

## **rheology**

The study of the flow and deformation of matter under the influence of a mechanical force. It is concerned particularly with material behaviour which cannot be described by the simple linear models of hydrodynamics and elasticity. Some of these departures are due to the presence of colloidal particles or to the influence of surfaces.

**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 1215