

New Book 'How They Fool You' and Free Tool Help Voters Spot Fallacies Ahead of 2026 Midterms

Author David Cain's field guide to 157 logical fallacies and Fallacy Tester let voters check campaign claims for logical soundness before Election Day 2026.

SPRINGFIELD, IL, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Every election cycle runs on argument — stump speeches, attack ads, debate soundbites, social feeds. Most of it is built to persuade fast, not to hold up under scrutiny. [Author David Cain](#) has spent his career studying how persuasion works, and this fall he is offering voters two tools built for exactly this moment: *How They Fool You: Field Notes on Flawed Reasoning*, a 208-page illustrated field guide to 157 logical fallacies, and *Fallacy Tester*, a free companion site that scans any pasted text — a speech, an ad, a headline, a post — and flags the fallacies inside it.

"Logicians have been cataloging bad arguments since Aristotle," Cain said. "What's changed is the speed and scale at which those arguments now reach people — a bad syllogism used to take a debate hall; now it takes a fifteen-second clip. Election season is the highest-volume season for persuasion of any kind, which makes it the best possible time to know what you're looking at."

How They Fool You catalogs the fallacies people actually encounter in politics and media — the straw man rebuttal, the false dilemma, the ad hominem attack, the appeal to fear — organized by the underlying mechanism of the trick rather than alphabetically, with an original illustration for each entry rendered in a vintage naturalist field-guide style. It is built to be read cover to cover before the season gets loud, or kept on a desk and opened to the relevant page when a claim doesn't sit right.

Fallacy Tester extends that same framework into real time. Voters can paste a candidate's statement, a campaign mailer, or a viral post directly into the tool at [fallacytester.com](#) and get back a structured breakdown of which fallacies, if any, are doing the persuading. The tool does not grade the underlying facts or take a side on any race — it evaluates the argument's construction, which is a separate and, Cain argues, prior question. "Fixing the logic of a claim doesn't verify the claim," Cain said. "But you can't even evaluate the facts fairly if a fallacy has already done the convincing for you."

With control of the House, 35 Senate seats, and dozens of governorships on the ballot this November, Cain positions the book and the tool as nonpartisan literacy resources — useful to a

voter regardless of party, and just as applicable to the ads a campaign runs for a candidate as the ones it runs against an opponent. The intended audience extends beyond the ballot box: Cain points to newsrooms, classrooms, and dinner-table arguments as year-round settings where the same 157 patterns show up on a loop.

Cain moves between disciplines as a composer, filmmaker, teacher, and producer, and describes *How They Fool You* as that same cross-disciplinary attention turned on the architecture of a bad argument.

How They Fool You is available now in paperback and Kindle eBook on Amazon, and as an eBook on Apple Books. An audiobook edition, self-narrated by the author, is currently in production. Fallacy Tester is free to use at fallacytester.com.

Amazon (paperback and Kindle): <https://www.amazon.com/dp/B0HD9CNTRP> Apple Books: <https://books.apple.com/us/book/how-they-fool-you/id6798753637> Fallacy Tester: <https://fallacytester.com>

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David Cain is available for interviews and can speak to election-season persuasion tactics specifically, including the fallacies most common in campaign ads, debate performance, and viral political content. Sample chapters, high-resolution cover art, and illustrations are available on request. Review copies available.

DAVID CAIN
UMEDIA
+1 217-494-2253

[email us here](#)

Visit us on social media:
[LinkedIn](#)

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