

ABSTRACT

The present disclosure relates to a data distribution method, an apparatus, and a computer readable storage medium, which relate to the technical field of terminals. The data distribution method comprises: displaying first multimedia content data selected from a first database according to a first distribution strategy; in response to a feedback trigger condition being met, displaying a feedback interface; receiving natural language instructions from a user by means of the feedback interface; and displaying, on the basis of a machine understanding result of the natural language instructions, second multimedia content data selected from a second database according to a second distribution strategy, wherein the second distribution strategy is obtained by using the machine understanding result to adjust the first distribution strategy.