

ABSTRACT

The present invention provides an interaction method and apparatus, an electronic device, a storage medium, and a computer program product. The interaction method comprises: in response to a first control instruction, playing back a background video image on a display interface; displaying an initial picture of an interactive component in a first preset area of the background video image; in response to a second control instruction triggered by a specified action of a user, controlling the interactive component to change from the initial picture to a target picture; and in response to the interaction component displaying the target picture, controlling the display interface to display a target image page.