Public awareness about e-tagging device on security Check posts & toll-plazas for the smooth traffic management and reduction in terrorist activities in Pakistan.

Abstract

This article reports on a qualitative study, which was conducted to identify the problems faced by the general public as well as the security agencies on check posts as well as toll plazas due to lesser use of E-Tag facility for smooth movement of traffic and reduction in terrorist activities. The sample of study consisted of all the twelve persons from different classes and professions, who shared their personal experiences about this issue. A structured interview with open-ended questions was used to investigate the problems of traffic and terrorist activities. Collected data were analyzed through (transcribing and coding) the statements given by the general public. It was found that there are some serious issues on both the ends of general public as well as security agencies to maintain terrorist free movement of traffic within and outside cities of Pakistan. It was surprising to find out that there is no public awareness campaign by the government to educated general public about the use of E-Tag facility on both print and electronic media. The problem of traffic jam as well as reduction in terrorist activities can be overcome by the extensive use of modern technology likewise cameras & scanners respectively.

Key words: Public awareness, Role of media, E-Tag facility, Use of modern technology, Terrorist activities.

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Introduction:

Background of the Study
During the last few decades the population of Pakistan has been increased at sky-rocketing level. The resources are lesser than the means, which is the root cause for the whole disorder of the society. It is very common proverb that if you want to judge any nation then look at its traffic situation. Therefore it is commonly observed that even after the development of motor ways, high ways and main boulevards within and outside the cities of Pakistan the traffic situation is still unhygienic and disorganized. Due to which lot of traffic jams especially on toll plazas as well as security check posts to check terrorist activities. After US intervention in Afghanistan after 9/11 attacks the terrorist activities have been increased in Pakistan.

Statement of the Problem
The study was conducted to achieve the following objectives:

1. To investigate the problems regarding traffic jam on security check posts.
2. To know the usage of technology especially E-Tag facility for smoothening the traffic flow and reduction of terrorist activities.
3. To identify the barriers for not proper implementation of E-Tag facility on security check posts for the rapid identification of person as well as vehicle.

Purpose of the Study

1. What are the problems regarding traffic jam on security check post?
2. How satisfied the usage of technology especially E-Tag facility for smooth flow of traffic and reduction of terrorist activities?
3. What are the barriers for non proper implementation of E-Tag facility on security check posts for the rapid identification of person as well vehicle?

Significance of the Study
The significance of the study are twofold vis-à-vis the speedy identification of person as well as vehicles while passing through the security check posts in order to reduce terrorist activities and to maintain the smooth flow of traffic on these pickets accordingly.

Theory or Theoretical Perspective
In order to discuss the research paradigm and philosophical assumptions in this qualitative research the ontology means what is the nature of reality or what is knowledge? Multiple realities shaped by researcher’s prior understanding and assumptions of constructionism, which means researchers provide quotes to illustrate different perspectives. Epistemology is the relationship between the researcher and the being researched? What is regarding as acceptable knowledge and how we know it? Closeness means researchers visit participants at their sites to collect data. And it is based on the perceptions of the individuals about the world as Subjective. Axiology means what is the role of values? Biased means researchers actively talk about their biases and interpretations. Rhetoric is the language of research. In qualitative research the researchers write in literary, informal style. Methodology is the process of research. In an Inductive approach when researchers commence with participants views and build up to
pattern, theories and generalizations. Strategies of Inquiry are based on Grounded theory, ethnography, case study and narratives respectively. The methods in qualitative research are normally open ended questions, emerging approaches, and the text image analysis.

**Research Method**

In this research open ended questions have been asked from twelve persons from different professions and qualification levels during face to face interviews.

**Definition of Key Terms**

**Public awareness**

This is a generic term, which means to have knowledge about some person, place, thing, incident or event respectively. Normally it is the duty of the Government, Authorities, Local Bodies, Town, Tehsil, District, Club, Association of persons etc to launch public awareness schemes to educate general public about the new happenings.

