Abstract

An information presentation method and apparatus. The method comprises: monitoring a designated operation for a DOI (S101); and when it is detected that the designated operation is executed for the DOI, presenting profile information corresponding to the DOI (S102). In the method, when a DOI is presented in an interface, a user only needs to perform a designated operation for the DOI, and profile information corresponding to the DOI is displayed on the interface; and the profile information corresponding to the DOI is generated based on all information contained in the DOI itself, and can accurately reflect the information in the DOI, so that the user can intuitively learn the information contained in the DOI without using other devices to scan and decode the DOI, thereby effectively improving the identification degree of the DOI and simplifying the operation process.