

ITEM PROCESSING METHOD AND APPARATUS, DEVICE, AND STORAGE MEDIUM

CROSS-REFERENCE TO RELATED APPLICATION(S)

[0001] The present application claims priority of Chinese Patent Application No. 202410947539.1, filed on July 15, 2024, which is incorporated herein by reference in its entirety as a part of the present application.

TECHNICAL FIELD

[0002] The present disclosure relates to an object processing method, an apparatus, a device, and a storage medium.

BACKGROUND

[0003] With the continuous development of computer technology, users' requirements for page-related functions become more and more diverse, for example, related functions of interactive controls displayed on a page.

[0004] Therefore, how to enrich the page-related functions has become an urgent technical issue that needs to be solved.

SUMMARY

[0005] In order to solve the above technical issues, embodiments of the present disclosure provide an object processing method, an apparatus, a device, and a storage medium.

[0006] In a first aspect, the present disclosure provides an object processing method, including: displaying a target interactive control on a live preview stream page, where the target interactive control is at least one interactive control in a livestream interface corresponding to the live preview stream page; and displaying object information of at least one recommended object in response to an interactive operation on the target interactive control, where the at least one recommended object is a recommended object in a recommended object set corresponding to the livestream interface.

[0007] In an optional implementation, the target interactive control includes an object list control, and displaying the object information of the at least one recommended object in response to the interactive operation on the target interactive control includes: displaying object information of recommended objects in the recommended object set in response to an interactive operation on the object list control.

[0008] In an optional implementation, the target interactive control includes an information card of an object being explained, and object information of a recommended object in the state of being explained is displayed on the information card of the object being explained; and displaying the object information of the at least one recommended object in response to the interactive operation on the target interactive control includes: displaying an object detail page of the recommended object in the state of being explained in response to an interactive operation on the information card of the object being explained, where object

detail information of the recommended object is displayed on the object detail page, and the object detail page is used to trigger a target interactive operation for the recommended object.

[0009] In an optional implementation, the target interactive control includes at least one object information card, object information of a target recommended object is displayed on the object information card, and the target recommended object is determined from the recommended object set corresponding to the livestream interface based on object interaction data of a target user; and displaying the object information of the at least one recommended object in response to the interactive operation on the target interactive control includes: displaying an object detail page of the target recommended object displayed on a target object information card in response to an interactive operation on the target object information card among the at least one object information card, where object detail information of the target recommended object is displayed on the object detail page, and the object detail page is used to trigger a target interactive operation for the target recommended object.

[0010] In an optional implementation, the at least one object information card includes a first object information card, target object information of the target recommended object displayed on the first object information card includes at least one of: image information, attribute resource value information, feature description information, or activity resource information of the target recommended object, the target recommended object is determined from target recommended objects respectively corresponding to the at least one object information card based on a target relationship value, and the target relationship value is used to reflect a correlation degree between the object interaction data of the target user and the target recommended object corresponding to the target relationship value.

[0011] In an optional implementation, a first interactive control is further displayed on the first object information card, and the method further includes: displaying an object interaction page of the target recommended object displayed on the first object information card in response to a trigger operation on the first interactive control, where the object interaction page is used to trigger an object interaction operation for the target recommended object.

[0012] In an optional implementation, displaying the object information of the at least one recommended object in response to the interactive operation on the target interactive control includes: in response to the interactive operation on the target interactive control, displaying the livestream interface corresponding to the live preview stream page, and displaying the object information of the at least one recommended object on the livestream interface; or, in response to the interactive operation on the target interactive control, displaying the object information of the at least one recommended object on the live preview stream page.

[0013] In an optional implementation, an information input box is displayed on the live preview stream page, and the method further includes: in response to a trigger operation on the information input box, displaying the livestream interface, and displaying a comment panel on the livestream interface, where the comment panel is used to trigger a comment operation.

- [0014] In an optional implementation, the object interaction data of the target user includes data generated by the target user triggering an interactive operation for an object, and the interactive operation includes at least one of: an object search operation, an object save operation, an operation of adding an object to a target object set, an order placing operation, or an object information display trigger operation.
- [0015] In a second aspect, the present disclosure further provides an object processing apparatus, including: a first display module, configured to display a target interactive control on a live preview stream page, where the target interactive control is at least one interactive control in a livestream interface corresponding to the live preview stream page; and a first display module, configured to display object information of at least one recommended object in response to an interactive operation on the target interactive control, where the at least one recommended object is a recommended object in a recommended object set corresponding to the livestream interface.
- [0016] In a third aspect, the present disclosure provides a computer-readable storage medium, where instructions are stored in the computer-readable storage medium, and the instructions, when executed by a terminal device, cause the terminal device to implement the above method.
- [0017] In a fourth aspect, the present disclosure provides an object processing device, including: a memory, a processor, and a computer program stored on the memory and executable on the processor, where the processor, when executing the computer program, implements the above method.
- [0018] In a fifth aspect, the present disclosure provides a computer program product, including a computer program/instruction, where the computer program/instruction, when executed by a processor, implements the above method.

