optionally, the preset evaluation content item is associated with at least one of the following of the target object: preset attribute information of the target object, historical evaluation data of the target object, and historical business data of the target object. In this way, the preset evaluation content item may be determined more accurately, a probability that the user triggers the preset evaluation content item may be improved, and the interaction efficiency may be further improved.

[0065] Exemplarily, the preset attribute information of the target object may be an industry (such as beauty industry, home appliance industry or food industry, etc.) or an object type (such as lipstick, essence, television, refrigerator, bread or beverage, etc.) to which the target object belongs. For example, when the target object belongs to the food industry, preset evaluation content items corresponding to a negative evaluation may include poor taste, inconsistent specification, damaged product or approaching expiration date, and preset evaluation content items corresponding to a positive evaluation may include good taste, good smell, beautiful packaging or freshness. The historical evaluation data of the target object may be published evaluation data of the target object. Taking a negative evaluation as an example, when the number of evaluation entries whose published evaluation type is negative evaluation is greater than a preset number threshold (such as 100), evaluation content may be extracted from these negative evaluation type evaluation entries, and processing such as natural language analysis may be performed to extract a target keyword whose frequency of occurrence is greater than a preset frequency, and a preset evaluation content item is determined according to the target keyword; and when the number of evaluation entries whose published evaluation type is negative evaluation is less than or equal to the preset number threshold, the preset evaluation content item may be determined according to the preset attribute information of the target object. The historical business data of the target object may include historical order related data of the target object,

such as return reason. Similar to evaluation entries of negative evaluation, keywords may be extracted from the return reason and used to determine the preset evaluation content item.

[0066] Optionally, a page for inputting the evaluation submission operation (for example, recorded as an evaluation input page) and a page for displaying the second preset prompt information may be different pages. Exemplarily, when the evaluation text information is empty, a first preset page is displayed after the user inputs the evaluation submission operation for the target object based on the evaluation input page; and the preset evaluation content item set is displayed on the first preset page. In this way, the preset prompt information is displayed on a newly displayed page, which may enhance a prompt effect. Optionally, the first preset page is located on an upper layer of the evaluation input page, and a size of the first preset page is less than or equal to a size of the evaluation input page.

[0067] Fig. 2 is a schematic diagram of interface interaction provided by an embodiment of the present disclosure. As shown in Fig. 2, object information (such as a product picture and a product name) of a target object (product A) is displayed at the top of an evaluation input page 201, an evaluation input area is displayed in the middle of the evaluation input page 201, and the user may select an evaluation type, input evaluation content, and the like through the evaluation input area. A submission control 202 is displayed at the bottom of the evaluation input page 201. After the user clicks the submission control 202, an evaluation submission operation input for the target object is received. A current second evaluation type (evaluation type to be submitted) is a negative evaluation (negative type, assuming that a first target evaluation type includes a negative type), and the user does not fill in evaluation text information, a first preset page 203 is displayed, and a preset evaluation content item set 204 as second preset prompt information is displayed on the first preset page 203. When a reason for the negative evaluation that the user wants to input is in the preset evaluation content item set 204, such as a damaged product, the user may click a preset evaluation content item corresponding to the damaged product, and a trigger operation for a target preset evaluation content item 205 is received. Evaluation text information for the product A is determined according to text information "damaged product" displayed in the target preset evaluation content item 205. When the user does not need to input other evaluation text, the user may trigger a submission button 206 displayed on the first preset page 203, that is, input a submission confirmation operation, to publish the evaluation. Optionally, when the reason for the negative evaluation that the user wants to input is not in the preset evaluation content item set 204, or the user wants to input more evaluation text, or the user wants to modify the evaluation type, for example, modify the evaluation type to a positive evaluation, the user may close the first preset page 203 and return to the evaluation input page 201 to input. Optionally, after the evaluation text information is determined according to the text information displayed in the target preset evaluation content item, a first evaluation type corresponding to the evaluation text information may be determined according to the evaluation text information. When the first evaluation type is different from the second evaluation type, the first preset prompt information is displayed, and when the first evaluation type is equal to the second evaluation type, the evaluation is published after the user triggers the submission button 206.

[0068] In some embodiments, the displaying the first preset prompt information includes: displaying a preset evaluation type item set, where the first preset prompt information includes the preset evaluation type item set, and the preset evaluation type item set includes at least one preset evaluation type item; and after the displaying the preset evaluation type item set, the method further includes: in response to a trigger operation for a target preset evaluation type item, determining an adjusted second evaluation type according to an evaluation type corresponding to the target preset evaluation type item, where the target preset evaluation type item is one preset evaluation type item in the preset evaluation type item set; and in response to a submission confirmation operation input by the user, performing submission processing on the evaluation text information and the adjusted second evaluation type; or when the first evaluation type is equal to the adjusted second evaluation type, performing submission processing on the evaluation text information and the adjusted second evaluation type in response to the submission confirmation operation input by the user. In this way, when the first evaluation type is different from the second evaluation type, it is more likely that the evaluation type is selected incorrectly, and the user may be helped to quickly correct the evaluation type by displaying the preset evaluation type item set, thereby improving the interaction efficiency.

