Every September, the Rice Purity Test comes back into feeds. Several things explain why it keeps returning.

It is quick

One hundred checkboxes take about five minutes, which is purity test perfect for group chats and dorm hallways.

It starts conversations

Comparing scores is personal enough to be interesting but vague enough to be safe, as long as people share scores and not answers.

It has history

The test dates back to orientation week at Rice University, which makes taking it feel like joining an old campus ritual.

If you take it with friends, keep things fun: share only your number, let anyone opt out, and remember the number says nothing about character.