

ABSTRACT

The disclosure relates to an interaction method and apparatus, an electronic device, and a storage medium. The method includes: displaying a video playback page, where the video playback page is used for playing a target video, and the target video is associated with a target object; displaying a target object search result display page and/or a guidance page if first operation information on the video playback page by a user satisfies a preset trigger condition and a target object search instruction is collected, where the guidance page includes search prompt information, and the search prompt information is used for showing an entry into the target object search result display page; and the target object search result display page is used for displaying search results related to the target object, which is essentially to provide a method for assisting the user in quickly finding search results related to the target object according to needs of the user.