(54) **CONTENT PROCESSING METHOD AND APPARATUS, COMPUTER DEVICE, AND STORAGE MEDIUM**

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(57) **ABSTRACT**

A method includes: obtaining a push content request from an object; determining a push content set according to the push content request; detecting historical behavior feature data of the object for a push content in response to a behavior feature of the object for the push content satisfying a preset negative behavior condition; performing content-based matching for the push content set based on the historical behavior feature data to obtain a target push content set of the object; performing content sorting of the push content set and performing content-based matching of the push content of the object to obtain a target push content set of the object; and determining a target push content of the object from the target push content set, and transmitting the target push content to the object.

Obtain a push content request from an object — 101

Determine a push content set according to the push content request, the push content set including at least one push content — 102

Detect historical behavior feature data of the object for a push content in response to a behavior feature of the object for the push content satisfying a preset negative behavior condition — 103

Perform content-based matching for the push content set based on the historical behavior feature data to obtain a target push content set of the object, in response to the object having the historical behavior feature data — 104

Perform content sorting of the push content set and performing content-based matching of the push content of the object to obtain a target push content set of the object, in response to the object not having the historical behavior feature data — 105

Determine a target push content of the object from the target push content set, and transmit the target push content to the object — 106