CLAIMS:

1. A method for displaying a feed flow, comprising:

presenting a feed flow interface configured to display the feed flow;

in response to detecting a predetermined swipe operation input by a user in the feed flow interface, determining a target feed flow element to be displayed from a plurality of feed flow elements comprised in the feed flow;

displaying a predetermined media material in the feed flow interface in response to determining that a type of the target feed flow element is an interactive type, wherein the predetermined media material is configured to prompt a user to interact with the target feed flow element; and

displaying an interaction process of the target feed flow element in the feed flow interface after finishing display of the predetermined media material in the feed flow interface, wherein the interaction process is formed based on interactive materials of the target feed flow element and one or more interaction operations performed by the user on the interactive materials in the feed flow interface.

2. The method of claim 1, wherein the interactive material comprises M interaction triggering materials and interaction result materials corresponding to the respective interaction triggering materials, and M is an integer greater than or equal to 1;

the displaying an interaction process of an interactive content recommended by the target feed flow element in the feed flow interface comprises:

displaying the i-th interaction triggering material of the interactive content in the feed flow interface;

in response to detecting an interaction operation input by the user for the i-th interaction triggering material, displaying an interaction result material corresponding to the i-th interaction triggering material in the feed flow interface;

wherein i is equal to 1, 2,... , M in turn.

3. The method of claim 2, wherein the i-th interaction triggering material comprises at least one interactive hot zone; the displaying the i-th interaction triggering material of the interactive content in the feed flow interface comprises:

displaying the i-th interaction triggering material in the feed flow interface, and displaying a guidance identifier in each interactive hot zone of the i-th interaction triggering material, the guidance identifier being used for guiding the user to input an interaction operation in the interactive hot zone;

in response to detecting an interaction operation input by the user for the i-th interaction triggering material, the displaying an interaction result material corresponding to the i-th interaction triggering material in the feed flow interface comprises:

in response to detecting an interaction operation input by the user for a target interactive hot zone in the i-th interaction triggering material, displaying an interaction result material corresponding to the target

interactive hot zone of the i-th interaction triggering material in the feed flow interface, the target interactive hot zone is one of the at least one interactive hot zone.

4. The method of claim 2, wherein i is less than M; and the method further comprises: after displaying the interaction result material corresponding to the i-th interaction triggering material in the feed flow interface in response to detecting the interaction operation input by the user for the i-th interaction triggering material,

displaying a transition material between the interaction result material corresponding to the i-th interaction triggering material and the (i+1)-th interaction triggering material in the feed flow interface.

5. The method of claim 1, further comprising:

in response to detecting that a current display duration of the interaction process is greater than or equal to a predetermined duration, overlapping displaying a first download control for triggering a download of the interactive content in a predetermined area of a display image of the interaction process.

6. The method of claim 5, further comprising:

in response to detecting a click operation input by the user on the first download control, acquiring a download path of the interactive content, and downloading the interactive content according to the download path.

7. The method of claim 1, further comprising:

in response to detecting that a completion of the display of the interaction process, displaying a mask layer in the feed flow interface, the mask layer comprising one or more of the following:

detail information of the interactive content;

a second download control for triggering the download of the interaction content;

a re-interaction control for triggering a re-display of the interaction process.

8. The method of claim 7, wherein the mask layer comprises the second download control, and the method further comprises:

in response to detecting a click operation input by the user on the second download control, acquiring a download path of the interactive content, and downloading the interactive content according to the download path.

9. The method of claim 7, wherein the mask layer comprises the re-interaction control, and the method further comprises:

in response to detecting a click operation input by the user for the re-interaction control, redisplaying the interaction process of the interactive content in the feed flow interface.

10. The method of claim 1, wherein the method further comprises: before displaying the interaction process of the interactive content recommended by the target feed flow element in the feed flow interface,

displaying a predetermined media material corresponding to the interactive type in the feed flow interface, the predetermined media material being used for prompting the user that the interaction process of the interactive content is about to display.

11. The method of claim 1, wherein when the first feed flow element is displayed in the feed flow interface, the feed flow interface comprises: a first type of interface component located at a boundary of the feed flow interface, and a second type of interface component located above a display picture of the feed flow interface, a type of the first feed flow element is different from a type of the target feed flow element;

when the interaction process is displayed in the feed flow interface, the first type of interface component is presented at the boundary of the feed flow interface, and the second type of interface component is not presented on the display picture of the feed flow interface, so that the interaction process is displayed in full screen in the feed flow interface.