[0069] Exemplarily, the preset evaluation type items in the preset evaluation type item set may be displayed in a layout manner such as a list or a matrix. Optionally, the preset evaluation type item set includes at least a first preset evaluation type item and a second preset evaluation type item, a display style of the first preset evaluation type item is different from a display style of the second preset evaluation type item, and the first preset evaluation type item is equal to an evaluation type currently selected by the user. For example, the first preset evaluation type item is displayed in a selected state style, which is convenient for the user to determine the current evaluation type to be submitted, and the preset evaluation type item (second preset evaluation type item) corresponding to other evaluation types different from the evaluation type currently selected by the user is displayed in a candidate state style. Optionally, the preset evaluation type item set may not include the preset evaluation type item corresponding to the second evaluation type, that is, include the preset evaluation type item corresponding to evaluation types other than the second evaluation type in all optional evaluation types, which is convenient for the user to quickly select the adjusted evaluation type.

[0070] After the adjusted second evaluation type is determined according to the evaluation type corresponding to the target preset evaluation type item, when the user inputs the submission confirmation operation, the submission processing may be performed on the evaluation text information and the adjusted second evaluation type. Alternatively, after the adjusted second evaluation type is determined according to the evaluation type corresponding to the target preset evaluation type item, it is determined whether the first evaluation type is equal to the adjusted second evaluation type. When they are the same, after the user inputs the submission confirmation operation, the submission processing is performed on the evaluation text information and the adjusted second evaluation type. When they are not the same, display of the first preset

prompt information is maintained, and the user is prompted to adjust again until the first evaluation type is equal to the adjusted second evaluation type, and after the user inputs the submission confirmation operation, the submission processing is performed on the evaluation text information and the adjusted second evaluation type.

[0071] Optionally, the first preset prompt information further includes a preset text prompt, where the preset text prompt is used for prompting that the first evaluation type is different from the second evaluation type, and inquiring the user whether to adjust the evaluation text information and/or the second evaluation type. In this way, the user may be effectively prompted more clearly by displaying the preset text prompt, and the user may be effectively prompted more intuitively and vividly by displaying the preset evaluation type item set, and convenience of adjusting the second evaluation type is improved, and the interaction efficiency is improved.

[0072] Optionally, the evaluation input page and the page displaying the first preset prompt information may be different pages. Exemplarily, when the first evaluation type is different from the second evaluation type, a second preset page is displayed, and the preset evaluation type item set is displayed on the second preset page. In this way, the prompt effect may be enhanced. Optionally, the second preset page is located on the upper layer of the evaluation input page, and the size of the second preset page is less than or equal to the size of the evaluation input page.

[0073] Fig. 3 is a schematic diagram of another interface interaction provided by an embodiment of the present disclosure. As shown in Fig. 3, object information of a target object (product B) is displayed at the top of an evaluation input page 301, an evaluation input area is displayed in the middle of the evaluation input page 301, and a user may set an evaluation type, input evaluation content, and the like through the evaluation input area. A submission control 302 is displayed at the bottom of the evaluation input page 301, and after the user clicks the submission control 302, an evaluation submission operation input for the target object is received. A current evaluation type to be submitted is a negative evaluation (negative type, assuming that a target evaluation type includes a negative type). As shown in Fig. 3, evaluation text information filled in by the user is "The color is so nice, I like it! It is very comfortable and the fabric is good!", which is determined to be a positive type after recognition, and is different from the selected negative evaluation, a second preset page 303 is displayed, and a preset evaluation type item set 304 as first preset prompt information and preset text prompt "The selected type is inconsistent with the evaluation text type, and you currently select is" are displayed on the second preset page 303. When the user determines that the evaluation type is selected incorrectly and originally wants to select a positive evaluation, the user may click a target preset evaluation type item 305, and an adjusted second evaluation type is determined according to an evaluation type corresponding to the target preset evaluation type item 305. When the user does not need to modify the evaluation type and does not need to modify the evaluation text information, the user may trigger a submission button 306 displayed on the second preset page 303 to publish the

evaluation. Optionally, when the user wants to modify the evaluation text information, the user may close the second preset page 303 and return to the evaluation input page 301.

[0074] Fig. 4 is a schematic flowchart of another information display method provided by an embodiment of the present disclosure. The embodiment of the present disclosure is optimized based on various alternatives in the above embodiments, and a related step of setting an evaluation type is added.

[0075] Specifically, the method includes the following steps.

