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*Superdiversity Networks: Sustaining
Youth Interest in Chinese Clan
Association*

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Tajuk: Superdiversity Networks: Sustaining Youth Interest in Chinese Clan Association

Traditional Chinese clan associations are often considered at risk in the face of rapidly developing technology and a shift away from traditional norms. Using Chan She Shu Yuen Clan Association Kuala Lumpur & Selangor (CSSYKL), a centennial Cantonese ancestral clan association in Malaysia, as a case study, this study examines its evolving roles within the context of superdiversity, the importance of youth as agents of traditional continuity, and the social capital benefits derived from participation. It also investigates the factors underlying youth's lack of interest in clan associations and the modalities of youth recruitment in sustaining the organization. This study collects data through fieldwork, participant observation, interview, and document review. Fieldwork was conducted at the clan house at Petaling Street, KL and observations were performed both physically and online. In-depth interviews were conducted with 21 respondents, including youth members and non-members, using purposive and snowball sampling techniques. Data were analyzed thematically using Braun and Clarke's six-phase framework. Findings indicate that CSSYKL continues to play an active role in cultural preservation, educational initiatives, social cohesion, community unification, welfare provision, and the promotion of cultural tourism. Meanwhile, youth members assume multifaceted roles as cultural bearers and transmitters, network builders and sustainers, operational facilitators, and drivers of change and innovation. While contributing to the effective functioning and sustainability of the clan association, youth benefit from the social capital generated through their participation. Despite this, clan associations face persistent challenges in engaging youth due to institutional, structural, and identity-related constraints. To address these challenges, the clan association adopts a multi-modal recruitment model that leverages social networks, programmatic engagement, and digital media outreach to effectively engage youth. As part of the "Superdiversity Networks: Cantonese Clan Associations in Malaysia as Transnational Social Support System" research project under the Fundamental Research Grant Scheme (FRGS/1/2018/WAB12/UKM/O2/1), this study contributes to an understanding of the continuity of traditional clan associations in the 21st century, sustained by youth participation and the reproduction of social capital. It underscores the cultural and social significance of these associations in shaping youth cultural identity and social capital, as well as their impact on personal and communal life.