BRIEF DESCRIPTION OF DRAWINGS

- [0019] The drawings herein, which are incorporated in and constitute a part of this specification, illustrate embodiments of the present disclosure and, together with the description, serve to explain the principles of the present disclosure.
- [0020] In order to more clearly explain the technical solutions of the embodiments of the present disclosure, the drawings required to be used in the description of the embodiments will be briefly introduced below. Obviously, for those of ordinary skills in the art, they may also acquire other drawings according to such drawings on the premise that no inventive effort is involved.
- [0021] Fig. 1 is a flowchart of an object processing method provided by an embodiment of the present disclosure;
- [0022] Fig. 2 is a schematic diagram of a live preview stream page provided by an embodiment of the present disclosure;
- [0023] Fig. 3 is a schematic diagram of another live preview stream page provided by an embodiment of the present disclosure;
- [0024] Fig. 4 is a schematic diagram of another live preview stream page provided by an embodiment of the present disclosure;

- [0025] Fig. 5 is a schematic diagram of another live preview stream page provided by an embodiment of the present disclosure;
- [0026] Fig. 6 is a schematic diagram of another live preview stream page provided by an embodiment of the present disclosure;
- [0027] Fig. 7 is a schematic diagram of another live preview stream page provided by an embodiment of the present disclosure;
- [0028] Fig. 8 is a schematic structural diagram of an object processing apparatus provided by an embodiment of the present disclosure; and
- [0029] Fig. 9 is a schematic structural diagram of an object processing device provided by an embodiment of the present disclosure.

DETAILED DESCRIPTION OF EMBODIMENTS

- [0030] In order to understand the above objects, features and advantages of the present disclosure more clearly, the solutions of the present disclosure will be further described below. It should be noted that, in case of no conflict, the features in one embodiment or in different embodiments may be combined.
- [0031] Many specific details are set forth in the following description to fully understand the present disclosure, but the present disclosure may also be implemented in other ways different from those described herein. Obviously, the embodiments in the specification are part of the embodiments of the present disclosure, but not all of the embodiments.
- [0032] With the continuous development of computer technology, users' requirements for page-related interactive functions become more and more diverse, for example, interactive functions of interactive controls displayed on a page.
- [0033] Therefore, how to enrich the page-related interactive functions has become an urgent technical issue that needs to be solved.
- [0034] To this end, embodiments of the present disclosure provide an object processing method. Specifically, a target interactive control is displayed on a live preview stream page, where the target interactive control is at least one interactive control in a livestream interface corresponding to the live preview stream page; and object information of at least one recommended object is displayed in response to an interactive operation on the target interactive control, where the at least one recommended object is a recommended object in a recommended object set corresponding to the livestream interface.
- [0035] It may be seen that, in the embodiments of the present disclosure, by displaying the interactive control on the corresponding livestream interface on the live preview stream page, the display of the object information of the recommended object in the recommended object set corresponding to the livestream interface is realized, which enriches the page-related functions and meets the diverse requirements of users.
- [0036] Specifically, an embodiment of the present disclosure provides an object processing method. Fig. 1 is a flowchart of an object processing method provided by an embodiment of the present disclosure, which specifically includes the following steps.

