METHOD, APPARATUS, DEVICE, AND STORAGE MEDIUM FOR INFORMATION INTERACTION

[0001] The present application claims priority to Chinese Patent Application No. 202411847465.0, filed on December 13, 2024 and entitled "METHOD, APPARATUS, DEVICE, AND STORAGE MEDIUM FOR INFORMATION INTERACTION ", which is incorporated herein by reference in its entirety.

TECHNICAL FIELD

[0002] Example embodiments of the disclosure generally relate to the field of computers, and in particular, to a method, an apparatus, a device, and a computer-readable storage medium for information interaction.

BACKGROUND

[0003] Currently, more and more platforms (such as applications, websites, and the like) are designed to provide various services to users. For example, users may post, browse, and view various multimedia content (such as videos) on the platform. In some scenarios, a video poster may interact with other users based on the posted video. In some other scenarios, the video poster may also recommend some objects to other users together with the video publication. Therefore, it is expected to provide users with a way to distinguish different account types corresponding to the media item being viewed.

SUMMARY

[0004] In a first aspect of the disclosure, a method for information interaction is provided, including: in response to presenting a target media item to a user, determining, based on an account category of a poster of the target media item, a target presentation style matching the account category from a plurality of presentation styles, each presentation style defining at least a type of information to be presented; and presenting, in an area adjacent to description information of the target media item in a media presentation interface, subject information related to the poster in the target presentation style in a process of presenting the target media item in the media presentation interface, the subject information including at least identification information of the poster.

[0005] In a second aspect of the disclosure, an apparatus for information interaction is provided, including: a presentation style determining module configured to, in response to presenting a target media item to a user, determine, based on an account category of a poster of the target media item, a target presentation style matching the account category from a plurality of presentation styles, each presentation style defining at least a type of information to be presented; and a subject information presenting module configured to present, in an area adjacent to description information of the target media item in a media presentation interface, subject information related to the poster in the target presentation style in a process of presenting the target media item in the media presentation interface, the subject information including at least identification information of the poster.

[0006] In a third aspect of the disclosure, an electronic device is provided. The device includes at least one processor; and at least one memory, the at least one memory being coupled to the at least one processor and storing instructions executable by the at least one processor. The instructions, when executed by the at least one

processor, cause the device to perform the method of the first aspect or the second aspect.

[0007] In a fourth aspect of the disclosure, a computer-readable storage medium is provided. The computer-readable storage medium has computer-executable instructions stored thereon, the computer-executable instructions being executable by a processor to implement the method of the first aspect.

[0008] In a fifth aspect of the disclosure, a computer program product is provided, including computer-executable instructions, the computer-executable instructions, when executed by a processor, implementing the method of the first aspect.

[0009] It should be understood that the content described in this Summary section is neither intended to identify key or essential features of the embodiments of the disclosure, nor is it intended to limit the scope of the disclosure. Other features of the disclosure will be readily envisaged through the following description.

BRIEF DESCRIPTION OF THE DRAWINGS

[0010] The above and other features, advantages, and aspects of the embodiments of the disclosure will become more apparent in combination with the drawings and with reference to the following detailed description. In the drawings, the same or similar reference symbols refer to the same or similar elements, where:

[0011] Fig. 1 shows a schematic diagram of an example environment in which the embodiments of the disclosure may be implemented;

[0012] Figs. 2A to 2E show schematic diagrams of example user interfaces according to some embodiments of the disclosure;

[0013] Fig. 3 shows a flowchart of a process for information interaction according to some embodiments of the disclosure;

[0014] Fig. 4 shows a block diagram of an apparatus for information interaction according to some embodiments of the disclosure; and

[0015] Fig. 5 shows a block diagram of an electronic device capable of implementing multiple embodiments of the disclosure.

DETAILED DESCRIPTION OF EMBODIMENTS

[0016] The embodiments of the disclosure will be described in more detail below with reference to the drawings. Although some embodiments of the disclosure are shown in the drawings, it should be understood that the disclosure may be implemented in various forms, and should not be interpreted as limited to the embodiments set forth herein. Instead, these embodiments are provided for a more thorough and complete understanding of the disclosure. It should be understood that the drawings and embodiments of the disclosure are only for illustrative purposes, and are not intended to limit the protection scope of the disclosure.

[0017] In the description of the embodiments of the disclosure, the term "include/comprise" and similar terms should be understood as open-ended inclusions, that is, "include/comprise but not limited to". The term "based on" should be understood as "at least partially based on". The term "one embodiment" or "the embodiment" should be understood as "at least one embodiment". The term "some embodiments" should be understood as "at least some embodiments". The following may also include other explicit and implicit definitions.

[0018] It may be understood that the data involved in the technical solution (including but not limited to the

data itself, acquisition or use of the data) should comply with requirements of corresponding laws, regulations, and related provisions.

[0019] It may be understood that before using the technical solution disclosed in the embodiments of the disclosure, the user should be informed of the type, range of use, use scenarios, etc. of personal information involved in the disclosure in an appropriate manner and obtain authorization from the user according to relevant laws and regulations.