[0076] Step 401: displaying a preset evaluation control set, where the preset evaluation control set includes a plurality of preset evaluation controls.

[0077] Fig. 5 is a schematic diagram of another interface interaction provided by an embodiment of the present disclosure. A preset evaluation control set 502 is displayed on an evaluation input page 501, and the preset evaluation control set 502 includes three preset evaluation controls, which respectively correspond to a negative evaluation, a neutral evaluation, and a positive evaluation.

[0078] Step 402: in response to a trigger operation for a target preset evaluation control, displaying a preset image element corresponding to the target preset evaluation control in an associated area of the target preset evaluation control, and determining a second evaluation type according to the target preset evaluation control, where an image content and/or an element attribute of the preset image element is associated with a copy content and/or an image content displayed in the corresponding preset evaluation control.

[0079] The target preset evaluation control is one preset evaluation control in the preset evaluation control set.

[0080] Exemplarily, the target preset evaluation control is a preset evaluation control currently selected and triggered by the user, and the associated area may be set according to an actual requirement, such as above or directly above the target preset evaluation control. The copy content displayed in the preset evaluation control may include words used to represent an evaluation type, such as "negative evaluation", and the image content in the preset evaluation control may include an emoticon used to represent the evaluation type, such as an angry emoticon corresponding to the negative evaluation. The preset image element may be specifically a preset animation. The preset animation may be specifically prompt information that may represent the evaluation type of the currently selected target preset evaluation control and is displayed in an animation form, such as a face animation that may express evaluation sentiment corresponding to the evaluation type. The image content of the preset image element may include an expression or complexion of the face animation, such as an angry expression corresponding to the negative evaluation, a calm expression corresponding to the neutral evaluation, and a happy expression corresponding to the positive evaluation; the element attribute may include a background color of the preset image element, such as red corresponding to the negative evaluation, yellow corresponding to the neutral evaluation, and pink corresponding to the positive evaluation, and optionally, the preset animation is played in a floating layer, and the background color may be a floating layer color. By playing the preset animation associated with the copy content and/or the image content displayed in the selected preset evaluation control,

the prompt effect may be enhanced, so that the user may view the evaluation type currently selected by the user more intuitively, the probability of misoperation is reduced, and when the evaluation type is found to be misselected, the evaluation type is corrected in time.

[0081] Exemplarily, as shown in Fig. 5, after the user selects the preset evaluation control (target preset evaluation control) corresponding to the negative evaluation, the preset image element 504 corresponding to the target preset evaluation control is displayed in the associated area 503 of the target preset evaluation control.

[0082] Step 403: acquiring evaluation text information input by the user for the target object.

[0083] Step 404: determining whether the second evaluation type is a first target evaluation type, and when yes, proceeding to Step 405; otherwise, proceeding to Step 412.

[0084] Exemplarily, assuming that the first target evaluation type is a negative evaluation, Step 405 is executed when the second evaluation type is the negative evaluation, to determine whether the evaluation text information is empty; and Step 412 may be executed when the second evaluation type is a neutral evaluation or a positive evaluation, and the evaluation information is directly submitted after the user triggers evaluation submission.

[0085] Step 405: determining whether the evaluation text information for the target object is empty, and when yes, proceeding to Step 406; otherwise, proceeding to Step 408.

[0086] Step 406: displaying a preset evaluation content item set after the user inputs an evaluation submission operation for the target object.

[0087] Exemplarily, a first preset page is displayed, and the preset evaluation content item set is displayed on the first preset page.

[0088] Step 407: in response to a trigger operation for a target preset evaluation content item, determining evaluation text information for the target object according to text information displayed in the target preset evaluation content item, and proceeding to Step 408.

[0089] Step 408: determining a first evaluation type corresponding to the evaluation text information according to the evaluation text information, determining whether the first evaluation type is equal to the second evaluation type, and when not, proceeding to Step 409; and when yes, proceeding to Step 412.

[0090] Step 409: displaying a preset evaluation type item set after the user inputs the evaluation submission operation for the target object.

[0091] Exemplarily, a second preset page is displayed, and the preset evaluation type item set is displayed on the second preset page.

[0092] Step 410: in response to a trigger operation for a target preset evaluation type item, determining an adjusted second evaluation type according to an evaluation type corresponding to the target preset evaluation type item.

[0093] Step 411: performing submission processing on the evaluation text information and the adjusted second evaluation type in response to a submission confirmation operation input by the user.

[0094] Step 412: performing submission processing on the evaluation text information and the second evaluation type after the user inputs an evaluation submission operation for the target object.

