Claims:

1. A method for information display, comprising:

in response to a target multimedia content to be presented to a first user, determining whether the first user has a permission to view a clear version of the target multimedia content;

in response to a determination that the first user has no permission to view the clear version of the target multimedia content,

displaying a blurred version of the target multimedia content to the first user; and

displaying at least one interactive information item associated with the target multimedia content in a clear mode to the first user,

wherein the at least one interactive information item is associated with a further user different from the first user, and

wherein the at least one interactive information item at least comprises an interactive information item including evaluation information for the target multimedia content input by the further user.

2. The method according to claim 1, further comprising:

in response to detecting a predetermined operation for the interactive information item associated with the blurred version of the target multimedia content, presenting a user interface for guiding a user to record and/or post a multimedia content.

3. The method according to claim 1, further comprising:

while displaying the blurred version of the target multimedia content, displaying at least one of the following:

a profile picture of a second user posting the target multimedia content,

prompt information for guiding a user to record and/or post a multimedia content,

an interface element for interacting with the target multimedia content.

4. The method according to claim 1, wherein displaying at least one interactive information item associated with the target multimedia content in a clear mode comprises at least one of the following:

displaying a predetermined graphical representation representing the at least one interactive information item;

displaying an indication of a number of interactive information items;

displaying one or more interactive information items comprising a textual content input by a user different from the first user;

displaying one or more interactive information items comprising evaluation information input by a user different from the first user;.

5. The method according to claim 4, wherein the predetermined graphical representation is an icon specific to a user posting the interactive information item.

6. The method according to claim 1, wherein determining whether the first user has the permission to view the clear version of the target multimedia content comprises:

determining whether the first user has the permission to view the clear version of the target multimedia content based on at least one of the following:

the first user posts a multimedia content of a predetermined type within a predetermined period of time,

a social relationship between a second user posting the target multimedia content and the first user,

settings applied to the target multimedia content by a second user posting the target multimedia content,

an account status of the first user in a social application.

7. The method according to claim 1, further comprising:

in response to a determination that the first user has the permission to view the clear version of the target multimedia content,

displaying the clear target multimedia content to the first user; and

displaying an interactive information item associated with the target multimedia content in a clear mode to the first user.

8. The method according to claim 7, further comprising:

in response to detecting a predetermined operation on the interactive information item associated with the clear version of the target multimedia content, presenting an interface element or page for guiding a user to interact with the interactive information item.

9. The method according to claim 1, wherein displaying at least one interactive information item associated with the target multimedia content in a clear mode comprises:

displaying interactive information items dynamically.

10. The method according to claim 9, wherein displaying at least one interactive information item associated with the target multimedia content in a clear mode comprises:

displaying a first interactive information item at a predetermined position for a predetermined period of time; and

in response to an expiration of the predetermined period of time, displaying a different second interactive information item at the predetermined position for a predetermined period of time.

11. The method according to claim 1, wherein displaying at least one interactive information item associated with the target multimedia content in a clear mode comprises:

prioritizing displaying one or more interactive information items comprising a textual content input by a

user.

12. An electronic device, comprising:

at least one processing unit; and

at least one memory, coupled to the at least one processing unit and storing instructions to be executed by the at least one processing unit, the instructions, when executed by the at least one processing unit, causing the electronic device to:

in response to a target multimedia content to be presented to a first user, determine whether the first user has a permission to view a clear version of the target multimedia content;

in response to a determination that the first user has no permission to view the clear version of the target multimedia content,

display a blurred version of the target multimedia content to the first user; and

display at least one interactive information item associated with the target multimedia content in a clear mode to the first user,

wherein the at least one interactive information item is associated with a further user different from the first user, and

wherein the at least one interactive information item at least comprises an interactive information item including evaluation information for the target multimedia content input by the further user.