CLAIMS

1. An information interaction method, comprising:

displaying a first interaction interface in response to determining that a first video is played by a user in a first state meeting a first predetermined condition, wherein the first interaction interface comprises a first number of interaction items, and wherein the first state indicates a first level of the user's interest in the first video; and

displaying a second interaction interface in response to determining that the first video is played by the user in a second state meeting a second predetermined condition, wherein the second interaction interface comprises a second number of interaction items, and wherein the second state indicates a second level of the user's interest in the first video;

wherein:

the first number is less than or equal to the second number;

wherein the first interaction interface and the second interaction interface comprise different types of interaction items; and

wherein the second level of the user's interest in the first video is greater than the first level of the user's interest in the first video.

2. The information interaction method according to claim 1, wherein the interaction item comprises:

an interaction item for inputting and/or displaying knowledge;

an interaction item for inputting and/or displaying question and answer information;

an interaction item for inputting and/or displaying contact means;

an interaction item for inputting and/or displaying a contact person;

an interaction item for inputting and/or displaying a contact time;

an interaction item for inputting and/or displaying a contact address; and/or

an interaction item for displaying a second video.

3. The information interaction method according to claim 1, wherein a display area of the

first interaction interface is less than or equal to a display area of the second interaction interface.

4. The information interaction method according to claim 1, wherein the first predetermined condition comprises one or more of:

the first video is played for a first predetermined period of time;

the first video is played to a first predetermined video frame of the first video;

the first video is played to a first predetermined time instant of the first video; and

the first video is repeatedly played for a first repetition number of times.

5. The information interaction method according to claim 1, wherein the second predetermined condition comprises one or more of:

the first video is played for a second predetermined period of time;

the first video is played to a second predetermined video frame of the first video;

the first video is played to a second predetermined time instant of the first video; and

the first video is repeatedly played for a second repetition number of times.

6. The information interaction method according to claim 1, wherein a style and/or a content of the first interaction interface are associated with the first video.

7. The information interaction method according to claim 6, wherein the style and/or the content of the first interaction interface are associated with a user portrait corresponding to the first video.

8. The information interaction method according to claim 1, wherein a style and/or a content of the second interaction interface are associated with the first video.

9. The information interaction method according to claim 8, wherein the style and/or the content of the second interaction interface are associated with a user profile corresponding to the first video.

10. An information interaction device, comprising:

a first display module configured to display a first interaction interface in response to determining that a first video is played by a user in a first state meeting a first predetermined

condition, wherein the first interaction interface comprises a first number of interaction items, and wherein the first state indicates a first level of the user’ s interest in the first video; and

a second display module configured to display a second interaction interface in response to determining that the first video is played by the user in a second state meeting a second predetermined condition, wherein the second interaction interface comprises a second number of interaction items, and wherein the second state indicates a second level of the user’s interest in the first video;

wherein:

the first number is less than or equal to the second number;

wherein the first interaction interface and the second interaction interface comprise different types of interaction items; and

wherein the second level of the user’s interest in the first video is greater than the first level of the user’s interest in the first video.

11. The device according to claim 10, wherein the interaction item comprises:

an interaction item for inputting and/or displaying knowledge;

an interaction item for inputting and/or displaying question and answer information;

an interaction item for inputting and/or displaying contact means;

an interaction item for inputting and/or displaying a contact person;

an interaction item for inputting and/or displaying a contact time;

an interaction item for inputting and/or displaying a contact address; and/or

an interaction item for displaying a second video.

12. The device according to claim 10, wherein a display area of the first interaction interface is less than or equal to a display area of the second interaction interface.

13. The device according to claim 10, wherein the first predetermined condition comprises one or more of:

the first video is played for a first predetermined period of time;

the first video is played to a first predetermined video frame of the first video;

the first video is played to a first predetermined time instant of the first video; and

the first video is repeatedly played for a first repetition number of times.

14. The device according to claim 10, wherein a style and/or a content of the first interaction interface are associated with the first video.

15. The device according to claim 10, wherein the style and/or the content of the first interaction interface are associated with a user profile corresponding to the first video.

16. The device according to claim 10, wherein a style and/or a content of the second interaction interface are associated with the first video.

17. The device according to claim 10, wherein the style and/or the content of the second interaction interface are associated with a user profile corresponding to the first video.

18. An electronic apparatus, comprising:

a memory configured to store computer readable instructions; and

a processor configured to execute the computer readable instructions to perform the information interaction method according to claim 1.

19. A non-transient computer readable storage media storing computer readable instructions that when being executed by a computer, cause the computer to perform the information interaction method according to claim 1.