CLAIMS:

1. An information presentation method, comprising:

during a process of a preset application presenting a multimedia stream, detecting that a preset reminding event is triggered;

in response to the triggering of the preset reminding event, presenting first multimedia content in a page where the multimedia stream is presented, wherein the first multimedia content includes preset prompt content associated with the preset reminding event for anti-addiction; and

in response to a switching operation acting on the first multimedia content by a current user is received, forbidding switching to second multimedia content, displaying first copywriting information, and playing first voice information matched with the first copywriting information, wherein the second multimedia content is the next multimedia content in the multimedia stream,

wherein forbidding switching to second multimedia content further comprises:

in response to the switching operation acting on the first multimedia content by the current user is received, determining whether a presented duration of the first multimedia content is less than a first preset duration, and if yes, forbidding switching

to the second multimedia content.

2. The method according to claim 1, wherein the first copywriting information and/or the first speech information includes countdown information, and a duration of the countdown is the first preset duration.

3. The method according to claim 2, further comprising:

detecting that the preset reminding event is triggered again;

presenting third multimedia content, wherein the third multimedia content include preset prompt content;

when a switching operation acting on the third multimedia content by the current user is received, forbidding switching to fourth multimedia content, displaying second copywriting information and playing second voice information matched with the second copywriting information, wherein, the fourth multimedia content is the next multimedia content in the multimedia stream that is to be presented after the presentation of the third multimedia content is finished; a reminding intensity of the second copywriting information is greater than that of the first copywriting information, and/or a reminding intensity of the second voice information is greater than that of the first voice information.

4. The method according to claim 3, wherein when a switching operation acting on the third multimedia content by the current user is received, forbidding switching to fourth multimedia content, comprises:

when the switching operation acting on the third multimedia content by the current user is received, determining whether a presented duration of the third multimedia content is less than a second preset duration, and if yes, forbidding switching to the fourth multimedia content, wherein, the second preset duration is greater than the first preset duration.

5. The method according to claim 1, wherein the preset prompt content includes a reminding video of a target character image dictating reminder information, the target character image is included in a preset character image set which includes character images of a first user in the preset application, the first user having a preset association with the current user in the preset application,

wherein before the presenting the first multimedia content, further comprising:

determining a target character image from the preset character image set according to historical interaction data generated during the process of using the preset application by the current user;

screening a target reminding video from a reminding video set of the target character image; and

determining the first multimedia content to be presented according to the target reminding video.

6. The method according to claim 1, wherein the preset prompt content includes a reminding video of a character image of a second user dictating reminder information, recorded by the preset application.

7. The method according to claim 1, further comprising, after receiving the switching operation acting on the first multimedia content input by the current user:

if the presented duration of the first multimedia content is greater than or equal to the first preset duration, switching to the second multimedia content.

8. The method according to any one of claims 1-7, wherein the detecting that a preset reminding event is triggered comprises at least one of:

detecting that a duration of the current user viewing the multimedia stream using the preset application is greater than a preset duration threshold;

detecting that the number of multimedia contents in the

multimedia stream viewed by the current user using the preset application is larger than a preset number threshold;

detecting that a value of a preset index of the current user reaches a preset index threshold, wherein, the preset index is used to represent a fatigue degree of the user; or

detecting that the current time reaches a set time.

9. An information presentation apparatus, comprising:

a preset reminding event detection module configured to, during a process of a preset application presenting a multimedia stream, detect whether a preset reminding event is triggered;

a presentation module configured to, present first multimedia content in a page where the multimedia stream is presented after detecting that the preset reminding event is triggered, wherein, the first multimedia content includes preset prompt content associated with the preset reminding event for anti-addiction; and

a reminding module configured to, in response to a switching operation acting on the first multimedia content by a current user is received, forbid switching to second multimedia content, display first copywriting information and play first voice information matched with the first copywriting information, wherein the second multimedia content is the next multimedia content in the multimedia stream;

the reminding module, particularly configured to, in response

to the switching operation acting on the first multimedia content by a current user is received, determine whether a presented duration of the first multimedia content is less than a first preset duration, and if yes, forbid switching to the second multimedia content.

10. An electronic device comprising a memory, a processor and a computer program stored on the memory and executable on the processor, the processor, when executing the computer program, implements the method according to any of claims 1-8.

11. A computer-readable storage medium having a computer program stored thereon, the computer program, when executed by the processor, implements the method according to any one of claims 1-8.