CLAIMS

1. A page presentation method, comprising:

presenting an object presentation card in a current page, wherein the current page is configured to present a recommendation data stream pushed for a first user under a first section, the recommendation data stream comprises at least the object presentation card, and the object presentation card is configured to present object information of a first object;

presenting a first page and presenting the object presentation card in a first form in the first page, in response to a first trigger operation of the first user on the object information; wherein the first page is a main interface of a second section to which the first object belongs, and a section label of the second section is presented in a first shape in the first page; and

presenting an object details page of the first object in response to detecting that presentation information of the first page meets a first condition.

2. The page presentation method of claim 1, wherein the current page comprises at least a first section label and a second section label, the current page is a page corresponding to the first section label, and the second section label is a label corresponding to the second section of the first page, before presenting the first page, the page presentation method further comprises:

playing a first animation of switching from the first section label to the second section label in response to the second section label being presented at a first position of the current page; and

folding the object presentation card up to the second section label according to a second animation and presenting the second section label in a second form, in response to the second section label being presented at a second position of the current page.

3. The page presentation method of claim 2, wherein the first animation is an animation that simulates switching from the current page of the first section label to the first page of the second section label based on the trigger operation of the first user, and the second animation is an animation of the object presentation card distorting and shrinking to the second section label.

4. The page presentation method of any of claims 1 to 3, wherein the first page comprises an object presentation region, and presenting the first page and presenting the object presentation card in the first form in the first page comprises:

inserting the object presentation card of the first object into a first presentation position in the object presentation region and presenting the object presentation card in the first form.

5. The page presentation method of any of claims 1 to 4, wherein when presenting the object presentation card in the first form in the first page, the page presentation method further comprises:

adding an overlay to other presentation objects except the first object in the first page.

6. The page presentation method of any of claims 1 to 5, wherein the presentation information comprises presentation duration, and the presenting the object details page of the first object in response to detecting that the presentation information of the first page meets the first condition comprises:

presenting the object details page of the first object in response to the presentation duration of the first page reaching a first presentation duration threshold in the first condition.

7. The page presentation method of any of claims 2 to 6, further comprising:

presenting the first page as the main interface of the second section, in a process of playing based on the first animation or the second animation and in response to detecting a return operation from the object details page.

8. The page presentation method of any of claims 1 to 7, further comprising:

presenting a next object to be presented in the current page and folding the object presentation card up to a second section label corresponding to the second section according to a third animation in the current page, in response to a second trigger operation of the first user on the object information.

9. The page presentation method of claim 8, further comprising:

displaying interaction prompt information at the second section label, to present the main interface of the second section corresponding to the second section label based on a trigger operation on the interaction prompt information.

10. A page presentation apparatus, comprising:

an object card presentation module configured to present an object presentation card in a current page, wherein the object presentation card is configured to present object information of a first object;

a second section presentation module configured to, in response to a first trigger operation of a first user on the object information, present a first page and present the object presentation card in a first form in the first page; wherein the first page is a main interface of a second section to which the first object belongs; and

an object details presentation module configured to, in response of detecting that presentation information of the first page meets a first condition, present an object details page of the first object.

11. An electronic device, comprising:

one or more processors; and

a storage apparatus configured to store one or more programs,

wherein when the one or more programs are executed by the one or more processors, the one or more processors are caused to implement the page presentation method of any of claims 1 to 9.

12. A computer-readable storage medium, storing a computer program, wherein the computer program, when executed by a processor, implements the page presentation method of any of claims 1 to 9.

13. A computer program product, comprising a computer program, wherein the computer program, when executed by a processor, implements the page presentation method of any of claims 1 to 9.