**Role of media**

There are three types of Media vis-à-vis Electronic Media including Radio and TV similarly the other two are Print Media the Newspaper, Magazines, Journals and Social Media comprised of Facebook, tweeter, Skype respectively. In the today’s ear all these media are playing most vital role in everyone’s lives. These are the biggest sources of awareness to the general public at every level, castes, race, gender, religion and sect respectively.

**E-Tag facility**

This is actually an Electro-Magnetic bar code Tagging or called film, wherein whole the features of any product or service has been added to be detectable or readable through scanners. This is compact, cost and time saving device to handle voluminous or bulk of transactions in a mechanized and sophisticated manner.

**Use of modern technology**

In the ongoing era when everything is mechanized the slowly moving cart of the yester years has been replaced by fastest running car. So for the sake of reduction of terrorism in addition to the sniffing dogs the extensive use of modern technology like cameras, sensors and scanners need to be used, control, monitor and precisely implemented every public place especially security check post to safe guard sensitive Buildings, markets, bazaars, religious places, play grounds, Airports, Railway stations, educational institutions and Hospitals respectively.

**Terrorist activities**

Unofficial or unauthorized use of illegal activities as well as violence/intimidation in the pursuit of political aims there are many types of terrorist activities on the religion, sectarianism, culture, traditions, social and economic taboos and wars.
Delimitations

The research paper only the cantonment area Lahore is considered with reference to E-Tag facility of security check posts. I have collected the interviews of general public, but not visited the motor way police for getting information about E-Tag facility on motor way toll plaza. This is purely a qualitative research paper, so being a researcher my personal bias is also there as the data is not generalized on large no. of sample rather twelve respondents are considered for face-to-face interviews.

Limitations of the Study

E-Tag basically relates to Electronics. Therefore the devices have their specific mechanism, terminologies and jargons pertained to pure Physics and Electrical Engineering, which are different to understand and interpret without proper guidance of relevant persons of this profession. Non availability of precise and relevant literature in this area is another limitation. Similarly due to the strict rules and regulations of Pakistan Army especially their information department ISPR I couldn’t succeed to cater the interview of any on the job Army Official(s) for discussing the matter of Security Management on Army Pickets in Lahore Cantonment through E-Tag device. Qualitative Research is a time consuming job, so the time granted to conduct this research is too short to cover all the aspect and areas regarding security arrangement for the reduction of terrorism.

Summary

In this chapter we have discussed in brief about the topic, area and the purpose of the research. Similarly the key word or variables under observation have also been discussed for the better understanding of the reader or other researcher about this topic. And finally the limitation as well as delimitation of this research has been discussed in brief.

Literature Review:

Qualitative Research

As per Bickman and Rog (2009), the methods of qualitative research mean to explain the queries, problems and solution of human behavior, opinion and experience. The data and information, which is difficult to explore through quantitative research approach is researched over here. The branches of knowledge involved are anthropology, education, nursing, psychology, sociology and marketing regularly use qualitative methods to address questions about people’s ways of organizing and attaching to and relating with the world. The approaches of qualitative research as well as the research in general depend on personal, professional, political and cross textual factors. As such there is no hard & fast rule to conduct qualitative research in any project; it is the researcher point of view to examine the matter in his or her own perspective, Cook (2000).

Review of Related Research

According to Michael C. Kemp (2003) after increasing different natures of security threats during ongoing event the quest for security screening has been increased. Many techniques have been adopted to cope up this issue the electromagnetic spectrum from X-rays and Gamma rays have been used. Terahertz technology for detection is going to be used, which is in between microwave and infrared respectively. The Terahertz imaging technology emits non-ionizing radiation to detect the hidden objects even from deep clothing, packaging or envelopes respectively. Moreover, it has a propensity to smell the plastic
explosives, chemical and biological agents. So Terahertz technology is one of the best modern security detection tools for screening and counterterrorism on the check posts.