- [0037] S101: displaying a target interactive control on a live preview stream page.
- [0038] The target interactive control is at least one interactive control in a livestream interface corresponding to the live preview stream page.
- [0039] The object processing method provided by the embodiment of the present disclosure may be applied to a client, and specifically, the client may be deployed on a terminal such as a smart phone, a tablet computer, or a desktop computer.
- [0040] The live preview stream page in the embodiment of the present disclosure is used to display a live streaming picture in the livestream interface corresponding to the live preview stream page.
- [0041] The target interactive control displayed on the live preview stream page may be an interactive control in the livestream interface corresponding to the live preview stream page, that is, the interactive control displayed on the livestream interface corresponding to the live preview stream page is exposed on the live preview stream page, so as to facilitate the user to trigger an interactive operation for the interactive control.
- [0042] S102: displaying object information of at least one recommended object in response to an interactive operation on the target interactive control.
- [0043] The at least one recommended object is a recommended object in a recommended object set corresponding to the livestream interface.
- [0044] The recommended object in the embodiment of the present disclosure may be a recommended object in a recommended object set corresponding to the livestream interface corresponding to the live preview stream page, and the recommended object set may be a live streaming commodity set corresponding to the livestream interface.
- [0045] In the embodiment of the present disclosure, when the interactive operation on the target interactive control is received, the object information of the recommended object in the recommended object set corresponding to the livestream interface corresponding to the live preview stream page is displayed. The object information of the recommended object may include at least one of: image information, attribute resource value information, feature description information, or activity resource information of the recommended object. The attribute resource value information may be price information of the recommended object, and the feature description information may include text description information, name information, or the like of the recommended object. The activity resource information may be information of an activity (for example, a discount activity) that the recommended object participates in.
- [0046] In an optional implementation, the target interactive control is displayed on the live preview stream page, and the target interactive control includes an object list control; and when an interactive operation on the object list control is received, the object information of the recommended object corresponding to the livestream interface corresponding to the live preview stream page is displayed.

- [0047] The object list control is used to display the object information of the recommended object in the recommended object set corresponding to the livestream interface corresponding to the live preview stream page, and for example, the object list control may be a "little yellow cart" control.
- [0048] In addition, the object list control is triggered to display the object information of the recommended object in the recommended object set.
- [0049] In an application scenario, when the object list control is triggered, a recommended object list page may be directly displayed on the live preview stream page, and the object information of the recommended object in the recommended object set is displayed on the recommended object list page. The object information may include image information, name information, attribute resource value information, or the like of the recommended object. Specifically, a display area of the recommended object list page may be smaller than a display area of the live preview stream page. Based on the recommended object list page, a target interactive operation (such as an order placing operation) may be triggered for the recommended object displayed on the recommended object list page.
- [0050] In another application scenario, when the object list control is triggered, the livestream interface corresponding to the live preview stream page is displayed, the recommended object list page is displayed on the livestream interface, and the object information of the recommended object in the recommended object set is displayed on the recommended object list page, so as to prompt that the displayed recommended object belongs to the recommended objects in the recommended object set corresponding to the livestream interface corresponding to the live preview stream page, that is, to prompt the user that the recommended object is a live streaming commodity in a live streaming room corresponding to the current live preview stream page.
- [0051] Fig. 2 is a schematic diagram of a live preview stream page provided by an embodiment of the present disclosure. An object list control 201 is displayed on the live preview stream page, and when the object list control 201 is triggered, a recommended object list page 203 is displayed, and object information of recommended objects in a recommended object set is displayed on the recommended object list page.
- [0052] In another optional implementation, the target interactive control is displayed on the live preview stream page, and the target interactive control may include an information card of an object being explained, and object information of a recommended object in the state of being explained is displayed on the information card of the object being explained, and specifically, the object information includes image information, text description information, and attribute resource value information of the recommended object.
- [0053] Specifically, when an interactive operation on the information card of the object being explained is received, an object detail page of the recommended object in the state of being explained is displayed, where object detail information of the recommended object is displayed on the object detail page, and the object detail page is used to trigger a target interactive operation for the recommended object, and the target interactive operation may include an object acquisition operation, such as an order submission operation.

The object detail information displayed on the object detail page may include image information, name information, and object data information, text description information, discount information, list information, resource attribute value information, and usage instruction information and service information of the recommended object.

[0054] The recommended object in the state of being explained displayed on the information card of the object being explained is also a recommended object in the recommended object set corresponding to the livestream interface.

[0055] In addition, displaying the object detail page of the recommended object in the state of being explained in response to the interactive operation on the information card of the object being explained may include: in an application scenario, when the interactive operation on the information card of the object being explained is triggered, the object detail page is displayed on the current live preview stream page, and the object detail page of the recommended object in the state of being explained is displayed on the object detail page; in another application scenario, when the interactive operation on the information card of the object being explained is triggered, the livestream interface corresponding to the live streaming preview stream is displayed, and then the object detail page of the recommended object in the state of being explained is displayed on the livestream interface.

