ABSTRACT

~~The present disclosure relates to a method and apparatus for replying to information, an electronic device, a computer storage medium, and a product. The method comprises: playing back first multimedia content and displaying, on a playback interface of the first multimedia content, a first sticker containing target information, the target information being associated with target multimedia content; receiving a first instruction for the first sticker, the first instruction being used to instruct to reply to the target information in the form of multimedia; and in response to the first instruction, acquiring second multimedia content, the second multimedia content being used to reply to the target information. Therefore, by virtue of a sticker, target information can be replied to again in the form of multimedia, which is beneficial to enriching the channels of reply means, increasing the interest of a user in replying to information, and improving the probability of the user creating and publishing multimedia content.~~The present disclosure relates to a method and an apparatus for replying to information, electronic device, computer storage medium, and product. The method includes: playing first multimedia content and

displaying a first sticker comprising target information in a playing interface of the first multimedia content, wherein the target information is associated with target multimedia content; receiving a first instruction triggered on the first sticker which instructs to create second multimedia content to reply to the target information; and in response to receiving the first instruction, acquiring the second multimedia content for replying to the target information.