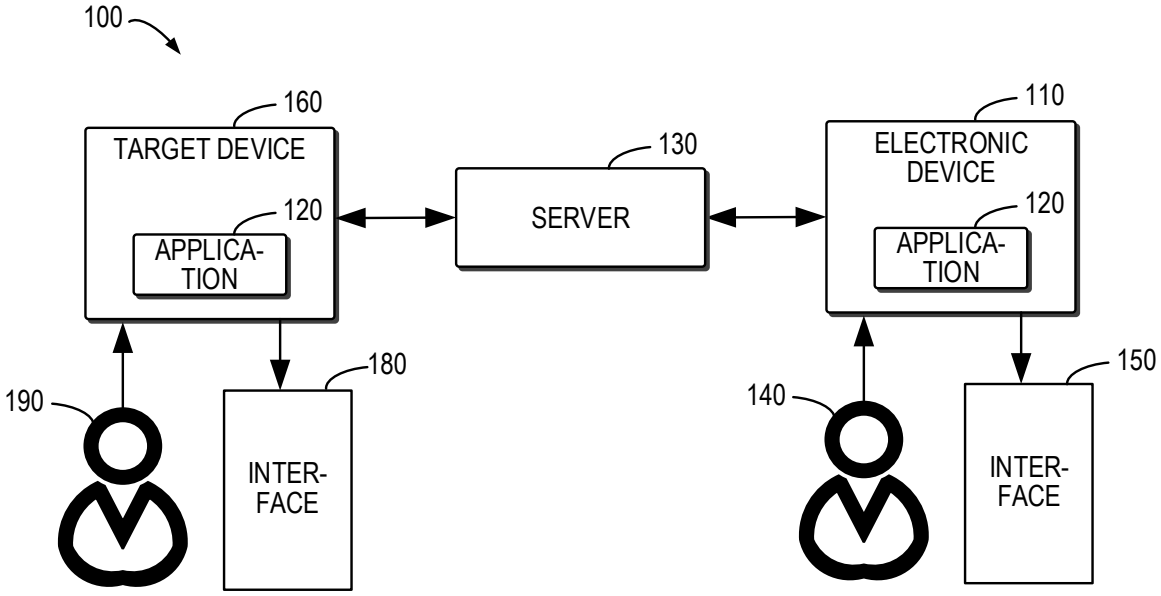

100
160
TARGET DEVICE
120
APPLICA-
TION
130
SERVER
110
ELECTRONIC
DEVICE
120
APPLICA-
TION
190
180
INTER-
FACE
140
150
INTER-
FACE

