ABSTRACT

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