[0095] According to the information display method provided by the embodiment of the present disclosure, the user may select an evaluation type by triggering a preset evaluation control, and after the evaluation type is selected, the evaluation type currently selected by the user may be viewed more intuitively through a preset animation displayed in an associated area of a selected target preset evaluation control, and the probability of misoperation is further reduced. When the user submits an evaluation for the target object, for a negative evaluation type, when the evaluation text information is empty or the evaluation type corresponding to the evaluation text information is different from the selected evaluation type, by displaying a preset evaluation content item set or a preset evaluation type item set, it is convenient for the user to conveniently confirm or modify the evaluation text information to be submitted and/or the evaluation type to be submitted, the probability of submitting an incorrect evaluation due to misoperation and the like is further reduced, and the proportion of real evaluations for the target object is further improved.

[0096] In some embodiments, after the displaying the first preset prompt information, the method further includes: performing submission processing on the evaluation text information and the second evaluation type to obtain a target evaluation entry in response to a submission confirmation operation input by the user in a case where the user does not adjust the evaluation text information or the second evaluation type; and displaying target prompt information at an associated position of the target evaluation entry in an evaluation display page of the target object, where the second evaluation type is a second target evaluation type, and the target prompt information is used for prompting that the second evaluation type is inconsistent with the first evaluation type. In this way, in the evaluation display page, an evaluation entry, in which the type of the evaluation text information is different from the submitted evaluation type, in the published evaluations may be prompted, so as to remind the user who views the evaluation entry to pay attention, and reduce confusion about the evaluation content. The second target evaluation type includes a positive type and/or a negative type, and may be the same or different from the first target evaluation type.

[0097] Exemplarily, the evaluation display page is used for displaying evaluation information submitted by a plurality of users for the target object, and evaluation information corresponding to each user or each order may be used as one evaluation entry. For each evaluation entry on the evaluation display page, a preset evaluation sentiment recognition algorithm may be used to determine whether the evaluation text information in the current evaluation entry is the same as the submitted evaluation type. When they are different, the current evaluation entry may also be determined as the target evaluation entry, and related steps of determining the target evaluation entry may be performed in advance on a server corresponding to the internet platform. Specific content of the target prompt information is not limited, and for example, the target prompt information may be text prompt, such as "Please note that this evaluation may be inconsistent in evaluation type and evaluation content". The associated position is not limited, and for example, the associated position may be a position below the target evaluation entry.

[0098] Fig. 6 is a schematic interface diagram provided by an embodiment of the present disclosure. As shown in Fig. 6, two evaluation entries are currently displayed on an evaluation display page 601, and the evaluation type of the first evaluation entry is a negative evaluation, but it may be determined that the evaluation text information is positive description content after recognition, and therefore, the evaluation type is different from the submitted evaluation type, and target prompt information 602 may be displayed at a position (associated position) below the target evaluation entry, as shown in Fig. 6, "Prompt: This evaluation content may be false/unobjective/evaluation type is inconsistent with the content", while the evaluation type of the second evaluation entry is a positive evaluation, the evaluation text information is positive description content, which is equal to the submitted evaluation type, and no target prompt information is displayed. In this way, when browsing each evaluation entry on the evaluation display page 601, the user may obtain more accurate reference information.

[0099] Fig. 7 is a schematic structural diagram of an information display apparatus provided by an embodiment of the present disclosure. As shown in Fig. 7, the apparatus includes:

[0100] an evaluation text information acquiring module 701, configured to acquire evaluation text information input by a user for a target object;

[0101] a first evaluation type determination module 702, configured to determine a first evaluation type corresponding to the evaluation text information according to the evaluation text information; and

[0102] a first prompt information display module 703, configured to display first preset prompt information in response to the first evaluation type being different from a second evaluation type, where the second evaluation type is an evaluation type selected by the user for the target object, and the first preset prompt information is used for prompting the user to adjust the evaluation text information and/or the second evaluation type.

[0103] According to the information display apparatus provided by the embodiment of the present disclosure, after the evaluation text information input by the user for the target object is acquired, the first evaluation type corresponding to the evaluation text information is determined, and when the first evaluation type is different from the second evaluation type selected by the user for the target object, the user is prompted to adjust the evaluation text information and/or the second evaluation type, thereby reducing a probability of submitting an incorrect evaluation due to misoperation and improving accuracy of the evaluation information, so that a proportion of real evaluations for the target object may be improved.

[0104] Optionally, the first evaluation type determination module includes:

[0105] a type judgment unit, configured to determine whether the second evaluation type is a first target evaluation type; and

[0106] a type determination unit, configured to determine the first evaluation type corresponding to the evaluation text information according to the evaluation text information when the second evaluation type is the first target evaluation type.