As per Hakan et al (2003) the characteristics of nanoscale composites by terahertz spectroscopy are dealing with tangible pump-THz having experiments on single side of carbon wall nanotubes (SWCNTs) on quartz particles. The outcomes opined a higher side of carrier-lifetime that is on the order of 1.5ps to the extent of THz pulse duration. So the experiments have been repeated for ion-implanted, 3-4nm Si nanoclusters in quartz for which lifetime of carrier need to be assessed at 1.5ps. THz time-domain spectroscopy (THz-TDS) of SWCNTs depicted that THz pulse top transmission changed under optical enlightenment.

Felipe Oliveira et al (2003) discussed the neural network analysis of terahertz spectra of explosives and bio-agents. The real purpose of this networking technique and device is to detect the hidden biological and explosive elements in real time and wide field of view having electro-magnetic range from 0.1 to 3 THz. This is neural networking of terahertz spectra and associated images will furnish the specificity of agent detection and reduction of frequency of incorrect alarms. The adequate training of the security agents is the key to the success of efficient operations of this device. The threats and fears in this research are the identification of the multi-layer perception, number of hidden nodes, training algorithm vis-a-vis back propagation and determination of what type of THz spectral image containing both spectral and spatial information need to be analyzed with the assistance of Neurosolutions (TM) commercial neural networking software package.

In the view of Bradley S. Ferguson et al (2003) dealt with T-rays imaging. Pulsed THz imaging system has lot of valuable merits in inspection application. These are based on infrared frequency range. Herein we use T-ray imaging to identify different powdered materials hide inside envelopes. The terahertz spectral information helps in identification through the thickness of different range of powders.

As per R. Lawrence Ives et al. (April 21, 2003) there is a need for the development of backward-wave oscillators for terahertz application. In this research paper, Calabazas Creek Research Inc. was funded by the National Aeronautics and Space Administration to develop advanced backward wave oscillators for incorporating energy recovery, air cooling and improved performance.

Peter M. Livingston et al. (2003) extended their research on Compact Phonon Pumped Terahertz Laser This paper elaborates the concept to develop coherent THz radiation in a semiconductor diode device by using phonon generation via high-mobility electrons in semiconductor quantum well heterostructures. The theoretical basis for injecting both acoustic and optical phonons by high-mobility, bi-dimensionally confined electrons has been established over the yester decade. The electrons move parallel to the quantum well hetero junction, as their movement velocity exceeds either the local velocity of sound or the phase velocity of optical phonons in the crystal, energy is transferred from the electrons to the phonons (Cherenkov radiation). Strong concealment of both electrons and optical phonons in the quantum well leads to highly efficient energy transfer from high mobility electrons to coherent phonon waves. Harmonic motion of Plasma created by coherent phonons in a polar material (such as GaAs or InP) create breeding stock THz electromagnetic fields. This process is correlative to the physical process that is the basis of a laser vis-a-vis multi-level pumping, stimulated emission, and a selection of one mode at the expense of the other modes. This research elaborates a design approach to set up structures that will produce required electron velocities and bias fields, for phonon emission through electrical injection. This
research paper will also discuss the applicability of incorporating acoustic mirrors for a high finesse phonon cavity, and approaches for out coupling the THz radiation.

As defined by Tim D. Drysdale et al (April 2003) the tunable photonic crystal filter for terahertz frequency application. In this research paper, it has been investigated that the tunable metallic photonic crystal filter with an original mechanical tuning method, fit for use in terahertz frequency applications. Tuning demonstrates in a micrometer-driven prototype at rigorous full-vector electromagnetic simulations. The filter has the extraordinary benefit of robust and compact construction and tunable operation that readily scales to any desired terahertz frequency.

**Theoretical Construct/Research Gaps**

The dominant literature discussed above has few gaps with reference to security as well as traffic management from terrorists’ attacks. So to reduce the terrorists’ activities, it is necessary to increase the use of modern technology especially on security check posts within and outside the cities especially at entrance or exit points respectively. This research paper deals with the awareness of general public through Print, Electronics as well as Social Media about the use of E-Tag for the reduction of specious and terrorists’ activities.

