

ABSTRACT

Embodiments of the present invention provide a method and apparatus for sending interaction information, an electronic device, and a storage medium. The method comprises: displaying an object flow display interface corresponding to target media content, the object flow display interface being used for displaying at least one associated object of at least part of interaction information of the target media content, object information of the associated object being contained in the corresponding interaction information, and the object flow display interface supporting switching display of the at least one associated object on the basis of a triggering operation; in response to an information generation operation acting in the object flow display interface, displaying an information generation interface, the information generation interface being used for generating first interaction information of the target media content; and in response to an information sending operation, sending the first interaction information as the interaction information of the target media content.