FIG. 1

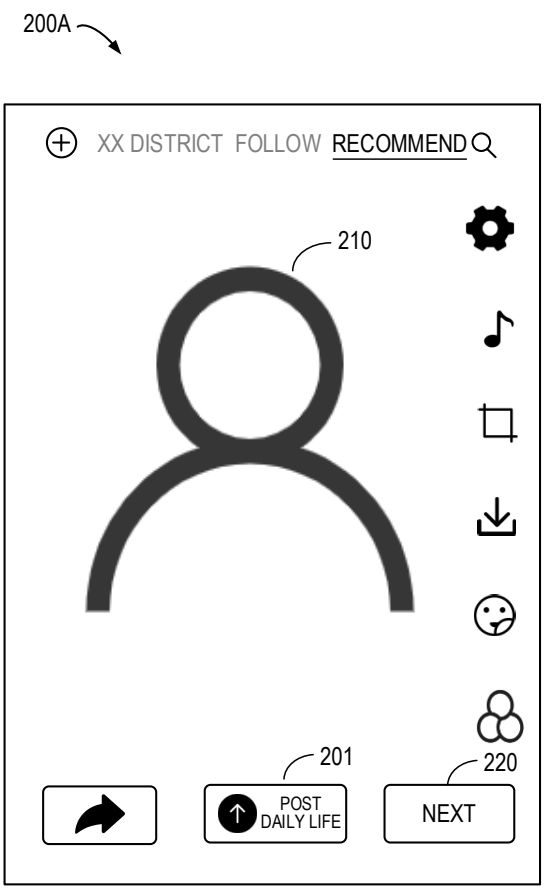


FIG. 2A

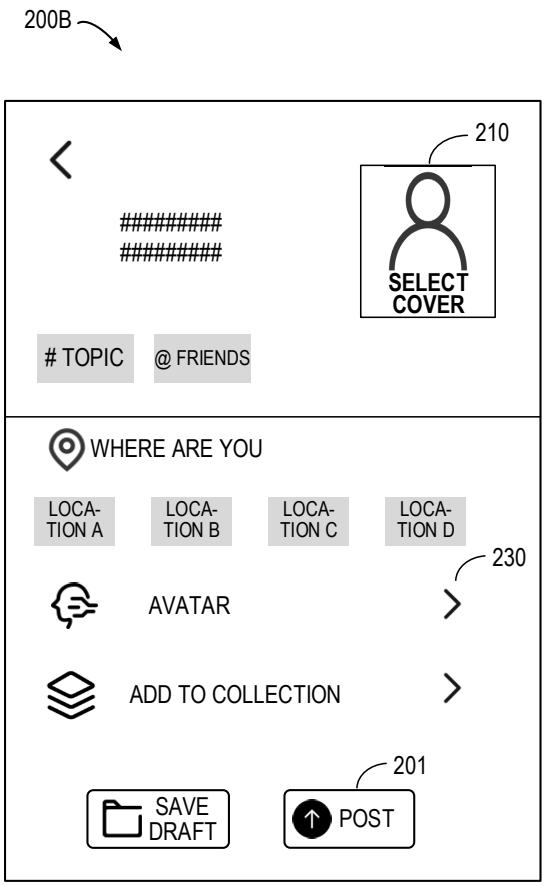


FIG. 2B

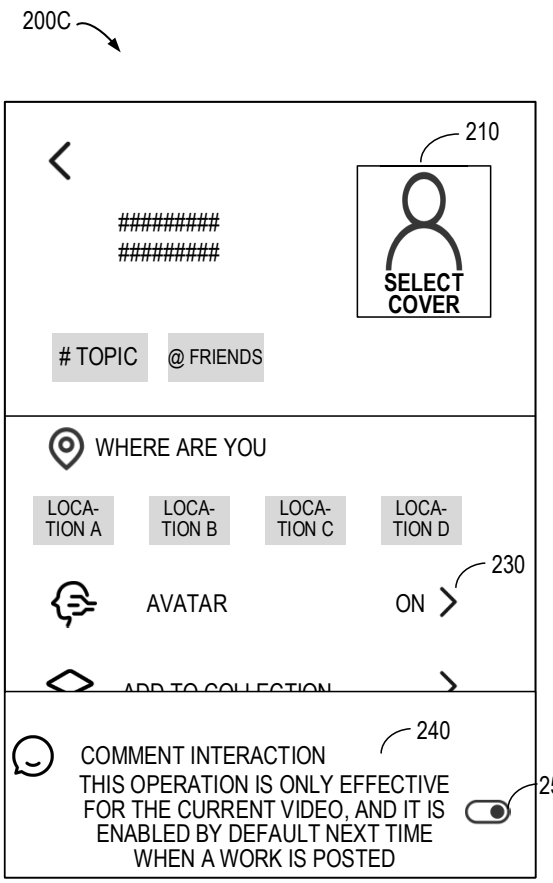


FIG. 2C

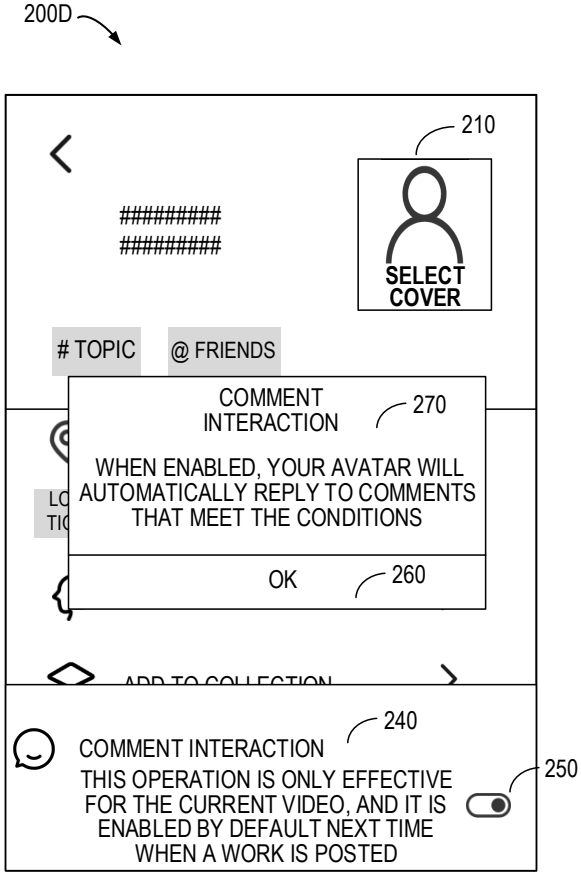


FIG. 2D

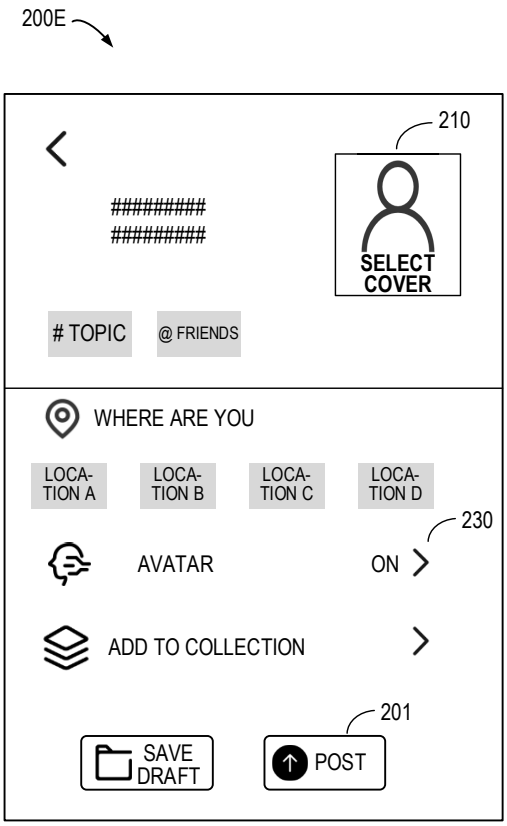


FIG. 2E