**Theoretical Model showing relationships of Variables**
This is the theoretical model showing the research gap, wherein different variables mentioned above has shown relationship with modern technology likewise E-Tag. These variables have been developed during semi-structured interview protocol with the respondents based on the personal observation of researcher as well.

**Subject of Case Study**

The subject of Case Study deals with two major branches of Social Sciences vis-à-vis Management as well as Marketing respectively. The role of Management is to control, lead and organize the Security and Traffic issues and Marketing is engaged with advertisement, publicity and media campaign regarding awareness of general public about the frequent use of E-Tag for their personal as well as vehicles identification.

**Summary**

In this chapter the theoretical framework as well as the contribution of previous researchers in shape of literature, types, assumptions and characterizes of both qualitative as well quantitative researchers have been discussed.

**Research Methodology:**

**Objective of the study**

The study was conducted to achieve the following objectives:

1. To investigate the problems regarding traffic jam on security check posts.
2. To know the usage of technology especially E-Tag facility for smoothening the traffic flow and reduction of terrorist activities.
3. To identify the barriers for not proper implementation of E-Tag facility on security check posts for the rapid identification of person as well as vehicle.

**Research Question**

1. What are the problems regarding traffic jam on security check post?
2. How satisfied the usage of technology especially E-Tag facility for smooth flow of traffic and reduction of terrorist activities?
3. What are the barriers for non proper implementation of E-Tag facility on security check posts for the rapid identification of person as well vehicle?

**Population**

This research has been conducted in the Cantonment Area of Lahore, and all the driving license holders of this area are considered as the focus population.

**Sample**

In research terms, a sample is a group of people, objects, or items that are taken from a larger population for measurement (Cochran, 1963).
Sampling
Sampling is the act, process or technique of selecting a suitable sample, or a representative part of population for the purpose of determining parameters or characteristics of the whole population (Cochran, 1963).

Data Sources
Qualitative research data collection methods are time consuming; therefore data is usually collected from a smaller sample than would be the case for quantitative approaches, therefore this makes qualitative research more expensive (Mack, et. al., 2005). Following are the main methods of data collection in qualitative research:

- Focus group
- Interviews
- Participants observations
- Document analysis (as a source data)

In this research the data has been gathered through personal interviews from twelve participants by their free will from different profession and academic back grounds.

Ethical Considerations
Ethical consideration is every qualitative research is the free will of participants at the time of interviews or observations so all the parameters of ethical considerations have been adopted while collecting the interviews from the twelve participants.

Research Design
This paper is based on qualitative research and the data has been gathered from twelve persons from different profession and educational status by their free wills. The instrument of research was face-to-face as well semi-structured telephonic interviews on open ended questions. Software used for coding and interpretation of qualitative data was NVIVO.

Interview Instrument and Protocol

- May I know your good name and profession please?
- Would you please share your driving skills and the vehicle use for this purpose?
- Would you please share your opinion about Terrorist Activities in Pakistan?
- So the measures adopted by Securities Agencies to minimize Terrorist Activities on Check Posts are sufficient as per your views?
- May you express your feelings about Traffic situation within and outside cities of Pakistan?
- If you are facing some Emergency, but the Security Official stops you on Check Post or Toll Plaza for verification of yours as well as vehicle’s identity then how do you react?
• Would you please suggest what should the Security Agencies do to scrutinize the terrorists on pickets without interrupting the traffic? Would you please share your experience about verification of person as well as vehicle’s identity through E-Tagging Device?
• Would you please share the Public perception for not adapting this facility? Should government make some heavy advertisement through print & electronic Medias for Public awareness or it may be deemed mandatory in by-laws?
• Are people frightened from Annual Subscription as well as lengthy procedure for getting E-Tagging enrolment from Security Agencies? Please share your response, if this facility is available on the check post?
• Besides good features of E-Tagging Security measures would you please share any lacuna in this system, if some thief or terrorist drives the vehicle having E-Tagging Sticker on it?

