

ABSTRACT

According to embodiments of the disclosure, a method, an apparatus, a device, and a medium for information interaction are provided. The method includes: in response to providing media content and an associated recommendation object to a user, receiving or requesting to determine, based at least on user attribute information of the user, at least one visual style for the recommendation object from a plurality of visual styles and a presentation strategy for the at least one visual style; and presenting, in accordance with the presentation strategy, recommendation content related to the recommendation object in the at least one visual style during a presentation of the media content.