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Going off of some of the examples given, I decided to search for “What are the best movie stars?” To try to keep it general and unbiased towards a certain gender, I used “best movie stars” over “best actors”... That didn't make a difference apparently. Out of the 50 results returned from google (when they give you the header scroll of their results), there was one female in the top 40... 1! When you search “What are the best actors?”, there is only 1 female in the top 50. I think these two questions have different issues with them. To quickly address the best actors question, this is because most people think of actors as male, when the term actor refers to male and female actors. This a system issue that could be fixed by looking for gender terms, and if not, making it a gender neutral query. The reason I think this happens for the best movie stars is because in any sport or entertainment, the first thing you think of is male. As a society its instinct that when you think of basketball, you think of male basketball. When you think of the entertainment industry and actors, you think of male actors. I also believe that society is way more critical of female actors than they are male. When males see women in movies the first thing that they think of is whether she's hot or not. I feel that females sometimes have this extra layer that they have to break through for people to see their talent and intelligence. For these reasons, I think the issue lies in the underlying data. I think a system that could check for both top female and male movie stars proportionally to their own category to pick out the top ones would help to solve this problem. Females being compared to the rest of the female movie stars and pulling the best from there, same for males, rather than females being compared to males when it's clear that this is a male dominated society that the females are getting buried under.