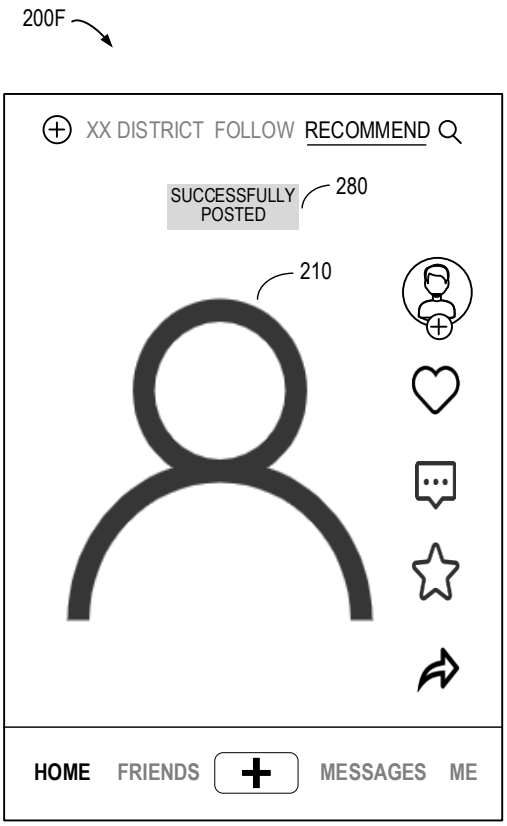


FIG. 2F

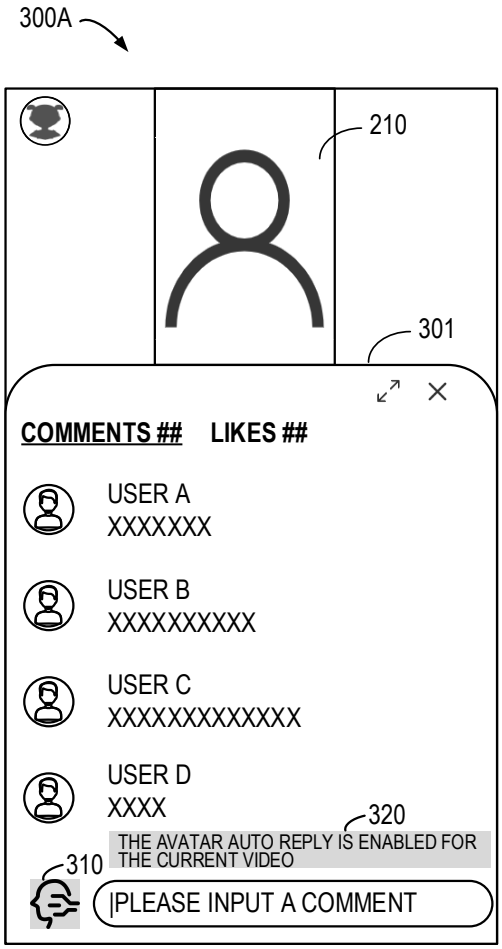


FIG. 3A

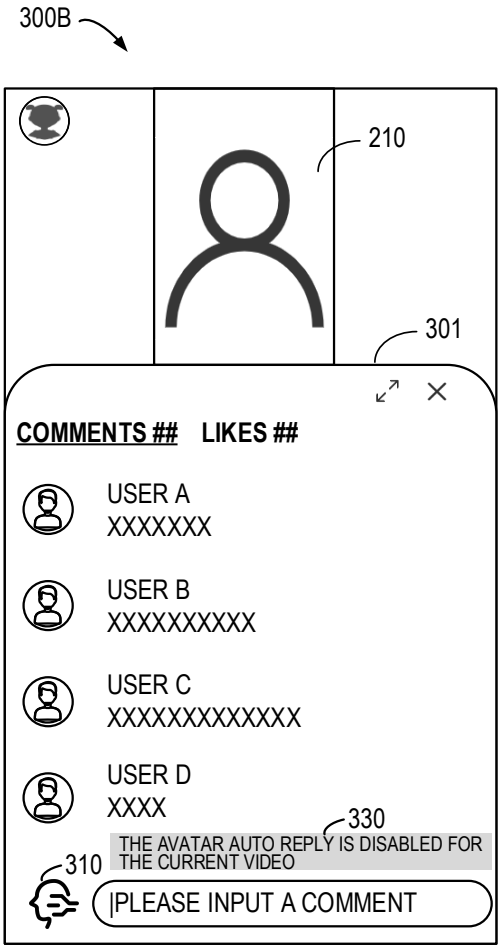


FIG. 3B

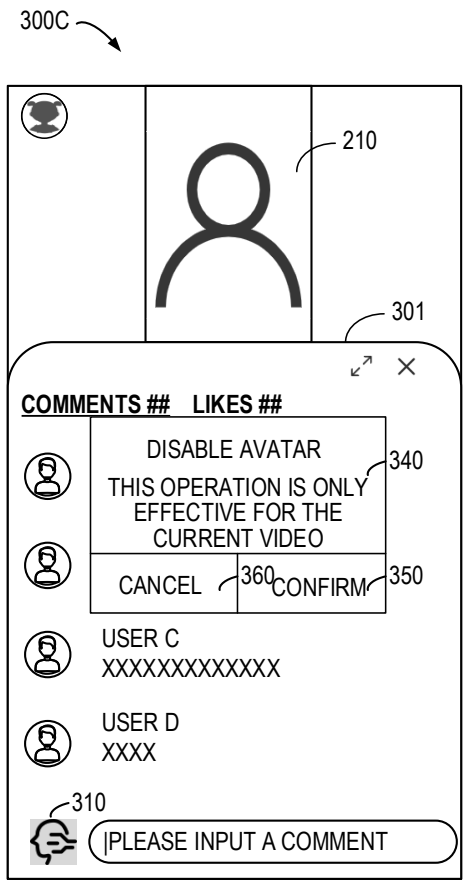


FIG. 3C

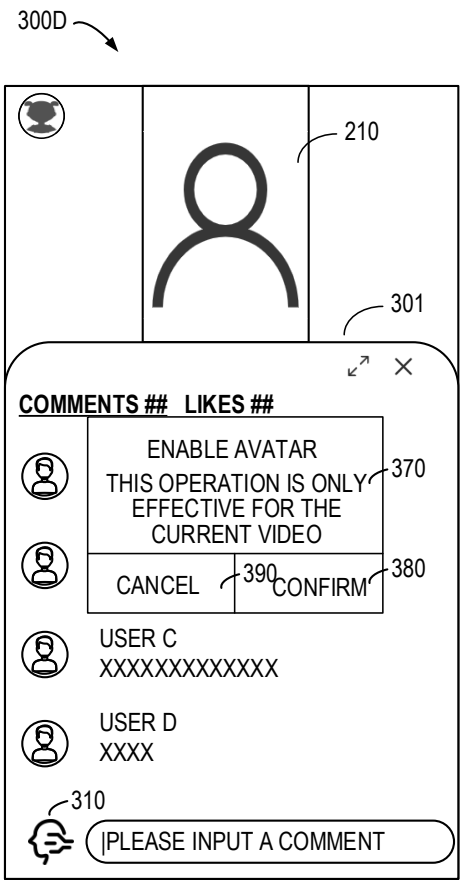


FIG. 3D

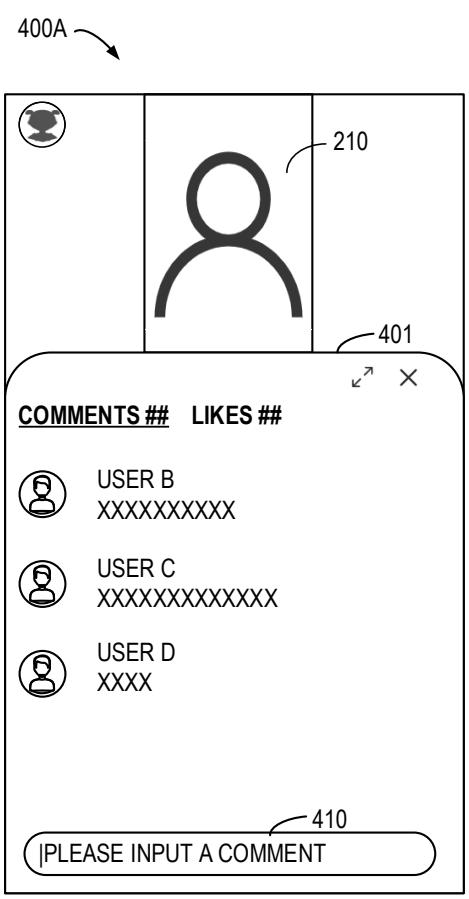


FIG. 4A

