[0069] If the target information update message for the target object is detected, it is determined whether the target object is currently displayed on the object page. The target information update message of the target object may be a message for releasing the live streaming object from the status of being explained, that is, a message that the live streaming object being explained is switched from the live streaming object to a first object. Alternatively, the target information update message of the target object may be a message for binding the gift to the target object; or a message for reducing the price of the target object; or a message that the target object is allowed to be purchased in a limited time; or a message for increasing inventory when the target object is in a sold-out status.

[0070] It is assumed that, if the message for releasing the target object from the status of being explained is detected, that is, the message that the live streaming object being explained is switched, it is firstly determined whether the target object is currently displayed on the object page.

[0071] If it is determined that the target object is currently displayed on the object page, it is unnecessary to display the target interaction control on the object page; for example, the target object 301 in the object page shown in FIG. 3.

[0072] If it is determined that the target object is currently not displayed on the object page, then continue to determine whether there is a live streaming object in the predetermined sequential position interval among the live streaming objects currently displayed on the target page. If it is determined that the currently displayed live streaming objects are all live streaming objects in the predetermined sequential position interval, it is unnecessary to display the target interaction control on the object page; as shown in the object page a in FIG. 4. If it is determined that there is a live streaming object, that is not in the predetermined sequential position interval, in the live streaming objects currently displayed on the object page, the target interaction control is displayed on the object page, e.g., the target interaction control 401 in the object page b shown in FIG. 4.

[0073] When a trigger operation for the target interaction control is received, the object list on the object page is controlled to scroll in a predetermined direction corresponding to the target object until the target object is displayed, and the target interaction control is not displayed. The target object 402 is shown in the object page c in FIG. 4.

[0074] According to embodiments of the disclosure, the display of the target interaction control is triggered through the target information update message of the target object, so that the user can conveniently trigger the display of the target object through the target interaction control, and check update information of the target object timely. Thereby, interaction complexity is simplified, and user experience is improved.

[0075] Based on the foregoing method embodiments, the present disclosure further provides an object processing apparatus, referring to FIG. 5, which is a schematic structural diagram of a live streaming object apparatus according to embodiments of the present disclosure. The apparatus includes: a first displaying module 501, configured to display an object page on a first page, where the object page is configured to present at least one object in a recommended object set, and the target object is an object in a target status in the recommended object set; a first determining module 502, configured to determine, upon detecting a target information update message for the target object, whether the target object is currently displayed on the object page; and a second displaying module 503, configured to determine that the target object is currently not displayed on the object page and