[0020] For example, in response to receiving an active request from a user, prompt information is sent to the user to clearly prompt the user that the requested operation will require access to and use of the user's personal information, so that the user may independently choose whether to provide the personal information to software or hardware, such as an electronic device, an application, a server, or a storage medium, that performs the operations of the technical solution of the disclosure based on the prompt information.

[0021] As an optional but non-restrictive implementation, in response to receiving the active request from the user, the prompt information may be sent to the user in a form of, for example, a pop-up window, in which the prompt information may be presented in text. In addition, the pop-up window may also include a selection control for the user to choose whether to "agree" or "disagree" to provide the personal information to the electronic device.

[0022] It may be understood that the above process of notifying and obtaining user authorization is only illustrative, and does not limit the implementation of the disclosure. Other methods that satisfy the relevant laws and regulations may also be applied to the implementation of the disclosure.

[0023] Fig. 1 shows a schematic diagram of an example environment 100 in which the embodiments of the disclosure may be implemented. In this example environment 100, an electronic device 110 is installed with an application 120. A user 140 may interact with the application 120 via the electronic device 110 and/or an attachment device of the electronic device 110.

[0024] In some embodiments, the application 120 may be a content sharing application (for example, a video application mainly for sharing videos, or other applications for sharing content such as audio and images), a content editing application, a content creation application, and the like. The application 120 may provide the user 140 with various services related to media items (which may also be referred to as media content, media data, multimedia content, multimedia items, media content items, etc.), including browsing, commenting, forwarding, creating (for example, capturing and/or editing), posting, and the like of media content. In some embodiments, the application 120 may also be any other appropriate application in which media items may be presented. As used herein, a "media item" includes one or more types of content, such as a video, an image, a gif image, a set of images, an audio, a text, and the like.

[0025] In the environment 100 of Fig. 1, if the application 120 is active, the electronic device 110 may present an interface 150 of the application 120. The interface 150 may include various interfaces that may be provided by the application 120, such as a media content presentation interface, a media content creation interface, a media content posting interface, and the like. The application 120 may provide a media content editing function (for example, the application 120 may be an editing application) to support editing (for example, clipping) of the media content in the application 120. The application 120 may also provide an interaction function, including interacting with other users (for example, adding friends) and interacting with various types of content (including

liking, favoriting, commenting on the content, etc.).

[0026] The interface 150 provided by the application 120 may include at least a media presentation interface (which may also be referred to as a media play interface, a media recommendation interface, a content recommendation interface, etc.) for presenting a media item, and a user interface for presenting historical media items posted by a poster of the media item. If the poster is a user (that is, a store owner) or an object recommender corresponding to an e-commerce store, the interface 150 may further include an object presentation interface for presenting a group of objects associated with the poster.

[0027] In some embodiments, the electronic device 110 communicates with a server 130 to implement provision of the services of the application 120. The electronic device 110 may be any type of mobile terminal, fixed terminal, or portable terminal, including a mobile phone, a desktop computer, a laptop computer, a notebook computer, a netbook computer, a tablet computer, a media computer, a multimedia tablet, a personal communication system (PCS) device, a personal navigation device, a personal digital assistant (PDA), an audio/video player, a digital camera/video camera, a positioning device, a television receiver, a radio broadcast receiver, an e-book device, a game device, or any combination of the foregoing, including fittings and peripherals of these devices or any combination thereof. In some embodiments, the electronic device 110 may also support any type of user-specific interface (such as a "wearable" circuit, etc.). The server 130 may be various types of computing systems/servers that may provide computing power, including but not limited to mainframes, edge computing nodes, computing devices in cloud environments, and the like.

[0028] It should be understood that the structure and function of the environment 100 are described for illustrative purposes only, without suggesting any limitation to the scope of the disclosure.

[0029] As briefly described above, users may post, browse, and view various multimedia content (such as videos) on the platform. However, for different distribution scenarios, expression of the subject information of the poster is weak. For example, for the video posted by the poster, only the avatar of the poster and a follow control for following the poster are presented in the interface. Therefore, users may often not distinguish different types of accounts of the poster.

[0030] According to the embodiments of the disclosure, an improved information interaction solution is provided. According to this solution, in response to presenting a target media item to a user, a target presentation style matching an account category of a poster of the target media item is determined from a plurality of presentation styles based on the account category, each presentation style defining at least a type of information to be presented. Accordingly, in a process of presenting the target media item in a media presentation interface, subject information related to the poster is presented in a target presentation style in an area adjacent to description information of the target media item in the media presentation interface, wherein the subject information includes at least identification information of the poster.

[0031] In this way, based on the account category of the poster, the subject information corresponding to the poster is presented in the target area in different presentation styles, which may enhance the user's awareness of the corresponding subject information of the poster.

