

ABSTRACT

The present application relates to the technical field of friend-finder content recommendation, and discloses a friend-finder content recommendation method and apparatus, a device, and a storage medium. The method is implemented by a client, and comprises: displaying a friend-finder question-answer interface (302), wherein the friend-finder question-answer interface displays a virtual character and a friend-finder question of a first user account, and a plurality of moving paths in a virtual environment, and the plurality of moving paths have one-to-one correspondence to a plurality of candidate answers of the friend-finder question; in response to a movement operation for the virtual character, moving the virtual character in the virtual environment (304); and displaying a friend-finder recommendation interface (306), wherein the friend-finder recommendation interface displays friend-finder recommendation content, the friend-finder recommendation content is content recommended to the first user account according to a selected answer, and the selected answer is determined from the plurality of candidate answers according to the movement of the virtual character on a moving path selected from the plurality of moving paths.