[0056] Fig. 3 is a schematic diagram of a live preview stream page provided by an embodiment of the present disclosure. An information card 301 of an object being explained is displayed on the live preview stream page, image information of a recommended object in the state of being explained is displayed on the information card 301 of the object being explained, and when the information card of the object being explained is triggered, a livestream interface corresponding to the live preview stream page is displayed, and an object detail page 302 of the recommended object in the state of being explained is displayed on the livestream interface.

[0057] In addition, in addition to the object information of the recommended object in the state of being explained, a "snap up" control may also be displayed on the information card of the object being explained displayed on the live preview stream page, and the "snap up" interactive control is used to trigger to display a target interactive page of the recommended object in the state of being explained.

[0058] A "snap up" control 303 is displayed on the information card 301 of the object being explained displayed on the live preview stream page as shown in Fig. 3, and when the "snap up" control is triggered, the livestream interface corresponding to the live preview stream page is displayed, and a target interactive page 304 of the recommended object in the state of being explained is displayed on the livestream interface.

[0059] In the object processing method provided by the embodiment of the present disclosure, firstly, a target interactive control is displayed on a live preview stream page, where the target interactive control is at least one interactive control in a livestream interface corresponding to the live preview stream page; and then, object information of at least one recommended object is displayed in response to an interactive

operation on the target interactive control, where the at least one recommended object is a recommended object in a recommended object set corresponding to the livestream interface.

[0060] It may be seen that, in the embodiments of the present disclosure, by displaying the interactive control on the corresponding livestream interface on the live preview stream page, the display of the object information of the recommended object in the recommended object set corresponding to the livestream interface is realized, which enriches the page-related functions and meets the diverse requirements of users.

[0061] In practical applications, through exposing a recommended object in a recommended object set corresponding to a livestream interface corresponding to a live preview stream page to a user in advance through the live preview stream page, page-related functions are further enriched. In an embodiment of the present disclosure, a target interactive control displayed on the live preview stream page may further include at least one object information card, and object information of a respective corresponding target recommended object is displayed on each object information card.

[0062] In an optional implementation, in a process of displaying the at least one object information card on the live preview stream page, when an interactive operation on a target object information card among the at least one object information card is received, an object detail page of the target recommended object displayed on the target object information card is displayed, and object detail information of the target recommended object is displayed on the object detail page.

[0063] The target recommended object displayed on the object information card displayed on the live preview stream page is determined from the recommended object set corresponding to the livestream interface corresponding to the live preview stream page based on object interaction data of a target user, and specifically, the object interaction data may include data generated by the target user triggering an interactive operation for an object, that is, historical behavior operation data triggered by the target user for the object. That is, a recommended object in a current recommended object set is recommended to the target user based on the historical behavior operation data triggered by the target user for the object. The object has an association relationship with the target recommended object displayed on the information card, and specifically, the object is the same as or similar to the target recommended object, for example, the object and the target recommended object are the same product. The target user may be a current login user.

[0064] In an optional implementation, the interactive operation triggered by the target user for the object may include at least one selected from the group consisting of: an object search operation, an object save operation, an operation of adding an object to a target object set, an order placing operation, and an object information display trigger operation.

[0065] The object search operation may refer to a search operation of the target user for a certain object; the object save operation may refer to an operation of the target user adding a certain object to favorites; the operation of adding an object to the target object set may refer to an operation of the target user adding a certain object to a shopping cart; the order placing operation may refer to that the target user triggers an object acquisition operation for a certain object. The object information display trigger operation may refer

to a browsing duration of the target user for a certain object, for example, specifically a browsing duration for a commodity detail page of a certain object.

[0066] After at least one target recommended object is determined from the recommended object set based on the object interaction data of the target user, target object information of the target recommended object is acquired and displayed on the object information card on the live preview stream page. The object information of the target recommended object may include image information of the target recommended object.

[0067] The interactive operation on the object information card is triggered to display the object detail page of the target recommended object displayed on the target object information card.

[0068] In an application scenario, when the interactive operation on the object information card is triggered, the object detail page of the target recommended object may be displayed on the live preview stream page; in another application scenario, when the interactive operation on the object information card is triggered, the livestream interface corresponding to the live preview stream page is displayed, and the object detail page is displayed on the livestream interface.

[0069] Fig. 4 is a schematic diagram of a live preview stream page provided by an embodiment of the present disclosure. An object information card 401 is displayed on the live preview stream page, and image information of a target recommended object is displayed on the object information card 401. When the object information card 401 is triggered, the object detail page is displayed, and object detail information of the target recommended object displayed on the object information card 401 is displayed on the object detail page.

