shear thinning

Also contains definition of: shear thickening

If viscosity is a univalued function of the rate of shear, a decrease of the viscosity with increasing rate of shear is called shear thinning, and an increase of the viscosity shear thickening.

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