ABSTRACT

According to embodiments in the disclosure, a method, apparatus, device, and storage medium for interaction are provided. The method includes: presenting an interactive interface of a target work, the interactive interface presenting a set of interactive content associated with the target work, the target work being associated with a target user; obtaining target reply content for target interactive content, the target reply content being generated by a processing entity corresponding to the target user in response to the target interactive content satisfying a preset condition, the processing entity being constructed based on a configuration operation of the target user; and presenting, in the interactive interface, the target reply content in association with the target interactive content.