Each new school year, this old campus quiz comes back into feeds. There are a few reasons its staying power.

It is fast

You can finish it in about five minutes, ideal for short videos and late-night conversations.

It starts conversations

Sharing a number is personal enough to be interesting without revealing details, provided nobody shares their ticked boxes.

It is a tradition

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

If you rice purity quiz take it with friends, keep it light: share the score only, never pressure anyone to take part, and do not judge people by their score.