- [0107] Optionally, the first prompt information display module is specifically configured to: display the first preset prompt information after the user inputs an evaluation submission operation for the target object.
- [0108] Optionally, the apparatus further includes:
- [0109] a first submission processing module, configured to perform submission processing on the evaluation text information and the second evaluation type after the user inputs the evaluation submission operation for the target object when the first evaluation type is equal to the second evaluation type.
- [0110] Optionally, the first prompt information display module is further configured to:
- [0111] display a preset evaluation type item set, where the first preset prompt information includes the preset evaluation type item set, and the preset evaluation type item set includes at least one preset evaluation type item;
- [0112] where, the apparatus specifically includes:
- [0113] a first determination module, configured to, after the preset evaluation type item set is displayed, determine an adjusted second evaluation type according to an evaluation type corresponding to a target preset evaluation type item in response to a trigger operation for the target preset evaluation type item, where the target preset evaluation type item is one preset evaluation type item in the preset evaluation type item set; and
- [0114] a second submission processing module, configured to perform submission processing on the evaluation text information and the adjusted second evaluation type in response to a submission confirmation operation input by the user; or when the first evaluation type is equal to the adjusted second evaluation type, perform submission processing on the evaluation text information and the adjusted second evaluation type in response to the submission confirmation operation input by the user.
- [0115] Optionally, the preset evaluation type item set includes at least a first preset evaluation type item and a second preset evaluation type item, a display style of the first preset evaluation type item is different from a display style of the second preset evaluation type item, and the first preset evaluation type item is equal to an evaluation type currently selected by the user.
- [0116] Optionally, the first preset prompt information further includes a preset text prompt, and the preset text prompt is used for prompting that the first evaluation type is different from the second evaluation type, and inquiring the user whether to adjust the evaluation text information and/or the second evaluation type.
- [0117] Optionally, the apparatus further includes:
- [0118] a second prompt information display module, configured to display second preset prompt information in response to the evaluation text information being empty after the user inputs an evaluation submission operation for the target object, where the second preset prompt information is used for prompting the user to input the evaluation text information for the target object.
- [0119] Optionally, the second prompt information display module is specifically configured to:
- [0120] display a preset evaluation content item set in response to the second evaluation type being a negative type, where the preset evaluation content item set belongs to the second preset prompt information,

the preset evaluation content item set includes at least one or more preset evaluation content items, and the preset evaluation content item is associated with at least one of preset attribute information, historical evaluation data, and historical business data of the target object;

[0121] where, the apparatus further includes:

[0122] a first determination module, configured to, after the preset evaluation content item set is displayed, determine evaluation text information input for the target object according to text information displayed in a target preset evaluation content item in response to a trigger operation for the target preset evaluation content item, where the target preset evaluation content item is one or more preset evaluation content items in the preset evaluation content item set; and

[0123] a third submission processing module, configured to perform submission processing on the evaluation text information and the second evaluation type in response to a submission confirmation operation input by the user; or determine a first evaluation type corresponding to the evaluation text information according to the evaluation text information, display the first preset prompt information when the first evaluation type is different from the second evaluation type, and perform submission processing on the evaluation text information and the second evaluation type in response to the submission confirmation operation input by the user when the first evaluation type is equal to the second evaluation type.

[0124] Optionally, the apparatus further includes:

[0125] a control set display module, configured to display a preset evaluation control set before the corresponding first evaluation type is determined according to the evaluation text information, where the preset evaluation control set includes a plurality of preset evaluation controls; and

[0126] a third determination module, configured to, in response to a trigger operation of the user for a target preset evaluation control, display a preset image element corresponding to the target preset evaluation control in an associated area of the target preset evaluation control, and determine the second evaluation type according to the target preset evaluation control, where an image content and/or an element attribute of the preset image element is associated with a copy content and/or an image content displayed in the corresponding preset evaluation control, and the target preset evaluation control is one preset evaluation control in the preset evaluation control set.

[0127] Optionally, the apparatus further includes:

[0128] a target evaluation entry determination module, configured to, after the first preset prompt information is displayed, perform submission processing on the evaluation text information and the second evaluation type to obtain a target evaluation entry in response to a submission confirmation operation input by the user when the user does not adjust the evaluation text information and the second evaluation type; and

[0129] a target information display module, configured to display target prompt information at an associated position of the target evaluation entry in an evaluation display page of the target object, where

the second evaluation type is a second target evaluation type, and the target prompt information is used for prompting that the second evaluation type is inconsistent with the first evaluation type.

[0130] The information display apparatus provided by the embodiment of the present disclosure may execute the information display method provided by any embodiment of the present disclosure, and has corresponding functional modules and beneficial effects for executing the method.

[0131] It should be noted that the units and modules included in the above apparatus are only divided according to functional logic, but are not limited to the above division, as long as the corresponding functions may be realized. In addition, the specific names of the functional units are only for the convenience of distinguishing from each other, and are not used to limit the protection scope of the embodiments of the present disclosure.

