ABSTRACT

Disclosed in embodiments of the present invention are a processing method and apparatus based on an interest tag, a device, and a storage medium. The method comprises: in a process of displaying an information flow in a preset application program, detecting that an interest tag display event is triggered; and displaying a first page, and dynamically switching and displaying, in the first page, different subsets in a preset interest tag set, wherein the number of interest tags in the subsets is more than one and is smaller than the total number of interest tags in the preset interest tag set.