Demographic Profiles of the Driving License Holders representing the Population of Lahore Cantonment
According to a careful Population Survey of Lahore District as on Calendar Year 2013 the Total Population of Lahore is 12,218,345 out of which 81.17% pertains to Urban Area and remaining 18.83% belongs to Rural or Sub-urban Areas respectively. The Prime focus of this Research is the Awareness of General Public living and working in Lahore Cantonment Area about the use of E-Tag facility on Security Pickets to save the time reduction of Terroristic Activities. From the above demographic profiles, it is very clearly depicted that the 12 people have been selected from not only of different Professions but also from different Qualification and status. The one thing is common among them is that all have own Driving Skills.

Data Analysis Strategy

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name</th>
<th>Qualification</th>
<th>Profession</th>
<th>Driving Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mr. A</td>
<td>Computer Engineer</td>
<td>HR Manager</td>
<td>Sensible Driver</td>
</tr>
<tr>
<td>2</td>
<td>Mr. B</td>
<td>M.Phil</td>
<td>Mkt. Mgr.</td>
<td>Ability to drive 4-5 hrs continuously</td>
</tr>
<tr>
<td>3</td>
<td>Mr. C</td>
<td>PhD</td>
<td>Scholar</td>
<td>People say that I am a rash &amp; vagabond driver</td>
</tr>
<tr>
<td>4</td>
<td>Mr. D</td>
<td>BCs</td>
<td>IT-Professional</td>
<td>No special skills in driving</td>
</tr>
<tr>
<td>5</td>
<td>Mrs. E</td>
<td>Doctor</td>
<td>Doctor</td>
<td>Can drive car</td>
</tr>
<tr>
<td>6</td>
<td>Mr. F</td>
<td>MBA</td>
<td>Pvt. Biz.</td>
<td>Confident Driver</td>
</tr>
<tr>
<td>7</td>
<td>Mr. G</td>
<td>B.Com</td>
<td>Banker</td>
<td>Reasonable Driving skills</td>
</tr>
</tbody>
</table>
This is the pure qualitative research, wherein the whole data has collected from face to face interviews and using qualitative software NVIVO for transcribing, segmenting, coding, categorizing, creation of nodes and thematic and content analysis respectively. Appended below are the operational definitions of these technical terminologies:

- Transcribing means to put the data into more analyzable form
- Segmenting means to divide that data in meaningful ways
- Coding defines to identify themes and concepts in the data
- Categorizing refers to the group codes
- Relating Categories means to figure out relationships between categories
- Prioritizing defines to create a hierarchical category system
- Enumerating means to quantify the data to look for the frequency
- Memoing describes to write reflective notes about the data and determine what to do next
- Diagramming means to understand complex relationships

Therefore all the parameters of good Data Analysis Strategy have been adapted from data collection to its analysis and interpretation respectively.
### Thematic Table on Public Awareness about E-Tag Device on Security Check Posts for smooth Traffic Management & Reduction in Terrorists Activities

<table>
<thead>
<tr>
<th>Research Question</th>
<th>Themes</th>
<th>Category</th>
<th>Sub-Category</th>
<th>Theoretical Lens</th>
<th>Substantial Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the problems regarding traffic jam on security check post?</td>
<td></td>
<td>Public Awareness about E-Tagging through Media Campaign</td>
<td>Public Perception about E-Tagging Facility</td>
<td></td>
<td>By adopting Modern Technology like E-Tag on Security Check Posts and on Toll-Plazas not only the traffic flow is efficiently managed but also helpful in reduction of Terrorist Activities by Proper Identification of Person as well as Vehicle.</td>
</tr>
<tr>
<td>How satisfied the usage of technology especially E-Tag facility for smooth flow of traffic and reduction of terrorist activities?</td>
<td>Smooth Traffic Management &amp; Reduction in Terrorists Activities</td>
<td>Public perception about Annual Subscription &amp; Lengthy Procedure</td>
<td>Suggestions for Security Measures on Check Posts</td>
<td>Hierarchy-of-effects models (Robert J. Lavidge, Gary A. Steiner, 1961)</td>
<td></td>
</tr>
<tr>
<td>What are the barriers for non proper implementation of E-Tag facility on security check posts for the rapid identification of person as well vehicle?</td>
<td></td>
<td>Lacunas in E-Tagging Security System</td>
<td>Verification through E-Tagging Device</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In the above thematic table the research questions of this qualitative research have been discussed on the theme of this topic regarding smooth traffic management and reduction of terrorists’ activities by the use of modern devices and technology on the security check posts. Hierarchy of effect Models has been applied as a theoretical lens and the significant contribution of this study is that within the vicinity of Pakistan, it has not yet seen earlier.

