Claims:

1. A method for presenting a chat message, comprising:

providing a widget associated with a target chat, the widget presenting at least description information about the target chat; and

in response to receiving at least one message in the target chat, presenting a visual representation of the at least one message by the widget, a representation type of the visual representation being determined based on a message type of the at least one message;

wherein in accordance with a determination that the message type of the at least one message comprises an image content message, at least a part of a background of the widget is filled with a picture in the image content message as the visual representation of the image content message, and the image content message comprises a picture message or a video message.

2. The method of claim 1, further comprising:

in response to receiving a first predetermined operation for the widget, presenting a chat interface of the target chat, the chat interface being configured to present the received at least one message.

3. The method of claim 2, wherein the first predetermined operation comprises a selection of the visual representation.

4. The method of claim 2 or 3, further comprising:

in response to the chat interface of the target chat being presented, stopping presenting the visual representation of the at least one message in the widget.

5. The method of claim 1, wherein the description information of the target chat comprises at least one of the following:

a chat identifier of the target chat;

a participant identifier of at least one participant of the target chat; and

a state identifier of at least one participant of the target chat indicative of whether the at least one participant is in an online state;

wherein the chat representation, the participant identifier, or the state identifier comprises a text identifier and/or a graphic identifier.

6. The method of claim 1, wherein the image content message comprises the picture message, and presenting the visual representation of the at least one message by the widget comprises:

filling at least a part of the background of the widget with a picture in the picture message as the visual representation of the picture message.

7. The method of claim 1, wherein the image content message comprises the video message, and presenting the visual representation of the at least one message by the widget comprises:

filling at least a part of the background of the widget with a target frame of a video in the video message as the visual representation of the video message.

8. The method of claim 7, further comprising:

in response to a selection of the visual representation, causing the video in the video message to be played in a chat interface of the target chat.

9. The method of claim 1, wherein in accordance with a determination that the message type of the at least one message comprises a specific type of message, the visual representation supports an associated interaction operation corresponding to a type of the specific type of message, and the specific type of message comprises at least one of: a voice message, a red packet message, a location message, a conference message, a file message, an invitation message, a call request message, and a hyperlink message.

10. The method of claim 9, wherein the presenting the visual representation of the at least one message by the widget comprises: presenting, by the widget, a graphical representation corresponding to the specific type of message as a visual representation of the specific type of message.

11. The method of claim 1, wherein the widget further comprises a quick reply entry configured to generate a reply message for the at least one message based on the widget.

12. The method of claim 11, wherein the quick reply entry comprises a voice reply entry, and the method further comprises:

in response to a selection of the voice reply entry, obtaining a reply audio by an audio acquisition device; and

sending the reply audio as the reply message to the target chat.

13. The method of claim 11, wherein the quick reply entry comprises an emoji reply entry, the emoji reply entry comprises a set of candidate emojis, and the method further comprises:

in response to a selection of a target emoji in the set of candidate emojis, sending the

target emoji as the reply message to the target chat.

14. The method of claim 11, wherein the quick reply entry comprises a picture or a video reply entry, and the method further comprises:

in response to a selection of the picture or video reply entry, converting the widget into a viewfinder state for obtaining an image or a video by an image capture device; and

sending the picture or the video obtained based on the widget as the reply message to the target chat.

15. The method of claim 11, wherein the reply message is marked as a reply to the at least one message in a chat interface of the target chat.

16. The method of claim 1, further comprising:

in response to a second predetermined operation for the widget, switching the widget to present description information of a further chat different from the target chat.

17. The method of claim 16, wherein the second predetermined operation comprises a first swiping operation or a triggering operation for a first predetermined switching control associated with the widget.

18. The method of claim 1, wherein the at least one message comprises a plurality of messages, and wherein presenting the visual representation of the at least one message by the widget comprises:

presenting, by the widget, a first visual representation of a first message of the plurality of messages; and

in response to a third predetermined operation for the widget, switching the widget to present a second visual representation of a second message of the plurality of messages.

19. The method of claim 18, wherein the third predetermined operation comprises a second swiping operation or a triggering operation for a second predetermined switching control associated with the widget.

20. The method of claim 1, wherein the representation type of the visual representation comprises at least one of: a text representation, a graphical representation, and a video representation.

21. The method of claim 1, wherein the widget is built in response to a widget creation request received in a chat interface of the target chat or in a system desktop of an operating

system.

22. The method of claim 1, further comprising:

presenting, in a chat aggregation interface, a card type component corresponding to the target chat, wherein the card type component presents a content corresponding to the widget.

23. The method of claim 1, wherein a presentation location and/or presentation style of the description information is determined based on the representation type of the visual representation.

24. The method of claim 1, wherein a background fill style of the widget is determined based on a first attribute associated with the target chat and/or a second attribute associated with the visual representation.

25. An apparatus for presenting a chat message, comprising:

a providing module configured to provide a widget associated with a target chat, the widget presenting at least description information about the target chat; and

a presentation module configured to, in response to receiving at least one message in the target chat, present a visual representation of the at least one message by the widget, a representation type of the visual representation being determined based on a message type of the at least one message;

wherein in accordance with a determination that the message type of the at least one message comprises an image content message, at least a part of a background of the widget is filled with a picture in the image content message as the visual representation of the image content message, and the image content message comprises a picture message or a video message.

26. 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 executed by the at least one processing unit, the instructions, when executed by the at least one processing unit, causing the device to perform the method of any of claims 1 to 24.

27. A computer-readable storage medium having a computer program stored thereon, the computer program, when executed by a processor, implementing the method of any of claims 1 to 24.