

ABSTRACT

Embodiments of the disclosure provide a method, an apparatus, and a device for displaying a feed flow, storage medium, and a program. The method includes: presenting a feed flow interface; in response to detecting a predetermined swipe operation input by a user in the feed flow interface, determining a target feed flow element to be displayed from a plurality of feed flow elements included in the feed flow; in response to a type of the target feed flow element being an interactive type, displaying an interaction process of an interactive content recommended by the target feed flow element in the feed flow interface; wherein the interaction process is formed based on an interactive material of the interactive content and an interaction operation input by the user for the interactive material, the interaction process indicating an interaction process of using the interactive content. Through the above process, the content recommendation effect is improved.