**Summary**

This chapter comprise of the methodology used for conducting this research Similarly the method for collection and analysis of data through interviews from general public and onward interpreting the results by using the qualitative software vis-à-vis NVIVO.
Research Model

This is very comprehensive model of whole research conducted on real time basis during face to face interviews of twelve participants. This research paper has three dimensions related to the role of security agencies, use of modern technology and awareness of general public respectively. The results of this model have been generated by using the Qualitative Software NVIVO.
Data Analysis Strategy and Coding-(Matrix Framework Model)

The matrix framework Analysis has been developed by making nodes and sub-nodes on the qualitative software NVIVO. It shows the importance of different variables in shapes of themes. More the use of E-Tag by the general public reduces the burden on security check posts, which is helpful in managing frequent traffic flow accordingly. The identification of person as well as vehicles passing through the check posts is used to be made by the modern machines in an efficient manner, which a man or a dog can’t do it.
Word Frequency Count

<table>
<thead>
<tr>
<th>Word</th>
<th>Length</th>
<th>Count</th>
<th>Weighted Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Tag</td>
<td>6</td>
<td>108</td>
<td>2.35</td>
</tr>
<tr>
<td>Check-post</td>
<td>5</td>
<td>85</td>
<td>1.85</td>
</tr>
<tr>
<td>security</td>
<td>8</td>
<td>82</td>
<td>1.78</td>
</tr>
<tr>
<td>awareness</td>
<td>9</td>
<td>73</td>
<td>1.59</td>
</tr>
<tr>
<td>tagging</td>
<td>7</td>
<td>72</td>
<td>1.57</td>
</tr>
<tr>
<td>public</td>
<td>6</td>
<td>69</td>
<td>1.50</td>
</tr>
<tr>
<td>well</td>
<td>4</td>
<td>66</td>
<td>1.44</td>
</tr>
<tr>
<td>terrorist</td>
<td>9</td>
<td>63</td>
<td>1.37</td>
</tr>
<tr>
<td>vehicle</td>
<td>7</td>
<td>58</td>
<td>1.26</td>
</tr>
<tr>
<td>good</td>
<td>4</td>
<td>55</td>
<td>1.20</td>
</tr>
<tr>
<td>people</td>
<td>6</td>
<td>53</td>
<td>1.15</td>
</tr>
<tr>
<td>agencies</td>
<td>8</td>
<td>46</td>
<td>1.00</td>
</tr>
<tr>
<td>facility</td>
<td>8</td>
<td>46</td>
<td>1.00</td>
</tr>
<tr>
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<tr>
<td>activities</td>
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</tr>
<tr>
<td>traffic</td>
<td>7</td>
<td>40</td>
<td>0.87</td>
</tr>
<tr>
<td>posts</td>
<td>5</td>
<td>39</td>
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</tr>
<tr>
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<td>6</td>
<td>37</td>
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<td>interview</td>
<td>9</td>
<td>36</td>
<td>0.78</td>
</tr>
<tr>
<td>post</td>
<td>4</td>
<td>35</td>
<td>0.76</td>
</tr>
<tr>
<td>modern</td>
<td>9</td>
<td>33</td>
<td>0.72</td>
</tr>
<tr>
<td>measures</td>
<td>8</td>
<td>30</td>
<td>0.65</td>
</tr>
<tr>
<td>verification</td>
<td>12</td>
<td>30</td>
<td>0.65</td>
</tr>
<tr>
<td>driving</td>
<td>7</td>
<td>29</td>
<td>0.63</td>
</tr>
<tr>
<td>identity</td>
<td>8</td>
<td>29</td>
<td>0.63</td>
</tr>
</tbody>
</table>

The word frequency table is generated by Qualitative Software NVIVO. It shows the importance of different words in this research paper. The frequency counts of words “E-Tag”, “Security”, “Check-posts”, “traffic”, “terrorism”, and “Awareness” respectively are showing handsome counts. So this may be assumed as “Content Analysis” of this research paper by the use of qualitative software NVIVO likewise Thematic Analysis.