[0132] Fig. 8 is a schematic structural diagram of an electronic device provided by an embodiment of the present disclosure. Reference is made to Fig. 8 below, which illustrates a schematic structural diagram of an electronic device (such as a terminal device or a server in Fig. 8) 800 suitable for implementing the embodiments of the present disclosure. The terminal device in the embodiments of the present disclosure may include, but is not limited to, mobile terminals such as a mobile phone, a laptop, a digital broadcast receiver, a personal digital assistant (PDA), a tablet computer (PAD), a portable media player (PMP), and a vehicle-mounted terminal (such as a vehicle navigation terminal), and fixed terminals such as a digital TV and a desktop computer. The electronic device shown in Fig. 8 is only an example, and should not impose any limitation on the functions and scope of use of the embodiments of the present disclosure.

[0133] As shown in Fig. 8, the electronic device 800 may include a processing apparatus (such as a central processing unit and a graphics processing unit) 801, which may perform various appropriate actions and processing according to a program stored in a read-only memory (ROM) 802 or a program loaded from a storage apparatus 808 into a random access memory (RAM) 803. The RAM 803 further stores various programs and data required for the operation of the electronic device 800. The processing apparatus 801, the ROM 802, and the RAM 803 are connected to each other through a bus 804. An input/output (I/O) interface 805 is also connected to the bus 804.

[0134] Generally, the following apparatuses may be connected to the I/O interface 805: an input apparatus 806, including, for example, a touch screen, a touchpad, a keyboard, a mouse, a camera, a microphone, an accelerometer, and a gyroscope; an output apparatus 807, including, for example, a liquid crystal display (LCD), a speaker, and a vibrator; a storage apparatus 808, including, for example, a magnetic tape and a hard disk; and a communication apparatus 809. The communication apparatus 809 may allow the electronic device 800 to perform wireless or wired communication with other devices to exchange data. Although Fig. 8 shows the electronic device 800 having various apparatuses, it should be understood that not all the apparatuses shown here need to be implemented or provided. Alternatively, more or fewer apparatuses may be implemented or provided.

- [0135] In particular, according to the embodiments of the present disclosure, the process described above with reference to the flowchart may be implemented as a computer software program. For example, an embodiment of the present disclosure includes a computer program product, which includes a computer program carried on a non-transitory computer-readable medium, where the computer program contains program codes for performing the method shown in the flowchart. In such an embodiment, the computer program may be downloaded and installed from a network through the communication apparatus 809, or installed from the storage apparatus 808, or installed from the ROM 802. When the computer program is executed by the processing apparatus 801, the above functions defined in the method of the embodiment of the present disclosure are executed.
- [0136] The names of messages or information exchanged between a plurality of apparatuses in the implementations of the present disclosure are only for illustrative purposes, and are not intended to limit the scope of these messages or information.
- [0137] The electronic device provided by the embodiment of the present disclosure belongs to the same inventive concept as the information display method provided by the above embodiment. For technical details not described in detail in this embodiment, reference may be made to the above embodiment, and this embodiment has the same beneficial effects as the above embodiment.
- [0138] An embodiment of the present disclosure provides a computer storage medium having a computer program stored thereon, and when the program is executed by a processor, the information display method provided by the above embodiment is implemented.
- [0139] An embodiment of the present disclosure provides a computer program product, including a computer program, and when the program is executed by a processor, the information display method provided by the above embodiment is implemented.
- [0140] It should be noted that the above computer-readable medium in the present disclosure may be a computer-readable signal medium, a computer-readable storage medium, or any combination thereof. The computer-readable storage medium may be, for example, but is not limited to, an electrical, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus or device, or any suitable combination of the above. More specific examples of the computer-readable storage medium may include, but are not limited to: an electrical connection having one or more wires, a portable computer magnetic disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disc read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination of the above. In the present disclosure, the computer-readable storage medium may be any tangible medium that contains or stores a program, which may be used by or in combination with an instruction execution system, apparatus or device. In the present disclosure, the computer-readable signal medium may include a data signal propagated in a baseband or as a part of a carrier wave, and computer-readable program codes are carried therein. This propagated data signal may adopt various forms, including but not limited to, an

electromagnetic signal, an optical signal, or any suitable combination of the above. The computer-readable signal medium may also be any computer-readable medium other than the computer-readable storage medium, and the computer-readable signal medium may send, propagate, or transmit the program used by or in combination with the instruction execution system, apparatus or device. The program codes contained on the computer-readable medium may be transmitted by any suitable medium, including but not limited to: a wire, an optical cable, a radio frequency (RF), etc., or any suitable combination of the above.

[0141] The above computer-readable medium may be included in the above electronic device, or may exist alone without being assembled into the electronic device.

[0142] The above computer-readable medium carries one or more programs, and when the one or more programs are executed by the electronic device, the electronic device: acquires evaluation text information input by a user for a target object; determines a first evaluation type corresponding to the evaluation text information according to the evaluation text information; and displays first preset prompt information in response to the first evaluation type being different from a second evaluation type, where the second evaluation type is an evaluation type selected by the user for the target object, and the first preset prompt information is used for prompting the user to adjust the evaluation text information and/or the second evaluation type.