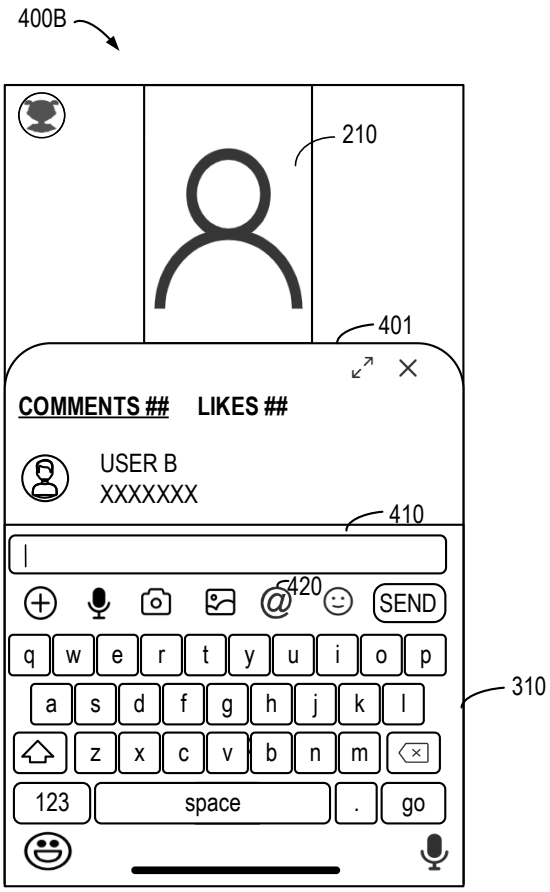


FIG. 4B

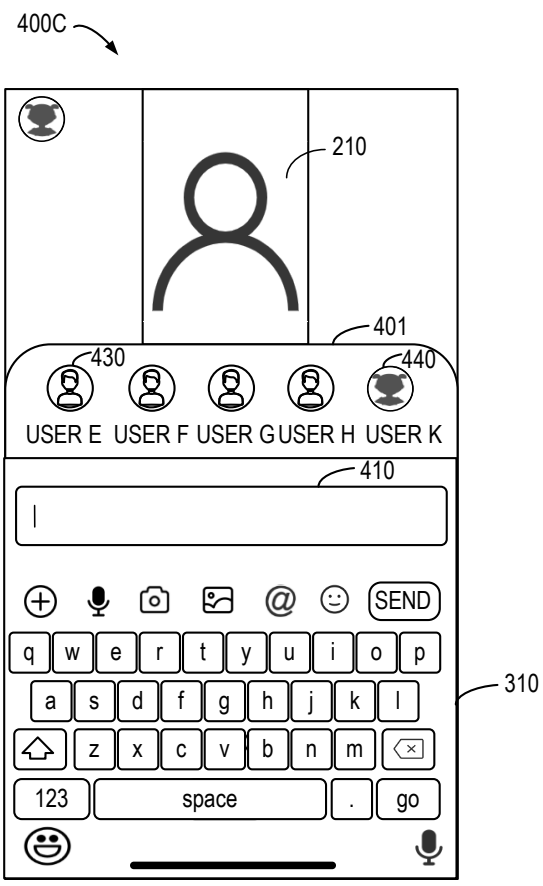


FIG. 4C

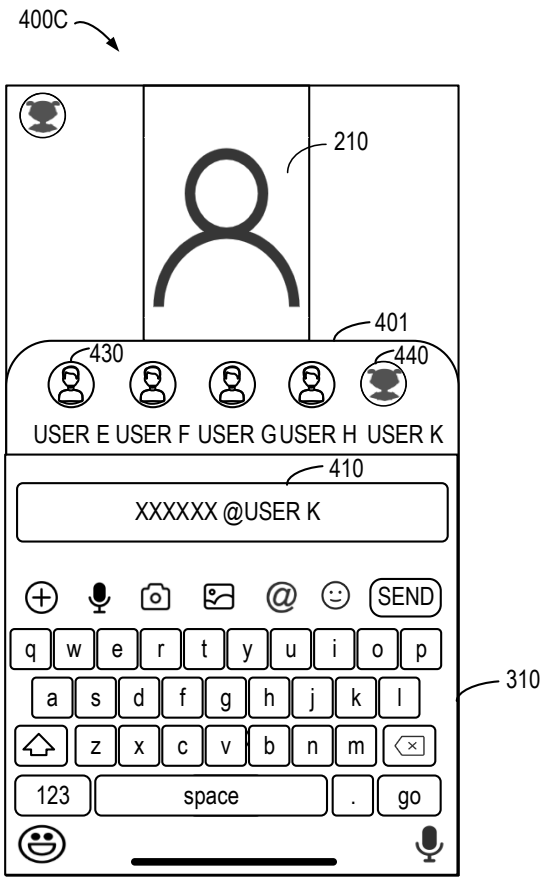


FIG. 4D

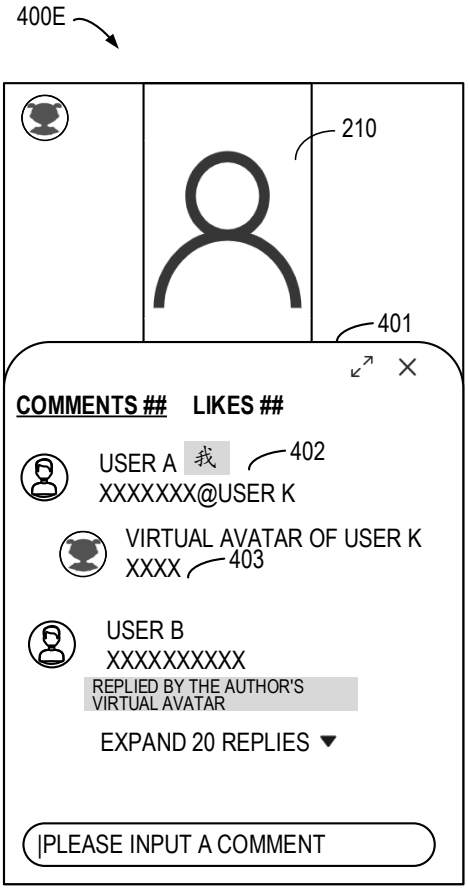


FIG. 4E

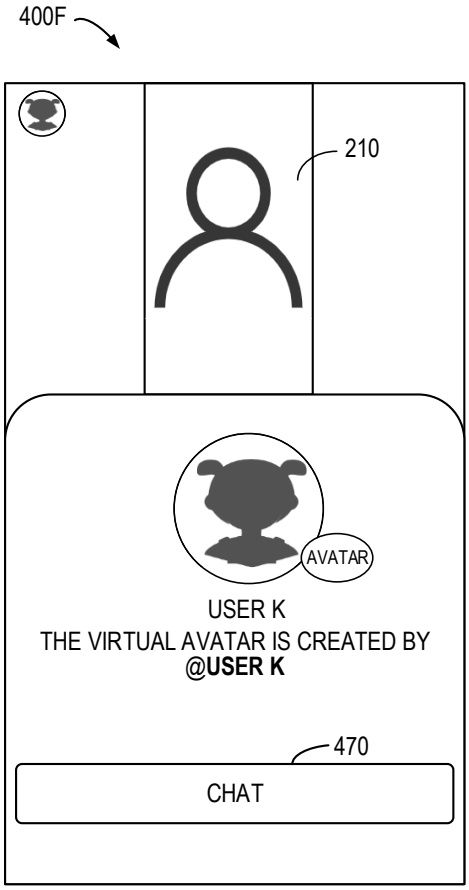


FIG. 4F

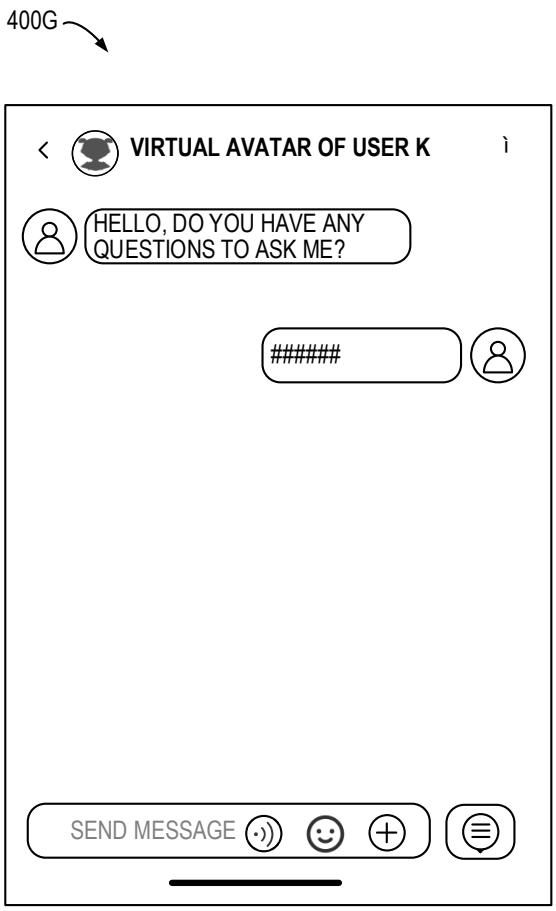

