

shear dependent viscosity

For systems showing non-Newtonian behaviour when measured in steady simple shear, a coefficient η equal to $\frac{\sigma}{D}$ at a given value of the shear rate D , where σ is the stress; η_0 is the limiting viscosity at zero shear rate, and η_∞ the limiting viscosity at infinite shear rate; $[\eta_0]$ is the limit of intrinsic viscosity at zero shear.

Source:

PAC, 1979, 51, 1213 (*Manual of symbols and terminology for physicochemical quantities and units. Appendix II: Definitions, terminology and symbols in colloid and surface chemistry. Part 1.13. Selected definitions, terminology and symbols for rheological properties*) on page 1217