[0143] Computer program codes for performing operations of the present disclosure may be written in one or more programming languages or a combination thereof, where the programming languages include but are not limited to object-oriented programming languages, such as Java, Smalltalk, and C++, and further include conventional procedural programming languages, such as "C" language or similar programming languages. The program codes may be executed entirely on a user computer, partly on the user computer, as a stand-alone software package, partly on the user computer and partly on a remote computer, or entirely on the remote computer or a server. In the case of involving the remote computer, the remote computer may be connected to the user computer through any kind of network, including a local area network (LAN) or a wide area network (WAN), or may be connected to an external computer (for example, connected through the Internet with the aid of an Internet service provider).

[0144] The flowcharts and block diagrams in the drawings illustrate the possibly implemented architectures, functions, and operations of the system, the method, and the computer program product according to various embodiments of the present disclosure. In this regard, each block in the flowchart or block diagram may represent a module, program segment, or part of code, which contains one or more executable instructions for implementing the specified logical functions. It should also be noted that, 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 blocks shown in succession may actually be executed substantially in parallel, or they may sometimes be executed in the reverse order, depending on the functions involved. It should also be noted that each block in the block diagram and/or the flowchart, and a combination of the blocks in the block diagram and/or the flowchart may be implemented by a dedicated

hardware-based system that executes specified functions or operations, or may be implemented by a combination of dedicated hardware and computer instructions.

[0145] The involved units described in the embodiments of the present disclosure may be implemented by software or hardware. The name of a module does not constitute a limitation on the module itself under certain circumstances. For example, the evaluation text information acquiring module may also be described as "a module for acquiring evaluation text information input by a user for a target object".

[0146] The functions described herein above may be performed at least in part by one or more hardware logic components. For example, without limitation, exemplary types of hardware logic components that may be used include: a field programmable gate array (FPGA), an application specific integrated circuit (ASIC), an application specific standard product (ASSP), a system on chip (SOC), a complex programmable logical device (CPLD), etc.

[0147] In the context of the present disclosure, a machine-readable medium may be a tangible medium that may contain or store a program for use by or in combination with an instruction execution system, apparatus or device. The machine-readable medium may be a machine-readable signal medium or a machine-readable storage medium. The machine-readable medium may include, but is not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, or device, or any suitable combination of the above. More specific examples of the machine-readable storage medium would include an electrical connection based on one or more wires, a portable computer magnetic disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disk read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any suitable combination of the above.

[0148] The above description is only preferred embodiments of the present disclosure and an explanation of the applied technical principles. Those skilled in the art should understand that the disclosed scope involved in the present disclosure is not limited to the technical solutions formed by the specific combination of the above technical features, and should also cover other technical solutions formed by any combination of the above technical features or their equivalent features without departing from the above disclosed concept. For example, the above features and the technical features provided in the present disclosure (but not limited to) with similar functions may be replaced each other to form a technical solution.

[0149] In addition, although the operations are depicted in a specific order, this should not be understood as requiring the operations to be performed in the specific order shown or in a sequential order. Under certain circumstances, multitasking and parallel processing may be advantageous. Likewise, although the above discussion contains a number of specific implementation details, these should not be construed as limiting the scope of the present disclosure. Certain features that are described in the context of separate embodiments may also be implemented in combination in a single embodiment. Conversely, various features described in the context of a single embodiment may also be implemented in a plurality of embodiments individually or in any suitable sub-combination.

[0150] Although the subject matter has been described in a language specific to structural features and/or logical actions of the method, it should be understood that the subject matter defined in the appended claims is not necessarily limited to the specific features or actions described above. Conversely, the specific features and actions described above are merely exemplary forms for implementing the claims.

CLAIMS

1. An information display method, comprising:
 - acquiring evaluation text information input by a user for a target object;
 - determining a first evaluation type corresponding to the evaluation text information according to the evaluation text information; and
 - displaying first preset prompt information when the first evaluation type is different from a second evaluation type, wherein the second evaluation type is an evaluation type selected by the user for the target object, and the first preset prompt information is used for prompting the user to adjust the evaluation text information and/or the second evaluation type.
2. The method of claim 1, wherein the determining a first evaluation type corresponding to the evaluation text information according to the evaluation text information comprises:
 - determining whether the second evaluation type is a first target evaluation type; and
 - when yes, determining the first evaluation type corresponding to the evaluation text information according to the evaluation text information.
3. The method of claim 1, wherein the displaying first preset prompt information comprises:
 - displaying the first preset prompt information after the user inputs an evaluation submission operation for the target object.
4. The method of claim 3, further comprising:
 - when the first evaluation type is equal to the second evaluation type, performing submission processing on the evaluation text information and the second evaluation type after the user inputs the evaluation submission operation for the target object.
5. The method of claim 1, wherein the displaying first preset prompt information comprises:
 - displaying a preset evaluation type item set, wherein the first preset prompt information comprises the preset evaluation type item set, and the preset evaluation type item set comprises at least one preset evaluation type item, wherein, after displaying the preset evaluation type item set, the method further comprises:
 - determining an adjusted second evaluation type according to an evaluation type corresponding to a target preset evaluation type item in response to a trigger operation for the target preset evaluation type item, wherein the target preset evaluation type item is a preset evaluation type item in the preset evaluation type item set; and
 - performing submission processing on the evaluation text information and the adjusted second evaluation type in response to a submission confirmation operation input by the user; or when the first evaluation type is equal to the adjusted second evaluation type, performing submission processing on the evaluation text