[0032] Some example embodiments of the disclosure will be further described below with reference to the drawings. It should be understood that the interfaces shown in the drawings are only examples, and there may actually be various interface designs. Each graphic element in the interface may have different arrangements and

different visual representations, one or more of which may be omitted or replaced, and there may also be one or more other elements. The embodiments of the disclosure are not limited in this regard. In addition, in the following, the example embodiments will be mainly described with respect to the electronic device 110. It should be understood that the actions described with respect to the electronic device 110 may also be performed by the application 120 on the electronic device 110, or may be performed by the application 120 in cooperation with its serving side (for example, the server 130). In some embodiments, in the scenario performed by the application 120 in cooperation with its serving side (for example, the server 130), the application 120 may request the server to provide the subject information to be presented, and receive the determined subject information from the server to present in the specified area of the media presentation interface.

[0033] Some embodiments of the disclosure for information interaction will be described below with reference to Figs. 2A to 2E. Figs. 2A to 2E show schematic diagrams of example interfaces 200A to 200E for information interaction according to some embodiments of the disclosure.

[0034] In the embodiments of the disclosure, if the electronic device 110 wants to present a target media item to a user, the electronic device 110 may determine, based on an account category of a poster of the target media item, a target presentation style matching the account category from a plurality of presentation styles, wherein each presentation style defines at least a type of information to be presented. In some embodiments, the media content item provided by the electronic device 110 to the user 140 may be a video, an image, a set of images, a picture-text content, and the like in an information flow or a live stream.

[0035] In some examples, the electronic device 110 may determine, based on different account categories of the poster of the target media item, a target presentation style matching a current account category of the poster from a plurality of presentation styles. Each presentation style may define the type of information to be presented. It may be understood that the electronic device 110 may determine the presentation style corresponding to the current account category based on different visual styles and types of information to be presented, so that the user 140 may distinguish the account categories of the poster.

[0036] In the embodiments of the disclosure, the electronic device 110 presents, in an area adjacent to description information of the target media item in a media presentation interface, subject information related to the poster in the target presentation style in a process of presenting the target media item in the media presentation interface.

[0037] In some embodiments, the media presentation interface refers to an interface for displaying or pushing media items and other related information to the user. A set of media items that may be presented in the media presentation interface may include various types of media items. The specific media item to be presented in the media presentation interface may be designed according to the application design needs. The type, presentation mode, logic, and the like of the specific media item to be presented may change in different scenarios.

[0038] In some embodiments, the media presentation interface may include an information flow interface of the application 120, or may include a recommendation information flow interface. In some embodiments, the media presentation interface may include a home page of the application 120, or a recommendation interface in a group of home pages of the application 120. The recommendation data displayed to the user on the recommendation interface is sometimes also referred to as a recommendation information flow. In some embodiments, the media presentation interface may include the home page and/or other interfaces of the

application 120, such as a follow interface (in which media data posted by a group of users followed by the current user is displayed), or an interface that aggregates or classifies media data in other ways. The embodiments of the disclosure do not limit the specific type of the media presentation interface, as long as a specific media content item may be presented in the interface.

[0039] In some embodiments, the subject information related to the poster includes at least identification information of the poster. As shown in an example interface 200A of Fig. 2A, in a case where the application 120 is active, the electronic device 110 may present the interface 150 (for example, a media presentation interface 200A) of the application 120. It may be understood that in a process of the electronic device 110 playing a target media item (for example, a video) in the media presentation interface 200A, the subject information related to the poster may be presented in a target presentation style in an area 211 (for example, above a title of the video) adjacent to description information (for example, the title 210 of the video) of the currently played video in the media presentation interface 200A.

[0040] In some embodiments, the subject information related to the poster includes at least identification information of the poster. In some embodiments, the identification information may include a user name of the poster. As shown in the example interface 200A of Fig. 2A, the electronic device 110 presents the user name 213 of the poster in the area 211. In some embodiments, the identification information may further include an avatar of the poster. As shown in Fig. 2A, the electronic device 110 presents the avatar 212 of the poster in the area 211.

[0041] In some embodiments, the subject information may further include tag information of the poster under the account category. In some examples, if the electronic device 110 determines that the account category of the poster is an account for recommending objects (for example, products) (which may also be referred to as an account with a showcase), the tag information corresponding to the poster may be presented in the area 211 in one presentation style. In some examples, the showcase indicates that the works, products, and other related content of the poster may be displayed. Accordingly, other users may learn about the characteristics and style of the poster through the showcase. In some examples, if the electronic device 110 determines that the account category of the poster indicates an account associated with an e-commerce store (which may also be referred to as an account with an e-commerce store), the tag information corresponding to the poster may be presented in the area 211 in another presentation style. In some examples, the account with an e-commerce store may be understood as that each store may be bound to one account separately, so as to implement an integrated association between the account and the store.

[0042] It may be understood that if the electronic device 110 determines that the account category of the poster is an account, the subject information corresponding to the poster may not include the tag information. Additionally, if the electronic device 110 determines that the account category of the poster is an account, the subject information corresponding to the poster may also include the tag information. For example, for a poster with social attribute information, the corresponding subject information includes tag information. However, this is only illustrative, and the disclosure does not limit thereto.

