τ

τ_0

RD   RI

0     $\dot{\gamma}$

RD = Rate-dependent
RI = Rate-independent

τ_0 : yield stress

Considering $\tau = \eta(\dot{\gamma})\,\dot{\gamma}$, the fluid flows easily above τ_0.
(lower viscosity)

For RD part only, depending on the curve ▬ , we divide the
motion into 3 types:

η

Shear Thickening

Simple.

Shear thinning.

0     $\dot{\gamma}$