information and the adjusted second evaluation type in response to the submission confirmation operation input by the user.

6. The method of claim 5, wherein the preset evaluation type item set comprises at least a first preset evaluation type item and a second preset evaluation type item, a display style of the first preset evaluation type item is different from a display style of the second preset evaluation type item, and the first preset evaluation type item is equal to an evaluation type currently selected by the user.

7. The method of claim 5, wherein the first preset prompt information further comprises a preset text prompt, wherein the preset text prompt is used for prompting that the first evaluation type is different from the second evaluation type, and inquiring the user whether to adjust the evaluation text information and/or the second evaluation type.

8. The method of claim 1, further comprising:

when the evaluation text information is empty, displaying second preset prompt information after the user inputs an evaluation submission operation for the target object, wherein the second preset prompt information is used for prompting the user to input the evaluation text information for the target object.

9. The method of claim 8, wherein the displaying second preset prompt information comprises:

displaying a preset evaluation content item set when the second evaluation type is a negative type, wherein the preset evaluation content item set is comprised in the second preset prompt information, the preset evaluation content item set comprises at least one or more preset evaluation content items, and the preset evaluation content items are associated with at least one selected from the group consisting of preset attribute information, historical evaluation data, and historical business data of the target object;

wherein, after the displaying the preset evaluation content item set, the method further comprises:

determining evaluation text information input for the target object according to text information displayed in a target preset evaluation content item in response to a trigger operation for the target preset evaluation content item, wherein the target preset evaluation content item is one or more preset evaluation content items in the preset evaluation content item set; and

performing submission processing on the evaluation text information and the second evaluation type in response to a submission confirmation operation input by the user; or determining a first evaluation type corresponding to the evaluation text information according to the evaluation text information, displaying the first preset prompt information when the first evaluation type is different from the second evaluation type, and performing submission processing on the evaluation text information and the second evaluation type in response to the submission confirmation operation input by the user when the first evaluation type is equal to the second evaluation type.

10. The method of any of claims 1 to 7, wherein before the determining the corresponding first evaluation type according to the evaluation text information, the method further comprises:

displaying a preset evaluation control set, wherein the preset evaluation control set comprises a plurality of preset evaluation controls; and

in response to a trigger operation of the user for a target preset evaluation control, displaying a preset image element corresponding to the target preset evaluation control in an associated area of the target preset evaluation control, and determining the second evaluation type according to the target preset evaluation control, wherein an image content and/or an element attribute of the preset image element is associated with a copy content and/or an image content displayed on the corresponding preset evaluation control, and the target preset evaluation control is one preset evaluation control in the preset evaluation control set.

11. The method of any of claims 1 to 10, wherein after the displaying first preset prompt information, the method further comprises:

when the user does not adjust the evaluation text information and the second evaluation type, in response to a submission confirmation operation input by the user, performing submission processing on the evaluation text information and the second evaluation type to obtain a target evaluation entry; and

displaying target prompt information at an associated position of the target evaluation entry in an evaluation display page of the target object, wherein the second evaluation type is a second target evaluation type, and the target prompt information is used for prompting that the second evaluation type is inconsistent with the first evaluation type.

12. An information display apparatus, comprising:

an evaluation text information acquiring module, configured to acquire evaluation text information input by a user for a target object;

a first evaluation type determination module, configured to determine a first evaluation type corresponding to the evaluation text information according to the evaluation text information; and

a first prompt information display module, configured to display first preset prompt information when the first evaluation type is different from a second evaluation type, wherein the second evaluation type is an evaluation type selected by the user for the target object, and the first preset prompt information is used for prompting the user to adjust the evaluation text information and/or the second evaluation type.

13. An electronic device, comprising:

at least one processor; and

a storage apparatus, configured to store at least one program,

when the at least one program is executed by the at least one processor, the at least one processor is caused to implement the information display method of any of claims 1 to 11.

14. A storage medium comprising computer-executable instructions, wherein the computer-executable instructions are used for performing the information display method of any of claims 1 to 11 when being executed by a computer processor.