CLAIMS

1. An interaction method based on a live stream interface, applied to an electronic device, comprising:

displaying a live stream interface in a first live stream room, the first live stream room comprising a viewer account watching a live stream, and the viewer account comprising a first viewer account master-controlled by a current terminal;

displaying an interactive content transmission region and a content type option, the interactive content transmission region being configured for generating an interactive content published by the first viewer account in the first live stream room, and the content type option being configured for determining a content type of the interactive content;

receiving a generation operation on a first interactive content in the interactive content transmission region, and receiving a configuration operation on a first content type for a first content type option; and

displaying the first interactive content published by the first viewer account in a display mode corresponding to the first content type.

2. The method according to claim 1, wherein the displaying the first interactive content published by the first viewer account in a display mode corresponding to the first content type comprises:

displaying the first interactive content published by the first viewer account in an interactive content display region, the first interactive content being marked with a first type tag corresponding to the first content type; or

displaying the first interactive content published by the first viewer account in an interactive content display region in a high-brightness display mode corresponding to the first content type.

3. The method according to claim 2, wherein the displaying the first interactive content published by the first viewer account in an interactive content display region in a high-brightness display mode corresponding to the first content type comprises:

displaying the first interactive content in the interactive content display region in a high-brightness mode through at least one of a background color and a text color that correspond to the first content type;

displaying the first interactive content decorated with a first bounding box in the interactive content display region, display configuration data corresponding to the first bounding box

corresponding to the first content type, and the display configuration data being configured for indicating at least one of a color, a size, brightness, a decorative element, and a shape that correspond to the first bounding box;

displaying the first interactive content in the interactive content display region in an enlarged mode;

keeping the first interactive content displayed in a specified region of the interactive content display region according to preset duration; and

displaying the first interactive content in the interactive content display region according to a preset animation special effect.

4. The method according to any one of claims 1 to 3, wherein the content type option comprises a check control corresponding to the first content type; and

the receiving a configuration operation on a first content type for a first content type option comprises:

receiving a selection operation on the check control corresponding to the first content type, the selection operation being configured for switching the first content type from a deselected state to a selected state; or

receiving a trigger operation on the content type option, and displaying a plurality of candidate content types, the plurality of candidate content types comprising the first content type, and receiving a selection operation on the first content type.

5. The method according to claim 4, further comprising:

displaying, in response to determining that the first interactive content generated in the interactive content transmission region comprises a specified symbol, an automatic switch of the check control corresponding to the first content type from a deselected state to a selected state; or

displaying, in response to determining that the first interactive content generated in the interactive content transmission region comprises a specified text content, an automatic switch of the check control corresponding to the first content type from a deselected state to a selected state.

6. The method according to claim 5, further comprising:

receiving the first interactive content generated by the first viewer account in the interactive content transmission region, and automatically inspecting the first interactive content through a pretrained content inspection model; and

determining, in response to determining that the first interactive content comprises at least one of the specified symbol and the specified text content, that the first interactive content corresponds to the first content type,

preferably, before the automatically inspecting the first interactive content through a pretrained content inspection model, the method further comprises:

acquiring a sample interactive content, the sample interactive content being marked with a reference type tag;

automatically inspecting a sample content type corresponding to the sample interactive content through a candidate content inspection model; and

determining a prediction loss value based on a difference between the sample content type and the reference type tag, training the candidate content inspection model based on the prediction loss value until a preset training requirement is satisfied, and obtaining the pretrained content inspection model.

7. The method according to any one of claims 1 to 3, wherein the first live stream room comprises at least one recommended content, the at least one recommended content comprising a first recommended content; and

the method further comprises:

displaying, when the first interactive content published by the first viewer account is displayed, recommended information corresponding to the first recommended content in association with the first interactive content, preferably,

the first recommended content is a primarily-recommended content at a current moment set by a host account in the first live stream room; or

the first recommended content is a recommended content associated with the first interactive content and selected by the first viewer account from the at least one recommended content.

8. The method according to claim 7, wherein the first recommended content is the recommended content selected by the first viewer account; a live stream image in the live stream interface comprises an image content display region corresponding to the at least one recommended content; and

the method further comprises:

taking, in response to receiving a selection operation on the image content display region

corresponding to the first recommended content in the live stream image, the first recommended content as the recommended content associated with the first interactive content and selected by the first viewer account.

9. The method according to claim 8, wherein the image content display region is obtained by performing any one of the following processing:

dividing the live stream image according to a configuration operation by the host account, and obtaining the image content display region; and

identifying the first recommended content displayed in the live stream image according to a pretrained recommended content identification model, and dividing a preset region range where the first recommended content is located into the image content display region corresponding to the first recommended content.

10. The method according to any one of claims 1 to 3, wherein after the displaying the first interactive content published by the first viewer account in a display mode corresponding to the first content type, the method further comprises:

displaying, in response to receiving a feedback signal from a host account in the first live stream room for the first interactive content, feedback prompt information, the feedback prompt information being configured for prompting the first viewer account to view a feedback content of the host account,

preferably, the feedback prompt information comprises at least one of public reply prompt information, independent reply prompt information, and explanation reply prompt information;

the public reply prompt information is configured for instructing the host account to reply to the first interactive content in a public interactive content display region;

the independent reply prompt information is configured for instructing the host account to reply to the first interactive content through a chat dialog box with the first viewer account; and

the explanation reply prompt information is configured for instructing the host account to reply to the first interactive content through a live stream image representation in the first live stream room.

11. The method according to any one of claims 1 to 3, wherein the interactive content display region comprises a plurality of interactive contents published by the viewer account in the first live stream room, the plurality of interactive contents comprising a second interactive content; and

the method further comprises:

keeping, in response to receiving the same-question operation by the first viewer account on the second interactive content, the second interactive content displayed in the interactive content display region according to preset duration.

12. The method according to claim 11, wherein the first live stream room comprises at least one recommended content, the at least one recommended content comprising a second recommended content and a third recommended content; the second interactive content is associated with the second recommended content, and a display mode of the second interactive content corresponds to a second content type; and

the method further comprises:

automatically copying, in response to receiving the same-question operation by the first viewer account on the third recommended content through the second interactive content, the second interactive content, generating a third interactive content, and publishing the third interactive content; and

displaying, when the third interactive content published by the first viewer account is displayed, recommended information corresponding to the third recommended content in association with the third interactive content, a display mode of the third interactive content corresponding to the second content type.

13. An interaction method based on a live stream interface, applied to an electronic device, comprising:

displaying a host interface in a first live stream room, the host interface being a display interface corresponding to a host account in the first live stream room, and the host account being an account master-controlled by a current terminal; and

displaying, in response to receiving a first interactive content published by a first viewer account in the first live stream room and determining that the first interactive content corresponds to a first content type, the first interactive content published by the first viewer account in a display mode corresponding to the first content type,

the first content type being a content type configured for the first interactive content when the first viewer account generates the first interactive content.

14. The method according to claim 13, further comprising:

displaying a first interactive option and a second interactive option in an interactive content

display region, the first interactive option being configured for displaying interactive contents corresponding to a plurality of content types, and the second interactive option being configured for displaying interactive contents corresponding to the first content type; and

displaying, in response to receiving a trigger operation on the second interactive option, a plurality of interactive contents corresponding to the first content type in the interactive content display region, the plurality of interactive contents comprising the first interactive content.

15. An electronic device, comprising a processor and a memory, the memory having at least one computer program stored therein, and the at least one computer program being loaded and executed by the processor to implement the interaction method based on a live stream interface according to any one of claims 1 to 14.