[0070] In practical applications, in a process where the target interactive control displayed on the live preview stream page includes at least one object information card, a deletion interactive control may also be displayed on the live preview stream page, and the deletion interactive control is used to hide the displayed object information card, so as to facilitate the user to browse a live streaming picture displayed on the live preview stream page.

[0071] In an optional implementation, the at least one object information card and the deletion interactive control are displayed on the live preview stream page, and when a trigger operation on the deletion interactive control is received, the displayed object information card is hidden on the live preview stream page. At this time, only the live streaming picture is displayed on the live preview stream page. A deletion interactive control 402 is displayed in the live preview stream page as shown in Fig. 4.

[0072] On the basis of the above embodiment, when the at least one object information card is displayed on the live preview stream page, in order to enrich a display style of the target recommended object, in an embodiment of the present disclosure, the at least one object information card displayed on the live preview stream page may further include a first object information card, and the target recommended object displayed on the first object information card is determined from target recommended objects respectively corresponding to the at least one object information card based on a target relationship value.

- [0073] The target relationship value is used to represent a correlation degree between the object interaction data of the target user and a corresponding target recommended object. That is, the higher the target relationship value, the higher the correlation degree between an object for which the target user triggers to generate interaction data and the target recommended object corresponding to the target relationship value; that is, the higher the similarity between the object for which the target user triggers to generate the interaction data and the target recommended object corresponding to the target relationship value. The lower the target relationship value, the lower the correlation degree between the object for which the target user triggers to generate the interaction data and the target recommended object corresponding to the target relationship value, that is, the lower the similarity between the object for which the target user triggers to generate the interaction data and the target recommended object corresponding to the target relationship value.
- [0074] In addition, the object interaction data of the target user may also reflect an interest degree of the target user in a certain object.
- [0075] In an optional implementation, when displaying a live streaming picture of the corresponding livestream interface on the live preview stream page, at least one target recommended object is determined from the recommended object set corresponding to the livestream interface based on object interaction data of a current user, and then, based on target relationship values of respective target recommended objects, a target recommended object corresponding to a target relationship value with a highest ranking score is displayed on the first object information card. The target relationship value may include a similarity value between an object for which the target user triggers to generate interaction data and a target recommended object in the recommended object set corresponding to the livestream interface.
- [0076] In addition, the first object information card is displayed on the live preview stream page, and target object information of the target recommended object is displayed on the first object information card, and the target object information may include at least one selected from the group consisting of: image information, attribute resource value information, feature description information, and activity resource information of the target recommended object.
- [0077] Fig. 5 is a schematic diagram of a live preview stream page provided by an embodiment of the present disclosure. A first object information card 501 is displayed on the live preview stream page, and target object information of a target recommended object is displayed on the first object information card 501, including image information, attribute resource value information, feature description information, and activity resource information of the target recommended object 502.
- [0078] In practical applications, in order to enrich a display manner of the target recommended object, after the target recommended object is displayed on the first object information card on the live preview stream page, in an embodiment of the present disclosure, object information of other target recommended objects on an object information card may also be displayed on the live preview stream page, and a target

relationship value of the target recommended object on the object information card is lower than a target relationship value of the target recommended object on the first object information card.

[0079] In an optional implementation, when the first object information card is displayed on the live preview stream page, and when a preset slide operation on the first object information card is received, other object information cards are displayed according to a sliding direction corresponding to the preset slide operation, and object information of other target recommended objects is displayed on the other object information cards.

[0080] In the live preview stream page as shown in Fig. 5, when the user triggers the preset slide operation on the first object information card 501, an object information card 503 is displayed according to the sliding direction (to the left), and object information of a target recommended object is displayed on the object information card.

[0081] In practical applications, in order to facilitate the user to trigger an interactive operation for the target recommended object on the first object information card, and further improve user experience, in an embodiment of the present disclosure, a first interactive control may also be displayed on the first object information card on the live preview stream page, and the first interactive control is used to display a target interactive page of the target recommended object. Order information of the target recommended object is displayed on the target interactive page, and the target interactive page is specifically, for example, an order submission page.

[0082] In an optional implementation, on the basis that the target recommended object and the first interactive control are displayed in the first object information card on the live preview stream page, when a trigger operation on the first interactive control is received, the target interactive page of the target recommended object is displayed, and the target recommended object is the target recommended object displayed on the first object information card.

[0083] Displaying the target interactive page of the target recommended object in response to the trigger operation on the first interactive control may include: when the first interactive control is triggered, displaying the target interactive page of the target recommended object on the current live preview stream page; and may also include: when the first interactive control is triggered, displaying the livestream interface, and displaying the target interactive control of the target recommended object on the livestream interface.

