

Abstract

Provided are a search method and apparatus, and an electronic device and a storage medium. The method comprises: receiving a generic query search request, the generic query search request carrying a generic query term; acquiring at least one multimedia content card
5 corresponding to the generic query term, wherein each multimedia content card corresponds to an extension tag corresponding to the generic query search request, each multimedia content card comprises information of a plurality of multimedia content sets; and presenting information of the plurality of multimedia content sets comprised in each multimedia content card of the at least one multimedia content card. Search results related to a generic query term can be
10 clustered from various dimensions and presented, such that a user can directly find content related to a search intention of the user, thereby improving the search efficiency and shortening a search path.

Fig. 1

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