

ABSTRACT

Provided in the embodiments of the present disclosure are an information interaction method and apparatus, an electronic device, a storage medium and a program product. The information interaction method comprises: in response to an object search request, acquiring object search information corresponding to the object search request, and displaying a live stream entry of at least one live stream associated with the object search information, livestream presenting objects associated with the live stream comprising target search objects associated with the object search information; in response to an entry triggering operation for the live stream entry, displaying a live streaming page of the live stream corresponding to the triggered live stream entry; and when the number of the target search objects reaches a preset number, receiving an object display request by means of the live streaming page, displaying in the live streaming page an object presenting page, and displaying in the object presenting page search feedback information corresponding to the target search objects.