[0084] Fig. 6 is a schematic diagram of a live preview stream page provided by an embodiment of the present disclosure. A first object information card is displayed on the live preview stream page, target object information of a target recommended object and a first interactive control 601 are displayed on the first object information card, and when the first interactive control 601 is triggered, a target interactive page 602 of the target recommended object is displayed.

[0085] In order to facilitate the user to implement a comment operation in the livestream interface by triggering an interactive operation on the live preview stream page, in an embodiment of the present

disclosure, an information input box may also be displayed on the live preview stream page, and the information input box is used to display a comment panel of the livestream interface.

[0086] Specifically, the information input box is displayed on the live preview stream page, and when a trigger operation on the information input box is received, the corresponding livestream interface is displayed by the current live preview stream page, and the comment panel is displayed on the livestream interface, and the comment panel is used for the user to trigger the comment operation for a live streaming picture and a live streaming commodity displayed on the livestream interface.

[0087] Fig. 7 is a schematic diagram of a live preview stream page provided by an embodiment of the present disclosure. An information input box 701 is displayed on the live preview stream page, and when the information input box 701 is triggered, the livestream interface is jumped to and displayed from the current live preview stream page, and a comment panel 702 is displayed on the livestream interface.

[0088] In practical applications, since an area of the target interactive control displayed on the live preview stream page is limited, in an embodiment of the present disclosure, a display strategy may also be set to determine a priority display sequence of the target interactive control. The target interactive control includes an object information card and an information card of an object being explained.

[0089] In an optional implementation, before the target interactive control is displayed on the live preview stream page, whether a target user meets a preset condition is determined, where the preset condition is a condition determined based on object interaction data of the target user.

[0090] If the object interaction data of the target user may be acquired based on the target user, and at least one target recommended object may be determined from a recommended object set corresponding to a livestream interface corresponding to the live preview stream page based on the object interaction data, it is determined that the target user meets the preset condition, otherwise, the target user does not meet the preset condition.

[0091] Specifically, whether the target user meets a preset condition is determined based on the object interaction data of the target user, and if it is determined that the target user meets the preset condition, the target interactive control displayed on the live preview stream page includes at least one object information card, and the object information of the corresponding target recommended object is displayed on the object information card. That is, the target interactive control displayed on the live preview stream page includes the object information card.

[0092] In another optional implementation, if it is determined that the target user does not meet the preset condition based on the object interaction data of the target user, the information card of the object being explained is displayed on the live preview stream page.

[0093] Based on the above method embodiments, the present disclosure further provides an object processing apparatus, Fig. 8 is a schematic structural diagram of an object processing apparatus provided by an embodiment of the present disclosure, and the apparatus includes: a first display module 801, configured to display a target interactive control on a live preview stream page, where the target interactive

control is at least one interactive control in a livestream interface corresponding to the live preview stream page; and a first display module 802, configured to display object information of at least one recommended object in response to an interactive operation on the target interactive control, where the at least one recommended object is a recommended object in a recommended object set corresponding to the livestream interface.

[0094] In an optional implementation, the target interactive control includes an object list control, and the first display module is further configured to: display object information of recommended objects in the recommended object set in response to an interactive operation on the object list control.

[0095] In an optional implementation, the target interactive control includes an information card of an object being explained, and object information of a recommended object in the state of being explained is displayed on the information card of the object being explained; and the first display module is further configured to: display an object detail page of the recommended object in the state of being explained in response to an interactive operation on the information card of the object being explained, where object detail information of the recommended object is displayed on the object detail page, and the object detail page is used to trigger a target interactive operation for the recommended object.

[0096] In an optional implementation, the target interactive control includes at least one object information card, object information of a target recommended object is displayed on the object information card, and the target recommended object is determined from the recommended object set corresponding to the livestream interface based on object interaction data of a target user; and the first display module is further configured to: display an object detail page of the target recommended object displayed on a target object information card in response to an interactive operation on the target object information card among the at least one object information card, where object detail information of the target recommended object is displayed on the object detail page, and the object detail page is used to trigger a target interactive operation for the target recommended object.

[0097] In an optional implementation, the at least one object information card includes a first object information card, target object information of the target recommended object displayed on the first object information card includes at least one of: image information, attribute resource value information, feature description information, or activity resource information of the target recommended object, the target recommended object is determined from target recommended objects respectively corresponding to the at least one object information card based on a target relationship value, and the target relationship value is used to reflect a correlation degree between the object interaction data of the target user and the target recommended object corresponding to the target relationship value.