[0043] In some embodiments, the tag information may include an attribute tag of the poster under the account category. It may be understood that if the account category of the poster A is an account for recommending objects (for example, products), the attribute tag corresponding to the poster A may indicate a user who has a certain number of followers and has influence. As shown in an example interface 200B of Fig. 2B, if the

electronic device 110 determines that the account category of the poster XX is an account for recommending objects (for example, products), the tag information corresponding to the poster XX may include an X attribute tag 222. For example, e-commerce expert certification and yellow V identity certification.

[0044] In some other examples, if the account category of the poster A indicates an account associated with an e-commerce store, the attribute tag included in the subject information of the poster A may indicate attribute information of the e-commerce store. In some embodiments, if the electronic device 110 determines that the account category belongs to an e-commerce store, the tag information may be determined according to a category of the e-commerce store. In some examples, the attribute tag included in the subject information may be determined based on the category of the e-commerce store.

[0045] As shown in an example interface 200C of Fig. 2C, if the electronic device 110 determines that the account category of the poster A indicates an account associated with an e-commerce store, the tag information corresponding to the poster A may include an A attribute tag 232. For example, if the category of the e-commerce store is a first category store (for example, an XX flagship store), the attribute tag 232 may be a tag corresponding to the first category store. As shown in an example interface 200E of Fig. 2E, if the category of the e-commerce store is a second category, the attribute tag 252 may be a tag corresponding to a second category of store and a store recommendation reason tag.

[0046] In some embodiments, the tag information may further include an scoring tag of the poster under the account category. It may be understood that if the account category of the poster A (that is, an object recommender) is an account for recommending objects (for example, products), the scoring tag corresponding to the poster A may indicate a historical evaluation score of the poster A. As shown in the example interface 200B of Fig. 2B, if the electronic device 110 determines that the account category of the poster A is an account for recommending objects, the tag information corresponding to the poster A may include a score tag 223.

[0047] In some other examples, if the account category of the poster A indicates an account associated with an e-commerce store, the score tag included in the subject information of the poster A may indicate a historical evaluation score of the e-commerce store in a user group. As shown in the example interface 200C of Fig. 2C, if the electronic device 110 determines that the account category of the poster A indicates an account associated with an e-commerce store, the tag information corresponding to the poster A may include an A score tag 233.

[0048] In some embodiments, the tag information of the poster under the account category includes a plurality of tags. In a process of determining to present the tag information in the target presentation style, if the electronic device 110 determines that the number of the plurality of tags is greater than a predetermined number, at least one tag presented in the area may be determined from the plurality of tags according to a predetermined rule. In some examples, if the electronic device 110 determines that the number of tags to be presented is greater than the predetermined number, at least one of the plurality of tags may be presented according to the priority. It may be understood that if the tags to be presented exceed the display range, one or more tags with lower priority are hidden according to the priority.

[0049] It should be understood that only example presentation styles for specific account types are given here, and in actual applications, depending on the specific account and specific needs, different presentation styles may be configured with different information types, which is not limited by the embodiments of the disclosure.

[0050] In some embodiments, each presentation style may further define a visual style of the identification

information. In some examples, each presentation style may define a visual style of the avatar. For example, the electronic device 110 may present the avatar of the poster in visual styles such as a square, a circle, etc. based on different account categories. As shown in example interfaces 200A and 200B of Figs. 2A and 2B, in the scenario where the account category of the poster is an account and/or an account category for recommending objects (for example, products), the avatars 212 and 211 corresponding to the poster may be circular. As shown in example interfaces 200C and 200D of Figs. 2C and 2D, in the scenario where the account category of the poster indicates an account category associated with an account of an e-commerce store, the avatars 235 and 244 corresponding to the poster may be square. However, these are only illustrative, and the disclosure does not limit thereto.

[0051] In some examples, each presentation style may define a visual style of the user name. For example, the user name may be presented in visual styles such as different colors and fonts based on different account categories. As shown in example interfaces 200A and 200B of Figs. 2A and 2B, in the scenario where the account category of the poster is an account and/or an account category for recommending objects (for example, products), the fonts and colors corresponding to the user names 213 and 221 of the poster may be regular fonts and colors (for example, white). As shown in example interfaces 200C and 200D of Figs. 2C and 2D, in the scenario where the account category of the poster indicates an account category associated with an account of an e-commerce store, the fonts and colors corresponding to the user names 231 and 241 of the poster may be prominent fonts and colors (for example, the fonts may be presented in bold and/or the fonts are presented in gold). However, these are only illustrative, and the disclosure does not limit thereto.

[0052] Further, each presentation style may further define a visual style of the tag information. In some examples, based on different account categories, the electronic device 110 may determine tag information matching the current account category, and present the tag information in different visual styles. As shown in an example interface 200B of Fig. 2B, in the scenario where the account category of the poster is an account category of an account for recommending objects (for example, products), the tag information (for example, an X attribute tag 222 and a score tag 223) related to the poster may be presented in a regular visual style (for example, a regular color). As shown in an example interface 200C of Fig. 2C, in the scenario where the account category of the poster belongs to an account category with a store, the tag information (for example, an A attribute tag 232 and an A score tag 233) related to the poster may be highlighted. For example, the A attribute tag 232 and the A score tag 233 may be presented in a color different from the regular color. The electronic device 110 may also bold the borders corresponding to the A attribute tag 232 and the A score tag 233.

