

## **ABSTRACT**

The present disclosure relates to the technical field of Internet, and relates to an interaction method, an interaction apparatus, an electronic device, and a computer-readable storage medium. The interaction method comprises : recommending an item to a user for content distribution of the user (S10); for an item selected by the user, establishing a binding relationship between the user and identical items in an item distribution center of a content distribution area (S20); and when the user uses the selected item to publish content, for the selected item, displaying an item link corresponding to the content distribution area (S30).