

ABSTRACT

A contact information display method and apparatus, an electronic device, a computer-readable storage medium, and a computer program product, relating to the technical field of virtual scenes. The contact information display method comprises: displaying a contact interface of a target application, the target application being an application corresponding to a virtual scene; displaying a card front surface of a contact card in the contact interface, a virtual character of the target contact in the virtual scene being displayed on the card front surface; and in response to a first operation for the card front surface, displaying a card back surface of the contact card in the contact interface, at least one interactive control being displayed on the card back surface, and the interactive control being used for interacting with the target contact.