

**Title: Culture of the clip: An Exploration into online videos as an emerging Culture**

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The phenomenon of the 'online video' is becoming part of the fabric of daily life. In 2010, the video sharing website Youtube drew twenty-four hours of video uploads every minute and currently receives the third highest level of global internet traffic. YouTube has been described as a cultural archive, storing moments from the mundane to the spectacular, allowing anyone with a video camera to have a voice in shaping modern culture. The levels of online video sharing occurring in cyber space have led to the coining of the phrase the 'Culture of the Clip'. This dissertation explores the 'Culture of Clip', establishing a framework that defines how a specific online video becomes a cultural signpost for modern society. It looks at the online communities that cultivate an online video, the role of the emerging participation culture and addresses the core values of the 'Culture of the Clip'. By tracing the pathway of specific video clips through the online domain this dissertation examines this cultural framework and further explores additional criteria, such as an online video creating its own sub-genre through parody and approbation. It also discusses the impact of the emerging clip culture on mainstream media and modern culture. The volume of online video today is increasing exponentially yet research into online video sharing has only begun to scratch the surface of this richly diverse topic. The future importance of the 'Culture of the Clip' has yet to be appraised.