[0053] For ease of understanding, the following uses an account, an account for recommending objects, and an account associated with an e-commerce store as examples of account categories, and describes, with reference to Figs. 2A to 2D, that the disclosure presents different subject information in an area adjacent to the description information of the target media item in different presentation styles based on different account categories.

[0054] As shown in Fig. 2A, in the scenario where the account category of the poster is an account, the electronic device 110 may present the avatar 212 of the poster, the user name 213 of the poster, and a control 214 for following the poster in the area 211 above the title 210. Accordingly, the electronic device 110 may present the avatar 212 of the poster in a visual style (for example, a circle). As shown in Fig. 2B, in the scenario where the account category of the poster is an account for recommending objects, the electronic device 110 may

present the avatar 225 of the poster, the user name 221 of the poster, an X attribute tag 222, a score tag 223, and the number of followers 224 in the area 211 above the title 220. Accordingly, the electronic device 110 may present the avatar 225 of the poster in a visual style (for example, a circle).

[0055] As shown in Fig. 2C, in the scenario where the account category of the poster indicates an account associated with an e-commerce store, the electronic device 110 may present the avatar 235 of the poster, the user name 231 (for example, XXX flagship store) of the poster, an A attribute tag 232 (for example, XXX flagship tag), an A score tag 233, and the number of followers 234 in the area 211 above the title 230. Accordingly, the electronic device 110 may present the avatar 235 of the poster in a visual style (for example, a square). Additionally, the electronic device 110 may also highlight the subject information of the poster, for example, present the avatar 235 and the user name 231 in a color different from the regular color, bold the borders corresponding to the A attribute tag 232, the A score tag 233, and the number of followers 234, etc.

[0056] As shown in Fig. 2D, in the scenario where the e-commerce store is a third category store, the electronic device 110 may present the avatar 244 of the poster, the user name 241 of the poster, a B score tag 242, and the number of followers 243 in the area 211 above the title 240. Accordingly, the electronic device 110 may present the avatar 244 of the poster in a visual style (for example, a square). Additionally, the electronic device 110 may also highlight the subject information of the poster, for example, present the avatar 244 and the user name 241 in a color different from the regular color, bold the borders corresponding to the B score tag 242 and the number of followers 243, etc.

[0057] As shown in Fig. 2E, in the scenario where the e-commerce store is a second category store, the electronic device 110 may present the avatar 255 of the poster, the user name 251 of the poster, an attribute tag 252, a score tag 253, and the number of followers 254 in the area 211 above the title 250. Accordingly, the electronic device 110 may present the avatar 255 of the poster in a visual style (for example, a square). Additionally, the electronic device 110 may present the avatar 255, the user name 251, the attribute tag 252, the score tag 253, and the number of followers 254 in a regular visual style.

[0058] The following continues to describe the embodiments of interaction by the user based on the target media item posted by the poster. In some embodiments, the electronic device 110 may further provide an information entry associated with the poster in the media presentation interface. In some examples, the information entry may be presented in the area 211, that is, the user 140 may click on information such as the avatar, the user name, or the like to view the interface related to the poster. Further, if the electronic device 110 receives the trigger on the information entry and determines that the account category is a predetermined category, it may switch from the media presentation interface to the object information interface corresponding to the object list related to the poster.

[0059] As shown in Fig. 2B, in the scenario where the account category is an account for recommending objects. If the electronic device 110 receives that the user 140 clicks on the information entry (for example, the user name 221, the avatar 211, and other information), it may switch to the information interface corresponding to the list of recommended objects. In some examples, if the electronic device 110 receives that the user 140 clicks on the information entry (for example, the user name 221, the avatar 211, and other information), it may also switch to the personal interface corresponding to the poster. As shown in Fig. 2C, in the scenario where the account category indicates an e-commerce store. If the electronic device 110 receives that the user 140 clicks on the

information entry (for example, the user name 231, the avatar 235, and other information), it may switch to the corresponding object information interface of the e-commerce store.

[0060] In some embodiments, if the electronic device 110 determines that the degree of association between the content of the target media item and the target object in the object list exceeds a predetermined threshold, the target object is presented at the first place of the object list in the object information interface. In some embodiments, the electronic device 110 may determine the degree of association between the content of the target media item and the target object based on the similarity between the content of the target media item and the target object in the object list. In some examples, if the electronic device 110 determines that the degree of association between the content in the target media item and the target object in the object list exceeds the threshold, the target object may be presented at the first place in the object information interface. For example, the electronic device 110 may present an object related to the video content in the top area (for example, the first position on the left side of the top area) of the object information interface.

