# Class Activity: Gender Bias in Search Engines

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## Activity Case 1: Gender Bias in Search Engines

**How do gender biases manifest in search results?**

It considers the contents preferences that the users prefer to watch and consume. So, it depends a lot on the behavior of the users. If the users prefer to sexualize certain genders or look up hate speech the algorithm will prioritize the types of content and favor these topics.

**What impact do these biases have on society?**

These types of biases generate prejudices that are going to stick around the search engines. Society or the search engine users are going to believe those prejudices and they are going to start growing even more, making the situation even worse.

**What steps can be taken to minimize these biases in search algorithms?**

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