400G
VIRTUAL AVATAR OF USER K
HELLO, DO YOU HAVE ANY QUESTIONS TO ASK ME?
######
SEND MESSAGE

FIG. 4G

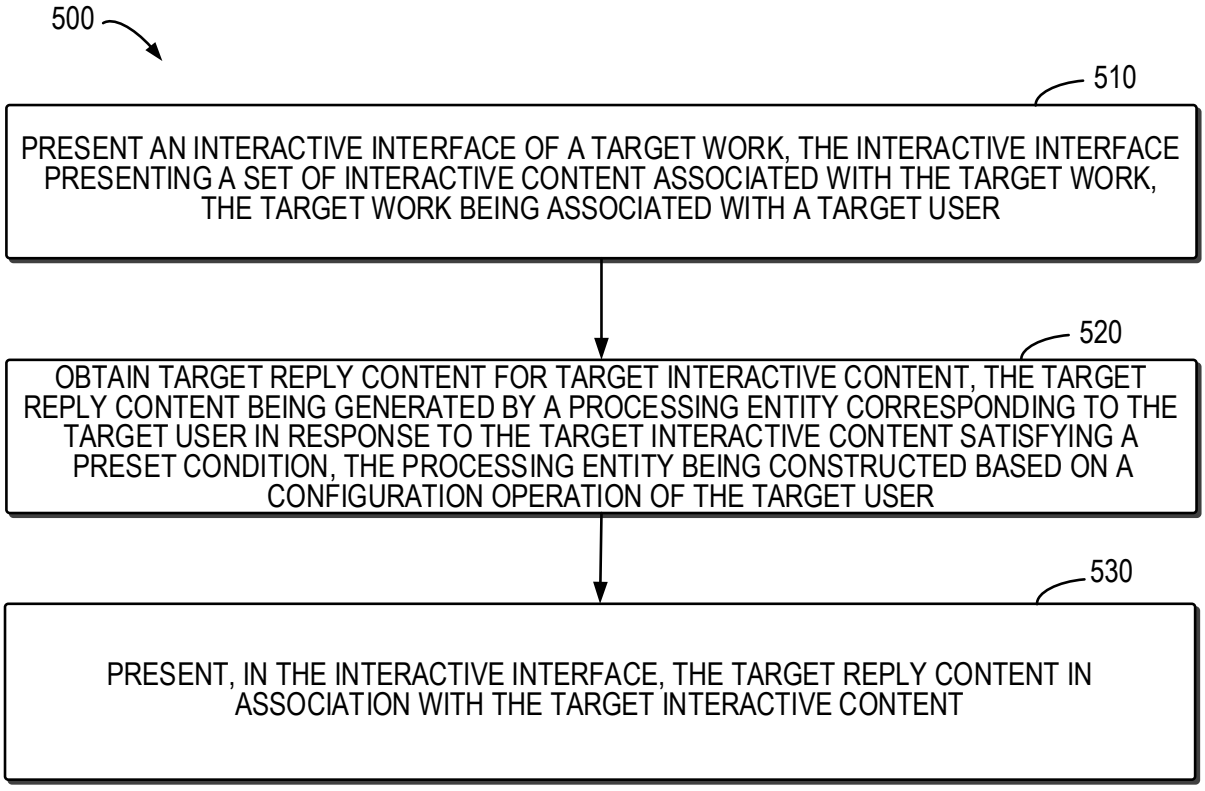

500
510
PRESENT AN INTERACTIVE INTERFACE OF A TARGET WORK, THE INTERACTIVE INTERFACE PRESENTING A SET OF INTERACTIVE CONTENT