[0061] In some embodiments, if the electronic device 110 determines that the degree of association between the content of the target media item and the target object in the object list exceeds a predetermined threshold, the target object is highlighted in the object information interface. In some examples, if the electronic device 110 determines that the degree of association between the content in the target media item and the target object in the object list exceeds the threshold, the target object may be highlighted. In some examples, the electronic device 110 may also present the target object at the top and highlight it at the first place in the object information interface. In some examples, the electronic device 110 may also present identification information in association with the presentation of the target object, and the identification information may indicate the correlation between the target object and the previous target media item.

[0062] In some embodiments, the recommended object indicates an object that a recommendation requester needs to deliver to the user, for example, a single product, a product category, an entire store, a service, etc. In some embodiments, the recommended object is associated with the media content by the poster of the media content, so as to be presented to the user along with the media content for the purpose of recommending the object. For example, in an e-commerce scenario, the recommended objects include products configured to be presented along with the video.

[0063] To sum up, in the disclosure, based on the account category of the poster, the subject information corresponding to the poster is presented in the area in different presentation styles, which may enhance the user's awareness of the corresponding subject information of the poster, so that it is easy to distinguish different account types corresponding to the media item being viewed.

EXAMPLE PROCESS

[0064] Fig. 3 shows a flowchart of a process 300 for information interaction according to some embodiments of the disclosure. The process 300 may be implemented at the electronic device 110. The process 300 is described below with reference to Fig. 1.

[0065] At block 410, in response to presenting a target media item to a user, the electronic device 110 determines, based on an account category of a poster of the target media item, a target presentation style matching the account category from a plurality of presentation styles, each presentation style defining at least a type of

information to be presented.

[0066] At block 420, the electronic device 110 presents, in an area adjacent to description information of the target media item in a media presentation interface, subject information related to the poster in the target presentation style in a process of presenting the target media item in the media presentation interface, the subject information including at least identification information of the poster.

[0067] In some embodiments, the subject information further includes tag information of the poster under the account category.

[0068] In some embodiments, the identification information includes at least one of: a user name of the poster, and an avatar of the poster; and/or the tag information includes at least one of: an attribute tag of the poster under the account category, and an scoring tag of the poster under the account category.

[0069] In some embodiments, the tag information is determined by: in response to the account category belonging to an account category corresponding to an e-commerce store, determining the tag information based on a category of the e-commerce store.

[0070] In some embodiments, the tag information of the poster under the account category includes a plurality of tags, and presenting the subject information related to the poster in the target presentation style includes: in response to the number of the plurality of tags being greater than a predetermined number, determining at least one tag presented in the area from the plurality of tags according to a predetermined rule.

[0071] In some embodiments, each presentation style further defines at least one of: a visual style of the identification information, and a visual style of the tag information.

[0072] In some embodiments, an information entry associated with the poster is provided in the media presentation interface, and the process 300 further includes: in response to a trigger on the information entry and the account category being a predetermined category, switching from the media presentation interface to an object information interface corresponding to an object list related to the poster.

[0073] In some embodiments, the process 300 further includes: in response to determining that the degree of association between the content of the target media item and a target object in the object list exceeds a predetermined threshold, presenting the target object at the first place of the object list in the object information interface, and/or highlighting the target object in the object information interface.

EXAMPLE APPARATUS AND DEVICE

[0074] The embodiments of the disclosure further provide corresponding apparatuses for implementing the above methods or processes.

[0075] Fig. 4 shows a schematic structural block diagram of an apparatus 400 for information interaction according to some embodiments of the disclosure. The apparatus 400 may be implemented as or included in the electronic device 110. Each module/component in the apparatus 400 may be implemented by hardware, software, firmware, or any combination thereof.

[0076] As shown in Fig. 4, the apparatus 400 includes a presentation style determining module 410, which is configured to, in response to presenting a target media item to a user, determine, based on an account category of a poster of the target media item, a target presentation style matching the account category from a plurality of presentation styles, each presentation style defining at least a type of information to be presented. The apparatus

400 further includes a subject information presenting module 420, which is configured to present, in an area adjacent to description information of the target media item in a media presentation interface, subject information related to the poster in the target presentation style in a process of presenting the target media item in the media presentation interface, the subject information including at least identification information of the poster.

[0077] In some embodiments, the subject information further includes tag information of the poster under the account category.

[0078] In some embodiments, the identification information includes at least one of: a user name of the poster, and an avatar of the poster; and/or the tag information includes at least one of: an attribute tag of the poster under the account category, and an scoring tag of the poster under the account category.

[0079] In some embodiments, the tag information is determined by: in response to the account category belonging to an account category corresponding to an e-commerce store, determining the tag information based on a category of the e-commerce store.

[0080] In some embodiments, the tag information of the poster under the account category includes a plurality of tags, and the subject information presenting module 420 is further configured to, in response to the number of the plurality of tags being greater than a predetermined number, determine at least one tag presented in the area from the plurality of tags according to a predetermined rule.

[0081] In some embodiments, each presentation style further defines at least one of: a visual style of the identification information, and a visual style of the tag information.

[0082] In some embodiments, an information entry associated with the poster is provided in the media presentation interface, and the apparatus 400 further includes an object information interface presenting module, which is configured to, in response to a trigger on the information entry and the account category being a predetermined category, switch from the media presentation interface to an object information interface corresponding to an object list related to the poster.