Summary

In this section the model variables, framework matrix and word frequency tables have been discussed in details showing their importance in diagrammatic form for better understanding of the whole research conducted so far.
Discussion:

Thematic Analysis
Impact of Terrorist Activities in Pakistan

Pakistan is the country the borders of which touches with five countries like India, China, Iran, Afghanistan and Russia respectively. Pakistan fought three wars with India due to the issue of Kashmir and engaged with Afghan war with Russia as well. And Pakistan is the one, which has not accepted the solidarity of Israel, so that both these countries don’t have foreign relations. Similarly Pakistan is the first Muslim country and the seventh country in the world, which has attained the Nuclear Power. So due to all these issues some external as well as internal notorious powers don’t want peace in Pakistan. And used to detract Pakistan socially, economically, politically and morally through different types of Terrorist Activities occurred on the basis of sectarianism, religionist, regionalism, gender, class, culture and language respectively.

Measures adopted by Securities Agencies

Due to the non proper coordination amongst all the security agencies of Pakistan the terrorists used to take benefits always. Security Agencies used to become active after any counter attack by terrorists. They have made big blasts even at the Head Quarters of Army, Navy, Air force, Police and intelligence agencies as well. Similarly no market, no park, no mosque, no bazaar and no religion procession are saved from their attack. One of the root-cause for this security laps is almost no use of modern technology. There is no concept of checking the identity of person and vehicle while passing through the security check posts. And due to manual checking of identity on security check posts the long queues used to established, which cause road block and traffic jam respectively. So the extensive use of modern technology is the need of the day to cater this issue.

Traffic situation within and outside cities of Pakistan

Besides Motorway there is no concept of good traffic management within and outside cities of Pakistan. The problem of this situation is twofold vis-à-vis no meritocracy and extensive corruption. Neither the officials of Traffic Authorities are loyal nor that of General Public. References and kick-backs are used in issuances of Driving Licenses, so due to this problem a person can get driving license without having driving sense. In the developed nations there is no concept of Traffic Warden on the Traffic Signals, but in Pakistan if Traffic Warden is no there then people damn care about the Signals whether it is Red or Green they passed out accordingly.

Identification in case of Emergency

This is one of the serious issues highlighted by the respondents in this research that in case of emergency there is provision to pass out from the security check post or even a toll plaza when there is a long queue in front of your vehicle. The manual checking of each vehicle takes 2 to 5 minutes or sometimes more on security check post, whereas it only takes few seconds when someone has a facility of E-Tag on vehicle.
Scrutiny through E-Tagging Device

This is one of the safest and compact modes of checking the person’s as well as vehicle’s identity while passing through the security check post through E-Tag device. It only takes few seconds for checking the right person and right vehicle while passing through the security check post. More use of technology is required to cater the problem of traffic as well as terrorism in the country.

Public perception for not adapting E-Tag facility

With careful estimation it is observed that the ratio of E-Tag users and Non E-Tag users is 2:98 respectively. In general there is no campaign by the authority to educate General Public on the use and benefits of E-Tag facility for checking their identification on security check posts to minimize the burden of traffic and checking of persons as well as vehicles identities while passing through the security check posts. So the general public needs to be educated through print, electronic and social Medias by heavy campaigns, advertisements and publicity respectively.

