

ABSTRACT

The present disclosure relates to a hot event presentation method for an application, and an electronic device. The method comprises: playing multimedia content, in an application, of a first hot event; receiving a sliding operation on the multimedia content; and in response to the sliding operation, displaying, in a first region of a first page, one piece of viewpoint content of the first hot event, and displaying, in a second region of the first page, comment content of the first hot event in a scrolling manner, wherein the first page is a page of the application, and the first region and the second region are different. Thus, the problems of in an existing hot event discussion scenario, the presentation of content being simplistic and the value of consumption being limited are solved, discussion content in a hot comment inner-flow page is enriched, and the value of consumption of the hot comment inner-flow page is improved.