[0083] In some embodiments, the apparatus 400 further includes an object presenting module, which is configured to, in response to determining that the degree of association between the content of the target media item and a target object in the object list exceeds a predetermined threshold, present the target object at the first place of the object list in the object information interface, and/or highlight the target object in the object information interface.

[0084] The units and/or modules included in the apparatus 400 may be implemented in various ways, including software, hardware, firmware, or any combination thereof. In some embodiments, one or more units and/or modules may be implemented using software and/or firmware, for example, machine executable instructions stored on a storage medium. In addition to machine executable instructions or as an alternative, some or all units and/or modules in the apparatus 400 may be implemented at least partially by one or more hardware logic components. As an example, rather than a limitation, example types of hardware logic components that may be used include field programmable gate arrays (FPGAs), application specific integrated circuits (ASICs), application specific standards (ASSPs), system-on-chips (SOCs), complex programmable logic devices (CPLDs), etc.

[0085] It should be understood that one or more steps in the above methods may be performed by appropriate electronic devices or a combination of electronic devices. Such an electronic device or a combination of

electronic devices may include, for example, the electronic device 110 and the server 130 in Fig. 1.

[0086] Fig. 5 shows a block diagram of an electronic device 500 in which one or more embodiments of the disclosure may be implemented. It should be understood that the electronic device 500 shown in Fig. 5 is only illustrative, and should not constitute any limitation on the functionality and scope of the embodiments described herein. The electronic device 500 shown in Fig. 5 may be used to implement the electronic device 110 of Fig. 1.

[0087] As shown in Fig. 5, the electronic device 500 is in a form of a general electronic device. Components of the electronic device 500 may include, but are not limited to, one or more processing units or processors 510, a memory 520, a storage device 530, one or more communication units 540, one or more input devices 550, and one or more output devices 560. The processor 5105 may be an actual or virtual processor, and may perform various processing based on programs stored in the memory 520. In a multi-processor system, a plurality of processors executes computer executable instructions in parallel, so as to improve the parallel processing capability of the electronic device 500.

[0088] The electronic device 500 typically includes a plurality of computer storage medium. Such medium may be any available medium accessible by the electronic device 500, including, but not limited to, volatile and non-volatile medium, and removable and non-removable medium. The memory 520 may be a volatile memory (for example, a register, a cache, a random access memory (RAM)), a non-volatile memory (such as a read-only memory (ROM), an electrically erasable programmable read-only memory (EEPROM), a flash memory), or any combination thereof. The storage device 530 may be any removable or non-removable medium, and may include a machine-readable medium such as a flash drive, a disk, or any other medium, which may be used to store information and/or data and may be accessed within the electronic device 500.

[0089] The electronic device 500 may further include additional removable/non-removable, volatile/non-volatile memory medium. Although not shown in Fig. 5, a disk drive for reading from or writing into removable and non-volatile disks (such as a "floppy disk"), and an optical disk drive for reading from or writing into removable and non-volatile optical disks may be provided. In these cases, each drive may be connected to the bus (not shown) by one or more data medium interfaces. The memory 520 may include a computer program product 525, which has one or more program modules configured to perform various methods or acts of various embodiments of the disclosure.

[0090] The communication unit 540 implements communication with other electronic devices through the communication medium. Additionally, the functions of the components of the electronic device 500 may be implemented by a single computing cluster or a plurality of computing machines, which may communicate through communication connections. Therefore, the electronic device 500 may use a logical connection with one or more other servers, network personal computers (PCs) or another network node to operate in a networked environment.

[0091] The input device 550 may be one or more input devices, such as a mouse, a keyboard, a tracking ball, etc. The output device 560 may be one or more output devices, such as a display, a speaker, a printer, etc. The electronic device 500 may further communicate with one or more external devices (not shown) such as a storage device and a display device through the communication unit 540 as needed, communicate with one or more devices that enable the user to interact with the electronic device 500, or communicate with any devices (such as a network card and a modem) that enable the electronic device 500 to communicate with one or more other

electronic devices. Such communication may be performed via input/output (I/O) interfaces (not shown).

[0092] According to an illustrative implementation of the disclosure, there is provided a computer-readable storage medium having computer-executable instructions stored thereon, the computer-executable instructions being executed by a processor to implement the method described above. According to an illustrative implementation of the disclosure, there is further provided a computer program product, the computer program product being tangibly stored on a non-transitory computer-readable medium and including computer-executable instructions, the computer-executable instructions being executed by a processor to implement the method described above.

[0093] Various aspects of the disclosure are described herein with reference to flowcharts and/or block diagrams of methods, apparatuses, devices, and computer program products implemented according to the disclosure. It should be understood that each block of the flowchart and/or block diagrams, and combinations of blocks in the flowchart and/or block diagrams may be implemented by computer-readable program instructions.