ASSOCIATED WITH THE TARGET WORK, THE TARGET WORK BEING ASSOCIATED WITH A TARGET USER
520
OBTAIN TARGET REPLY CONTENT FOR TARGET INTERACTIVE CONTENT, THE TARGET REPLY CONTENT BEING GENERATED BY A PROCESSING ENTITY CORRESPONDING TO THE TARGET USER IN RESPONSE TO THE TARGET INTERACTIVE CONTENT SATISFYING A PRESET CONDITION, THE PROCESSING ENTITY BEING CONSTRUCTED BASED ON A CONFIGURATION OPERATION OF THE TARGET USER
530
PRESENT, IN THE INTERACTIVE INTERFACE, THE TARGET REPLY CONTENT IN ASSOCIATION WITH THE TARGET INTERACTIVE CONTENT

FIG. 5

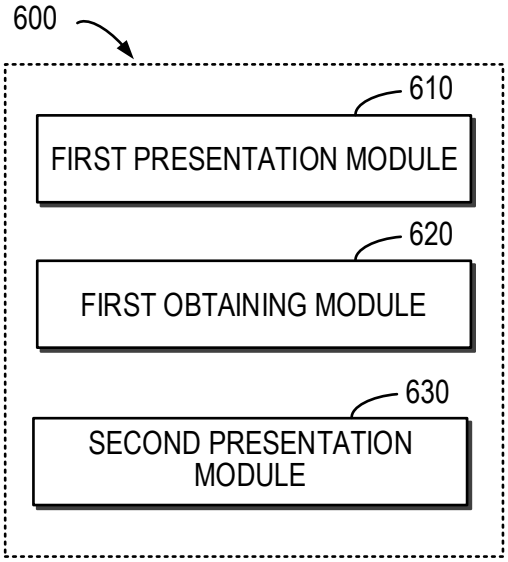

