


The age of persuasion requires a new kind of intelligence


We believe it's not about telling people what to think, but showing them how to see.

Start Here




Analyse

Our Ai engine takes any text: news articles, social media posts, blogs and pinpoints persuasive tactics designed to influence you.



Understand

When does legitimate persuasion cross the line into manipulation? That's what WISE helps you understand.



Protect


We'll show you not only how to spot these harmful tactics, but how to become immune, and how to disarm them.

Clarity, not censorship

We're drowning in persuasive content: from political narratives to influencer echo chambers.

Everyone is trying to win your attention, your identity, your allegiance.

And they're doing it with techniques that defy logic and appeal straight to your fears, hopes, and biases.



Argument by Assertion


Logical Fallacies

Blatant Manipulation

"...frankly I thought to myself Britain is broken and then I couldn't help it but if Britain is broken then logically Britain needs Reform..."

YOUR DEFENSE

Demand evidence. Ask "How do you know that?" or "What proof is there?". Distinguish opinions from facts.



Appeal to Fear

Emotional Manipulation

Borderline Manipulation

"In today's fast-paced world, our health is constantly under attack..."

YOUR DEFENSE

Question whether the severity of health threats is being exaggerated. Seek balanced information. What is the actual evidence?

How WISE Works

1

Upload or paste content

Provide any text-based content you want to analyze.

2

AI-powered analysis

Our engine identifies persuasion patterns and manipulation tactics.

3

Review the results

Explore detailed breakdowns and learn how to protect yourself.

