Embedded Bias on a Search Engine

While searching college sororities on Yahoo, I went to images and realized that the pictures from my results were predominantly white sorority girls. There were several pictures of girls in sororities that were of different race/ethnicity, but most of my page consisted of white females. Honestly, I'm not surprised. Coming from someone who is Hispanic and is apart of a sorority on campus, I can say that not all sororities consist of strictly white females like Yahoo portrays. Greek life on Texas State consists of many different chapters with an even bigger diversity group. Sororities get a bad reputation for just being affiliated with "white, preppy" girls, when in reality, a lot of them consist of different ethnicities including myself. Texas State even offers chapters that are affiliated with the Multicultural Greek Council who oversee sororities and fraternities that are culturally based. Despite there being sororities that are apart of different councils, they all serve the same meaning, despite a small number of differences. Sororities in general offer a place for a female to find a solace within college life and to build memories and connect with other people. We are all represented by Greek letters, hold workshops/events, and promote a sisterhood. Yahoo's embedded bias can ruin the image for sororities and even prevent minorities from joining. While thinking of joining a sorority my freshman year, if I would've looked up "college sororities" on Yahoo, I think I would've second-guessed my decision on whether joining or not. Unless this bias is changed, people not affiliated with Greek life will think that sororities are strictly white girls.