

Abstract

An information reply method and apparatus, an electronic device, a computer storage medium, and a product. The method comprises: after target information is collected, displaying the target information in a collection page in response to a viewing instruction for the target information, the target information being obtained by commenting or replying to target multimedia content (S101); receiving a reply instruction for the target information (S102); and replying to the target information in response to the reply instruction (S103). Thus, information can be replied again by means of the collected information, so that the operation complexity for a user is reduced, the channel for a reply mode is facilitated to be enriched, the interest of the user in replying to information is improved, and the possibility for the user to create and publish a video is also facilitated to be increased.