Fear from Annual Subscription and lengthy procedure

Twelve face to face interviews have been conducted from well educated class of people in conducting this research. And more or less everyone is of the opinion that there are two issues in non-adaptability of E-Tag facility by the general public vis-à-vis the lengthy procedure as well as handsome amount of annual subscription for renewal of this facility. If this facility is available alongside the Security Check Post with different subscription packages then the trend will altogether changes.

Lacunas in E-Tag System

In the initial stages of E-tagging system, it will be a quite good initiative to increase the numbers by motivation. But in the long run in order to adopting more foolproof security measures it should be amended with proper scanning of vehicle as well as the eye-retina scanning of person on driving seat otherwise any thief or terrorist can use the snatched vehicle of real owner for crime and terrorist activities respectively.

Summary

In this section all the themes, which are considered as the variables of this research have been discussed in details and high lightened the intensity on each themes on the basis of public opinion during interviews and personal observations of the researcher as well.

Conclusions & Recommendations:

Research Questions

What are the problems regarding traffic jam on security check post? How satisfied the usage of technology especially E-Tag facility for smooth flow of traffic and reduction of terrorist activities? What are the barriers for non proper implementation of E-Tag facility on security check posts for the rapid identification of person as well vehicle?

In the light of above research, it has been concluded that the authorities should advertised the use of E-Tag facility through print, electronic as well as social media in order to educate general public about
the facilities of modern technology. There need a proper installation of walk through gates, security cameras, sensors as well as scanners to identify the vehicle as well as person identity. Similarly the application procedure should be available on the spot, so that more and more people will get this facility in order to save time to avoid long queues on the security check posts for smooth flow of traffic and reduction of terrorists’ activities in the presence of instant identity of person as well as vehicle.

**Recommendations and Implication for Theory, Research and Practice**

This is a good contribution towards theory, research and practice as Pakistan is always at the stake of terrorism due to different types of religious and sectarian groups. There is uncertainty and risk of life everywhere whenever someone goes outside home as neither any public place nor any high profiled building is free from terrorist attack. Therefore extensive use of modern technology can minimize the fears of terrorists’ attacks. In the first phase, it may please be recommended to aware general public about the use of E-Tag, so that large number of people as well as vehicles can be entered into database for identification. This is good addition in theory as in this paper the rules of management and marketing have been applied on the control of traffic and terrorism in the presence of modern technology. And if government and other security agencies adopt this practice then they can easily control the traffic flow on security check posts, but also reduce the terrorist activities by the exact identification of person as well as vehicle.

**Summary**

In this section the interviews of twelve participants have been discussed in details. The research questions as well as the contribution to theory have been discussed. Similarly the recommendations to the authorities for its proper implementation have been addressed as well for management, control and organization of traffic and reduction of terrorism by the use of modern technology.

**References:**


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36. United States sets date for E-passports".
39. USDA Bets the Farm on Animal ID Program
Appendices:
Results and Diagrams Drive from NVIVO:

Traffic vs Terrorism Management

Sources clustered by word similarity

Mr. Kamr...
Mr. Adil H...
Salman B...
Mr. Riaz...
Mr. Qais...
Mr. Nosh...
Mr. Furqa...
Mr. Asad...
Mr. Mobi...
Mr. Zain...
Mr. Ather...
Mr. Adna...
Tag - Results Preview

Apol. In spite of having
Tagg is best even a
of the person is
tagged car can easily pass

Would you please
and came into the

E - tagged car
Finger Prints or
Good initiative to

I don’t personally
wanted to
It is good
as such
personal experience,
good way,
I have
this is

on Security Check
enrolment from Security Agencies?

Would you
12 besides good

Device

Can easily pass
helps in catching
on it and
just to pressure
not for terrorists
Lines will become jam
on their cars, but

Security measures would you

Sticker on it?

Car
Data
It
You
Plus
Thieves
Verification
Yes
You

15:108 * Public awareness about
terrorist drives the vehicle
launched an operation namely Zarb -
Besides good features

Plus point, if due to
come time because
increased towards the use
of long queues, the objective
if having, the facility
will get

your views? In fact the

well as vehicle’s identity
through

Tagging