[0094] These computer-readable program instructions may be provided to a processing unit of a general-purpose computer, a special-purpose computer, or other programmable data processing apparatus to produce a machine, such that when the instructions are executed by the processing unit of the computer or other programmable data processing apparatus, an apparatus for implementing the functions/acts specified in one or more blocks in the flowchart and/or block diagrams is produced. The computer-readable program instructions may also be stored in a computer-readable storage medium, the instructions causing the computer, the programmable data processing apparatus, and/or other devices to work in a specific manner, so that the computer-readable medium having the instructions stored thereon includes a manufactured product, which includes instructions for implementing various aspects of the functions/acts specified in one or more blocks in the flowchart and/or block diagrams.

[0095] The computer-readable program instructions may be loaded onto a computer, another programmable data processing apparatus, or other devices, so that a series of operation steps are performed on the computer, the other programmable data processing apparatus, or the other devices to produce a computer-implemented process, so that the instructions executed on the computer, the other programmable data processing apparatus, or the other devices implement the functions/acts specified in one or more blocks in the flowchart and/or block diagrams.

[0096] The flowchart and block diagrams in the drawings show the possibly implemented architectures, functions and operations of the system, the method and the computer program product according to various implementations of the disclosure. In this regard, each block in the flowchart or block diagrams may represent a module, a program segment or a part of instructions, which includes one or more executable instructions for implementing the specified logical functions. In some alternative implementations, the functions marked in the blocks may also occur in an order different from that marked in the drawings. For example, two consecutive blocks may actually be performed substantially in parallel, or they may sometimes be performed in a reverse order, depending on the functions involved. It should also be noted that each block in the block diagrams and/or flowcharts, and combinations of the blocks in the block diagrams and/or flowcharts may be implemented by a special-purpose hardware-based system that perform specified functions or acts, or may be implemented by a combination of special-purpose hardware and computer instructions.

[0097] The implementations of the disclosure have been described above, and the above description is illustrative, non-exhaustive, and is not limited to the disclosed implementations. Many modifications and variations will be apparent to those of ordinary skill in the art without departing from the scope and spirit of the described implementations. The terms used herein are chosen to best explain the principles of the implementations, the practical applications or improvements to the technologies in the market, or to enable other those of ordinary skill in the art to understand the implementations disclosed herein.

CLAIMS

1. A method for information interaction, comprising:

in response to presenting a target media item to a user, determining, based on an account category of a poster of the target media item, a target presentation style matching the account category from a plurality of presentation styles, each presentation style defining at least a type of information to be presented; and

presenting, in an area adjacent to description information of the target media item in a media presentation interface, subject information related to the poster in the target presentation style in a process of presenting the target media item in the media presentation interface, the subject information comprising at least identification information of the poster.

2. The method of claim 1, wherein the subject information further comprises tag information of the poster under the account category.

3. The method of claim 1 or 2, wherein the identification information comprises at least one of:

a user name of the poster,

an avatar of the poster; and/or

wherein the tag information comprises at least one of:

an attribute tag of the poster under the account category,

a scoring tag of the poster under the account category.

4. The method of claim 2, wherein the tag information is determined by:

in response to the account category belonging to an account category corresponding to an e-commerce store, determining the tag information based on a category of the e-commerce store.

5. The method of claim 2, wherein the tag information of the poster under the account category comprises a plurality of tags, and wherein presenting the subject information related to the poster in the target presentation style comprises:

in response to a number of the plurality of tags being greater than a predetermined number, determining at least one tag presented in the area from the plurality of tags according to a predetermined rule.

6. The method of claim 1, wherein each presentation style further defines at least one of: a visual style of the identification information, a visual style of the tag information.

7. The method of any of claims 1 to 6, wherein an information entry associated with the poster is provided in the media presentation interface, the method further comprises:

in response to a trigger on the information entry and the account category being a predetermined category, switching from the media presentation interface to an object information interface corresponding to an object list related to the poster.

8. The method of claim 7, further comprising:

in response to determining that a degree of association between content of the target media item and a target object in the object list exceeds a predetermined threshold,

presenting the target object at a first place of the object list in the object information interface, and/or

highlighting the target object in the object information interface.

9. An apparatus for information interaction, comprising:

a presentation style determining module configured to, in response to presenting a target media item to a user, determine, based on an account category of a poster of the target media item, a target presentation style matching the account category from a plurality of presentation styles, each presentation style defining at least a type of information to be presented; and

a subject information presenting module configured to present, in an area adjacent to description information of the target media item in a media presentation interface, subject information related to the poster in the target presentation style in a process of presenting the target media item in the media presentation interface, the subject information comprising at least identification information of the poster.

10. An electronic device, comprising:

at least one processor; and

at least one memory, the at least one memory being coupled to the at least one processor and storing instructions executable by the at least one processor, the instructions, when executed by the at least one processor, causing the electronic device to perform the method of any of claims 1 to 8.

11. A computer-readable storage medium having computer-executable instructions stored thereon, the computer-executable instructions being executable by a processor to implement the method of any of claims 1 to 8.

12. A computer program product comprising computer-executable instructions, the computer-executable instructions, when executed by a processor, implementing the method of any of claims 1 to 8.