

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.

1

Sign up for free

No credit card is needed. Get access to all 30+ advanced features that makes WISE so great.

2

Upload your content

Work one-on-one with our AI engine to make sure you understand everything about persuasive tactics.

3

Start analyzing

Get detailed breakdowns of persuasive tactics and learn how to protect yourself against manipulation.

Spot manipulation tactics in real-time

Our AI engine analyzes content in real-time, identifying persuasive tactics and manipulation attempts. Get instant feedback on the intent behind the messages you encounter.



Assertion

Logical Fallacies

"...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

"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?

Learn effective defense strategies

Each identified tactic comes with clear, actionable defense strategies. Build your resilience against manipulation by understanding how to counter these techniques effectively.

WISE Manifesto

WISE shines a light on hidden persuasion in everyday texts. It shows you how writers and speakers might be trying to influence you—through emotional appeals, identity framing, logical shortcuts, and psychological techniques—and gives you simple, practical ways to stay clear-headed.

We don't just label 'good' or 'bad'.

We add nuance to help you understand the full picture.

We help you spot influence attempts.

We reveal what's happening beneath the words, then you can decide.

We empower clear thinking.

Think of it as your personal decoder for today's information overload.

Why I Created WISE

I built WISE because I've seen what happens when good people are gradually guided into belief systems they didn't consciously choose. I've experienced being influenced by sophisticated persuasion techniques without realizing it was happening.

I created what I wished existed when I needed it most.

WISE helps you see the strategies behind the message—like having X-ray vision for persuasion techniques.

Our Promise

WISE isn't about profit margins or user growth. It's about helping people think more clearly in a noisy world.

Because everyone deserves to see how persuasion works before deciding what to believe.