CLAIMS

1. A method for information interaction, comprising:

in response to presenting a media item to a user, determining, based on an account category of a poster of the media item, a presentation style matching the account category from a plurality of presentation styles, each presentation style defining at least a type of information to be presented; and

presenting, in an area adjacent to description information of the media item in a media presentation interface, subject information related to the poster in the presentation style in a process of presenting the media item in the media presentation interface, the subject information comprising at least identification information of the poster.

2. The method of claim 1, wherein the subject information further comprises tag information of the poster under the account category.

3. The method of claim 1 or 2, wherein the identification information comprises at least one of:

a user name of the poster,

an avatar of the poster; and/or

wherein the tag information comprises at least one of:

an attribute tag of the poster under the account category,

a scoring tag of the poster under the account category.

4. The method of claim 2, wherein the tag information is determined by:

in response to the account category belonging to an account category corresponding to an e-commerce store, determining the tag information based on a category of the e-commerce store.

5. The method of claim 2, wherein the tag information of the poster under the account category comprises a plurality of tags, and wherein presenting the subject information related to the poster in the presentation style comprises:

in response to a number of the plurality of tags being greater than a predetermined number, determining at least one tag presented in the area from the plurality of tags according to a predetermined rule.

6. The method of claim 1, wherein each presentation style further defines at least one of: a visual style of the identification information, a visual style of the tag information.

7. The method of any of claims 1 to 6, wherein an information entry associated with the poster is provided in the media presentation interface, the method further comprises:

in response to a trigger on the information entry and the account category being a predetermined category, switching from the media presentation interface to an object information interface corresponding to an object list related to the poster.

8. The method of claim 7, further comprising:

in response to determining that a degree of association between content of the media item and a target object in the object list exceeds a predetermined threshold, presenting the target object at a first place of the object list in the object information interface, and/or highlighting the target object in the object information interface.

9. An apparatus for information interaction, comprising:

a presentation style determining module configured to, in response to presenting a media item to a user, determine, based on an account category of a poster of the media item, a presentation style matching the account category from a plurality of presentation styles, each presentation style defining at least a type of information to be presented; and

a subject information presenting module configured to present, in an area adjacent to description information of the media item in a media presentation interface, subject information related to the poster in the presentation style in a process of presenting the media item in the media presentation interface, the subject information comprising at least identification information of the poster.

10. An electronic device, comprising:

at least one processor; and

at least one memory, the at least one memory being coupled to the at least one processor and storing instructions executable by the at least one processor, the instructions, when executed by the at least one processor, causing the electronic device to perform the method of any of claims 1 to 8.

11. A computer-readable storage medium having computer-executable instructions stored thereon, the computer-executable instructions being executable by a processor to implement the method of any of claims 1 to 8.

12. A computer program product comprising computer-executable instructions, the computer-executable instructions, when executed by a processor, implementing the method of any of claims 1 to 8.