600
610
FIRST PRESENTATION MODULE
620
FIRST OBTAINING MODULE
630
SECOND PRESENTATION MODULE

FIG. 6

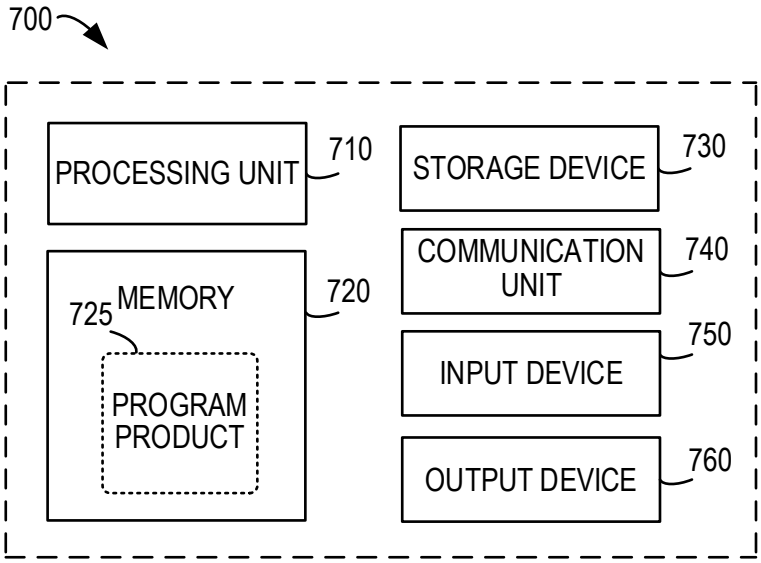

700
PROCESSING UNIT
710
STORAGE DEVICE
730
COMMUNICATION UNIT
740
MEMORY
725
720
PROGRAM PRODUCT
INPUT DEVICE
750
OUTPUT DEVICE
760

FIG. 7