CLAIMS

1. An interaction method, comprising:

displaying a target object in a first display mode on a target object display interface, wherein in the first display mode, the target object display interface comprises a first interactive control;

receiving a display mode switching ~~operation~~ on the target object display interface; and

~~switching,~~ in response to the display mode switching ~~operation~~, ~~to display~~displaying the target object in a second display mode on the target object display interface, wherein in the second display mode, the target object display interface comprises a second interactive control different from the first interactive control.

2. The interaction method according to claim 1, wherein in response to the display mode switching ~~operation~~, a display attribute of a display image region of the target object on the target object display interface remains unchanged.

3. The interaction method according to claim 2, wherein the display attribute of the display image region of the target object on the target object display ~~page~~ interface remaining unchanged comprises at least one of following:

a display scale ~~and/or a display position~~ of the display image region of the target object on the target object display interface~~page~~ remaining unchanged, or

a display position of the display image region of the target object on the target object display interface remaining unchanged.

4. The interaction method according to any one of claims 1 to 3, wherein in the first display mode, the first interactive control is located within a display image region of the target object on the target object display interface, and in the second display mode, the second interactive control is located within a region other than the display image region of the target object on the target object display interface; or

in the first display mode, the first interactive control is located within the region other than

the display image region of the target object on the target object display interface, and in the second display mode, the second interactive control is located within the display image region of the target object on the target object display interface.

5. The interaction method according to claim 4, wherein in response to the second display mode in which the second interactive control is located within the region other than the display image region of the target object on the target object display interface, the second display mode is a clear screen display mode; or

in response to the first display mode in which the first interactive control is located within the region other than the display image region of the target object on the target object display interface, the first display mode is the clear screen display mode.

6. The interaction method according to claim 4, wherein, ~~in response to~~in the first display mode, if ~~in which~~ the first interactive control is located within the display image region of the target object on the target object display interface~~: in the first display mode~~, the target object display interface further comprises data information of the target object, and the data information of the target object is located within the display image region of the target object on the target object display interface; or

~~in response to~~in the second display mode, if ~~in which~~ the second interactive control is located within the display image region of the target object on the target object display interface~~: in the second display mode~~, the target object display interface further comprises data information of the target object, and the data information of the target object is located within the display image region of the target object on the target object display interface.

7. The interaction method according to any one of claims 4 to 6, wherein the first interactive control is configured to perform a first-type interactive operation, and the second interactive control is configured to perform a second-type interactive operation, the first-type interactive operation being different from the second-type interactive operation.

8. The interaction method according to claim 7, wherein in response to the second display

mode in which the second interactive control is located within the region other than the display image region of the target object on the target object display interface, the second-type interactive operation comprises an adjustable operation corresponding to display information in the second display mode.

9. The interaction method according to claim 8, wherein in response to the target object being a video, in the second display mode, the target object display interface further comprises at least one gesture interaction control region corresponding to the second display mode; and

in response to the gesture interaction control region being triggered, a current state of the video is changed.

10. The interaction method according to claim 9, wherein the at least one gesture interaction control region comprises a first playing rate control region and a second playing rate control region;

in response to the first playing rate control region being triggered, a current playing rate of the video is changed and adjusted to a first preset playing rate, and the first preset playing rate is a first multiple of the current playing rate of the video; and

in response to the second playing rate control region being triggered, the current playing rate of the video is changed and adjusted to a second preset playing rate, and the second preset playing rate is a second multiple of the current playing rate of the video, the second multiple being different from the first multiple.

11. The interaction method according to any one of claims 8 to 10, wherein the second-type interactive operation further comprises an obtaining operation corresponding to the display information in the second display mode.

12. The interaction method according to claim 11, wherein the obtaining operation comprises any one of following operations:

storing the target object; or

performing image capturing on the target object display interface to generate a screenshot

comprising display information of the target object.

13. The interaction method according to claim 12, wherein the screenshot is a display image of the target object on the target object display interface~~page~~.

14. The interaction method according to any one of claims 8 to 13, wherein the first-type interactive operation comprises an interactive operation for the target object or an interactive operation between users associated with the target object.

15. The interaction method according to claim 4, wherein in response to the first display mode in which the first interactive control is located within the display image region of the target object on the target object display interface, and the second display mode in which the second interactive control is located within the region other than the display image region of the target object on the target object display interface:

in the first display mode, the first interactive control and the target object are displayed synchronously on the target object display interface; and

in the second display mode, the second interactive control and the target object are displayed synchronously on the target object display interface, or the second interactive control is triggered and displayed on the target object display interface in a process of display of the target object.

16. The interaction method according to any one of claims 1 to 15, wherein the display mode switching ~~operation~~ comprises any one of following operations:

at least one touch point in a touch control region of the target object display interface being triggered and moving along a path; or

a third interactive control on the target object display interface for display mode switching being triggered.

17. The interaction method according to any one of claims 1 to 3, wherein in the second display mode, the target object display interface further comprises the first interactive control,

the second display mode is a clear screen display mode, and in the second display mode, the first interactive control and the second interactive control are located within a region other than a display image region of the target object on the target object display interface.

18. An interaction apparatus, comprising:

a target object display unit, configured to display a target object in a first display mode on a target object display interface and display the target object in a second display mode on the target object display interface, wherein in the first display mode, the target object display interface comprises a first interactive control, and in the second display mode, the target object display interface comprises a second interactive control, the first interactive control being different from the second interactive control;

an operation receiving unit, configured to receive a display mode switching ~~operation~~ on the target object display interface; and

a display mode switching unit, configured to switch, in response to the display mode switching ~~operation~~, from displaying the target object in the first display mode on the target object display interface to displaying the target object in the second display mode on the target object display interface.

19. An electronic device, comprising:

a processor; and

a memory, comprising one or more computer-executable instructions,

wherein the one or more computer-executable instructions are stored on the memory and configured to be executed by the processor, and the one or more computer-executable instructions are configured to implement the interaction method according to any one of claims 1 to 17.

20. A storage medium, configured to store non-transitory computer-executable instructions, wherein the non-transitory computer-executable instructions, when executed by a processor, cause the processor to implement the interaction method according to any one of

claims 1 to 17.