12. The method of claim 1, wherein the interactive content is an application program or a web program.

13. An electronic device, comprising: a processor and a memory;

wherein the memory stores computer executable instructions;

the processor executes the computer executable instructions to carry out a method comprising:

presenting a feed flow interface configured to display a feed flow;

in response to detecting a predetermined swipe operation input by a user in the feed flow interface, determining a target feed flow element to be displayed from a plurality of feed flow elements comprised in the feed flow;

displaying a predetermined media material in the feed flow interface in response to determining that a type of the target feed flow element is an interactive type, wherein the predetermined media material is configured to prompt a user to interact with the target feed flow element; and

displaying an interaction process of the target feed flow element in the feed flow interface after finishing display of the predetermined media material in the feed flow interface, wherein the interaction process is formed based on interactive materials of the target feed flow element and one or more interaction operations performed by the user on the interactive materials in the feed flow interface.

14. The electronic device of claim 13, wherein the interactive material comprises M interaction triggering materials and interaction result materials corresponding to the respective interaction triggering materials, and M is an integer greater than or equal to 1;

the displaying an interaction process of an interactive content recommended by the target feed flow element in the feed flow interface comprises:

displaying the i-th interaction triggering material of the interactive content in the feed flow interface;

in response to detecting an interaction operation input by the user for the i-th interaction triggering material, displaying an interaction result material corresponding to the i-th interaction triggering material in the feed flow interface;

wherein i is equal to 1, 2,... , M in turn.

15. The electronic device of claim 14, wherein the i-th interaction triggering material comprises at least one interactive hot zone; the displaying the i-th interaction triggering material of the interactive content in the feed flow interface comprises:

displaying the i-th interaction triggering material in the feed flow interface, and displaying a guidance identifier in each interactive hot zone of the i-th interaction triggering material, the guidance identifier being used for guiding the user to input an interaction operation in the interactive hot zone;

in response to detecting an interaction operation input by the user for the i-th interaction triggering material, the displaying an interaction result material corresponding to the i-th interaction triggering material in the feed flow interface comprises:

in response to detecting an interaction operation input by the user for a target interactive hot zone in the i-th interaction triggering material, displaying an interaction result material corresponding to the target interactive hot zone of the i-th interaction triggering material in the feed flow interface, the target interactive hot zone is one of the at least one interactive hot zone.

16. The electronic device of claim 14, wherein i is less than M; and the method further comprises: after displaying the interaction result material corresponding to the i-th interaction triggering material in the feed flow interface in response to detecting the interaction operation input by the user for the i-th interaction triggering material,

displaying a transition material between the interaction result material corresponding to the i-th interaction triggering material and the (i+1)-th interaction triggering material in the feed flow interface.

17. The electronic device of claim 13, wherein the processor executes the computer executable instructions to carry out the method further comprising:

in response to detecting that a current display duration of the interaction process is greater than or equal to a predetermined duration, overlapping displaying a first download control for triggering a download of the interactive content in a predetermined area of a display image of the interaction process.

18. The electronic device of claim 17, wherein the processor executes the computer executable instructions to carry out the method further comprising:

in response to detecting a click operation input by the user on the first download control, acquiring a download path of the interactive content, and downloading the interactive content according to the download path.

19. The electronic device of claim 13, wherein the processor executes the computer executable instructions to carry out the method further comprising:

in response to detecting that a completion of the display of the interaction process, displaying a mask layer in the feed flow interface, the mask layer comprising one or more of the following:

detail information of the interactive content;

a second download control for triggering the download of the interaction content;

a re-interaction control for triggering a re-display of the interaction process.

20. A non-transitory computer readable storage medium having computer executable instructions stored thereon, wherein the computer executable instructions, when executed by a processor, carry out a method comprising:

presenting a feed flow interface configured to display a feed flow;

in response to detecting a predetermined swipe operation input by a user in the feed flow interface, determining a target feed flow element to be displayed from a plurality of feed flow elements comprised in the feed flow;

displaying a predetermined media material in the feed flow interface in response to determining that a type of the target feed flow element is an interactive type, wherein the predetermined media material is configured to prompt a user to interact with the target feed flow element; and

displaying an interaction process of the target feed flow element in the feed flow interface after finishing display of the predetermined media material in the feed flow interface, wherein the interaction process is formed based on interactive materials of the target feed flow element and one or more interaction operations performed by the user on the interactive materials in the feed flow interface.