[0098] In an optional implementation, a first interactive control is further displayed on the first object information card, and the apparatus further includes: a second display module, configured to display an object interaction page of the target recommended object displayed on the first object information card in

response to a trigger operation on the first interactive control, where the object interaction page is used to trigger an object interaction operation for the target recommended object.

[0099] In an optional implementation, the first display module is further configured to: in response to the interactive operation on the target interactive control, display the livestream interface corresponding to the live preview stream page, and display the object information of the at least one recommended object on the livestream interface; or, in response to the interactive operation on the target interactive control, display the object information of the at least one recommended object on the live preview stream page.

[0100] In an optional implementation, an information input box is displayed on the live preview stream page, and the apparatus further includes: a second display module, configured to display the livestream interface in response to a trigger operation on the information input box, and display a comment panel on the livestream interface, where the comment panel is used to trigger a comment operation.

[0101] In an optional implementation, the object interaction data of the target user includes data generated by the target user triggering an interactive operation for an object, and the interactive operation includes at least one of: an object search operation, an object save operation, an operation of adding an object to a target object set, an order placing operation, or an object information display trigger operation.

[0102] In the object processing apparatus provided by the embodiment of the present disclosure, firstly, a target interactive control is displayed on a live preview stream page, where the target interactive control is at least one interactive control in a livestream interface corresponding to the live preview stream page; and then, object information of at least one recommended object is displayed in response to an interactive operation on the target interactive control, where the at least one recommended object is a recommended object in a recommended object set corresponding to the livestream interface.

[0103] It may be seen that, in the embodiments of the present disclosure, by displaying the interactive control on the corresponding livestream interface on the live preview stream page, the display of the object information of the recommended object in the recommended object set corresponding to the livestream interface is realized, which enriches the page-related functions and meets the diverse requirements of users.

[0104] In addition to the above methods and apparatuses, an embodiment of the present disclosure further provides a computer-readable storage medium, where instructions are stored in the computer-readable storage medium, and the instructions, when executed by a terminal device, cause the terminal device to implement the object processing method according to the embodiment of the present disclosure.

[0105] An embodiment of the present disclosure further provides a computer program product, including a computer program/instruction, where the computer program/instruction, when executed by a processor, implements the object processing method according to the embodiment of the present disclosure.

[0106] In addition, an embodiment of the present disclosure further provides an object processing device, as shown in Fig. 9, which may include: a processor 901, a memory 902, an input apparatus 903, and an output apparatus 904. The number of the processor 901 in the object processing device may be one or more, and one processor is taken as an example in Fig. 9. In some embodiments of the present disclosure, the

processor 901, the memory 902, the input apparatus 903, and the output apparatus 904 may be connected through a bus or in other ways, and connection through a bus is taken as an example in Fig. 9.

[0107] The memory 902 may be used to store software programs and modules, and the processor 901 executes various functional applications and data processing of the object processing device by running the software programs and modules stored in the memory 902. The memory 902 may mainly include a program storage area and a data storage area, where the program storage area may store an operating system, an application program required by at least one function, etc. In addition, the memory 902 may include a high-speed random access memory or a non-volatile memory, such as at least one magnetic disk storage device, a flash memory device, or other volatile solid-state storage devices. The input apparatus 903 may be used to receive input digital or character information, and generate a signal input related to user settings and function control of the object processing device.

[0108] Specifically, in the present embodiment, the processor 901 will load an executable file corresponding to a process of one or more application programs into the memory 902 according to the following instructions, and the processor 901 runs the application programs stored in the memory 902, so as to implement various functions of the above object processing device.

[0109] It should be noted that, in this paper, relational terms such as "first" and "second" are only used to distinguish one entity or operation from another entity or operation, and do not necessarily require or imply any actual relationship or order between these entities or operations. Moreover, terms "include", "include" or any other variation thereof are intended to cover non-exclusive inclusion, so that a process, a method, an article or a device including a series of elements includes not only those elements, but also other elements not explicitly listed or elements inherent to such process, method, article or device. Without further restrictions, an element defined by a phrase "including a" does not exclude that there are other identical elements in the process, method, article or device including the element.

[0110] The above descriptions are only specific embodiments of the present disclosure, so that those skilled in the art may understand or implement the present disclosure. Various modifications to these embodiments will be obvious to those skilled in the art, and general principles defined herein may be implemented in other embodiments without departing from the spirit or scope of the present disclosure. Therefore, the present disclosure will not be limited to these embodiments described herein, but rather to the widest scope consistent with the principles and novel features disclosed herein.

