CLAIMS:

1. A method of content presentation, comprising:

presenting a content presentation page to present a first set of media content items in a first view mode in the content presentation page, the content presentation page being presented at least by selecting a predetermined navigation tab; and

in response to detecting a second selection operation for the navigation tab, switching from the first view mode to a second view mode to present a second set of media content items in the second view mode in the content presentation page.

2. The method of claim 1, further comprising:

presenting a graphical interface element having a predetermined shape within a predetermined adjacent area of the navigation tab, the graphical interface element indicating that a view mode of the content presentation page is switchable.

3. The method of claim 2, further comprising:

in response to detecting a first page switching operation, switching from the content presentation page to a first page; and

with the first page being presented, ceasing presenting of the graphical interface element within the predetermined adjacent area of the navigation tab, the presenting of the navigation tab being maintained.

4. The method of claim 1, wherein presenting the content presentation page comprises:

in response to detecting a first selection operation for the navigation tab or in response to detecting a launch operation of an application, presenting the content presentation page to present the first set of media content items in the first view mode in the content presentation page.

5. The method of claim 1, wherein the second selection operation comprises a selection operation on the navigation tab or a predetermined adjacent area of the navigation tab.

6. The method of claim 1, wherein switching from the first view mode to the second view mode comprises:

detecting a first predetermined operation on the navigation tab when presenting the first set of media content items in the first view mode in the content presentation page;

in response to detecting the first predetermined operation on the navigation tab, presenting a first window in association with the navigation tab, the first window comprising at least a first switching control; and

in response to detecting a selection operation on the first switching control, switching from the first view mode to the second view mode.

7. The method of claim 6, wherein the first window further comprises a first refresh control, and the method further comprises:

in response to detecting a selection operation on the first refresh control, refreshing a media content item presented in the first view mode in the content presentation page.

8. The method of claim 6, further comprising:

detecting a second predetermined operation on the navigation tab with the second set of media content items being presented in the second view mode in the content presentation page;

in response to detecting the second predetermined operation on the navigation tab, presenting a second window in association with the navigation tab, the second window comprising at least a second switching control; and

in response to detecting a selection operation on the second switching control, switching from the second view mode to the first view mode.

9. The method of claim 8, wherein the second window further comprises a second refresh control, and the method further comprises:

in response to detecting a selection operation on the second refresh control, refreshing a media content item presented in the second view mode in the content presentation page.

10. The method of claim 1, further comprising:

in response to detecting a third selection operation for the navigation tab, switching from the second view mode to the first view mode to present the first set of media content items in the first view mode in the content presentation page.

11. The method of claim 1, further comprising:

presenting a third switching control in the content presentation page when presenting in the second view mode; and

in response to detecting a selection operation on the third switching control, switching from the second view mode to the first view mode to present the first set of media content items in the first view mode in the content presentation page.

12. The method of claim 11, further comprising:

in response to detecting a predetermined operation for page scrolling when presenting in the second view mode, adjusting a presentation mode of the third switching control, the adjusted presentation mode comprising at least one of the following:

presenting the third switching control in a reduced view, or

moving the third switching control to an edge area of the content presentation page for presentation.

13. The method of claim 11, wherein presenting the third switching control comprises:

presenting the third switching control with an animation effect when switching from the first view mode to the second view mode.

14. The method of claim 1, further comprising:

after switching from the first view mode to the second view mode, presenting description information about the second view mode in a predetermined area of the content presentation page.

15. The method of claim 1, further comprising:

in response to detecting a second page switching operation when presenting in the first view mode or the second view mode, switching from the content presentation page to a second page; and

in response to detecting a third page switching operation, switching to the content presentation page, maintaining, in the content presentation page, the presenting in the first view mode or the second view mode before the switching.

16. The method of claim 1, wherein the first view mode comprises a single-column view mode and the second view mode comprises a multi-column view mode.

17. The method of claim 1, further comprising:

presenting guidance information in association with the navigation tab.

18. An apparatus for content presentation, comprising:

a presenting module configured to present a content presentation page to present a first set of media content items in a first view mode in the content presentation page, the content presentation page being presented at least by selecting a predetermined navigation tab; and

a switching module configured to, in response to detecting a second selection operation for the navigation tab, switch from the first view mode to a second view mode to present a second set of media content items in the second view mode in the content presentation page.

19. An electronic device, comprising:

at least one processing unit; and

at least one memory coupled to the at least one processing unit and storing instructions for execution by the at least one processing unit, the instructions, when executed by the at least one processing unit, causing the electronic device to perform the method of any of claims 1 to 17.

20. A computer-readable storage medium having a computer program stored thereon, the computer program being executable by a processor to implement the method of any of claims 1 to 17.