CLAIMS

1. An object processing method, comprising:

displaying a target interactive control on a live preview stream page, wherein the target interactive control is at least one interactive control in a livestream interface corresponding to the live preview stream page; and

displaying object information of at least one recommended object in response to an interactive operation on the target interactive control, wherein the at least one recommended object is a recommended object in a recommended object set corresponding to the livestream interface.

2. The method of claim 1, wherein the target interactive control comprises an object list control, and displaying the object information of the at least one recommended object in response to the interactive operation on the target interactive control comprises:

displaying object information of recommended objects in the recommended object set in response to an interactive operation on the object list control.

3. The method of claim 1, wherein the target interactive control comprises an information card of an object being explained, and object information of a recommended object in a state of being explained is displayed on the information card of the object being explained; and

displaying the object information of the at least one recommended object in response to the interactive operation on the target interactive control comprises:

displaying an object detail page of the recommended object in the state of being explained in response to an interactive operation on the information card of the object being explained, wherein object detail information of the recommended object is displayed on the object detail page, and the object detail page is used to trigger a target interactive operation for the recommended object.

4. The method of claim 1, wherein the target interactive control comprises at least one object information card, object information of a target recommended object is displayed on the object information card, and the target recommended object is determined from the recommended object set corresponding to the livestream interface based on object interaction data of a target user; and

displaying the object information of the at least one recommended object in response to the interactive operation on the target interactive control comprises:

displaying an object detail page of the target recommended object displayed on a target object information card in response to an interactive operation on the target object information card among the at least one object information card, wherein object detail information of the target recommended object is displayed on the object detail page, and the object detail page is used to trigger a target interactive operation for the target recommended object.

5. The method of claim 4, wherein the at least one object information card comprises a first object information card, target object information of the target recommended object displayed on the first object information card comprises at least one selected from the group consisting of: image information, attribute resource value information, feature description information, and activity resource information of the target recommended object, the target recommended object is determined from target recommended objects respectively corresponding to the at least one object information card based on a target relationship value, and the target relationship value is used to reflect a correlation degree between the object interaction data of the target user and the target recommended object corresponding to the target relationship value.

6. The method of claim 5, wherein a first interactive control is further displayed on the first object information card, and the method further comprises:

displaying an object interaction page of the target recommended object displayed on the first object information card in response to a trigger operation on the first interactive control, wherein the object interaction page is used to trigger an object interaction operation for the target recommended object.

7. The method of any one of claims 1 to 6, wherein displaying the object information of the at least one recommended object in response to the interactive operation on the target interactive control comprises:

in response to the interactive operation on the target interactive control, displaying the livestream interface corresponding to the live preview stream page, and displaying the object information of the at least one recommended object on the livestream interface;

or,

in response to the interactive operation on the target interactive control, displaying the object information of the at least one recommended object on the live preview stream page.

8. The method of any one of claims 1 to 7, wherein an information input box is displayed on the live preview stream page, and the method further comprises:

in response to a trigger operation on the information input box, displaying the livestream interface, and displaying a comment panel on the livestream interface, wherein the comment panel is used to trigger a comment operation.

9. The method of any one of claims 1 to 8, wherein the object interaction data of the target user comprises data generated by the target user triggering an interactive operation for an object, and the interactive operation comprises at least one selected from the group consisting of: an object search operation, an object save operation, an operation of adding an object to a target object set, an order placing operation, and an object information display trigger operation.

10. An object processing apparatus, comprising:

a first display module, configured to display a target interactive control on a live preview stream page, wherein the target interactive control is at least one interactive control in a livestream interface corresponding to the live preview stream page; and

a first display module, configured to display object information of at least one recommended object in response to an interactive operation on the target interactive control, wherein the at least one recommended object is a recommended object in a recommended object set corresponding to the livestream interface.

11. A computer-readable storage medium, storing instructions, wherein the instructions, when executed by a terminal device, cause the terminal device to implement the object processing method of any one of claims 1 to 9.

12. An object processing device, comprising: a memory, a processor, and a computer program stored on the memory and executable on the processor, wherein the processor, when executing the computer program, implements the object processing method of any one of claims 1 to 9.

13. A computer program product, comprising a computer program/instruction, wherein the computer program/instruction, when executed by a processor, implements the object processing method of any one of claims 1 to 9.